



HandUp

By The Salvation Army

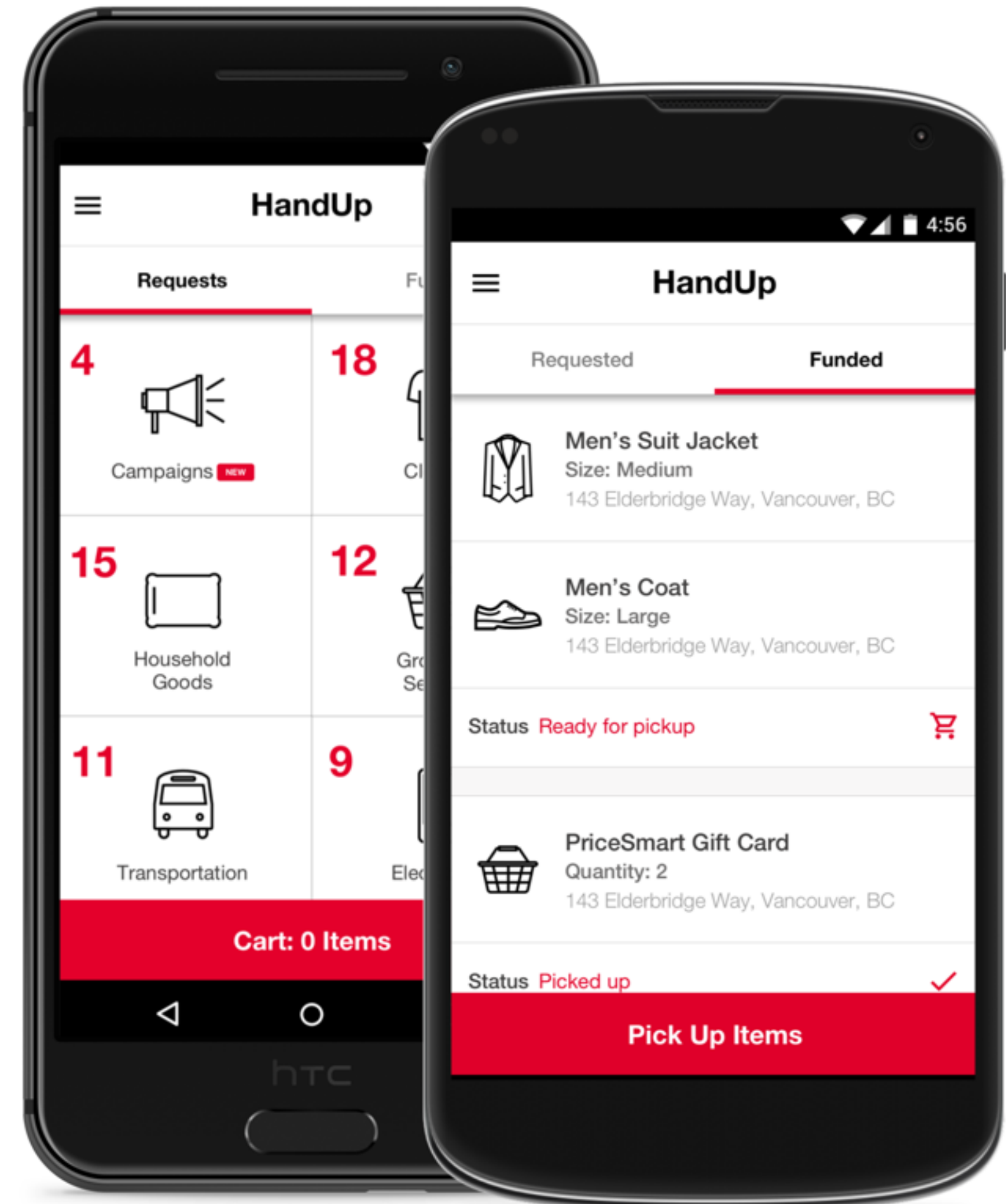
Cyrus Lau | Danny Blackstock



Design Proposal

A new digital donation experience that provides a more transparent donation process, by allowing donors (**general public**) to fund specific goods and basic necessities, as requested directly by recipients (**low income people**).

Similar to Kickstarter or GoFundMe, people in need of help can create a list of basic necessities from Salvation Army's thrift store inventory. When their items have been funded, they will be notified to collect them from a local Salvation Army thrift store.



The Salvation Army

The Salvation Army is one of the largest charitable organizations with international presence and members. They provide a variety of medical, homelessness, and religious services and maintain their trademark thrift shops. They have built a legitimate brand of trust and authenticity, attributed to their **strong values, messaging, and marketing efforts to educate the public about their initiatives.**

Emergency Disaster Services

Thrift Stores

Shelters + Care Homes

Churches

Child Care

Rehabilitation Centres

Food Banks

Educational Programs



Opening Insight

“For a sector overly reliant on generating money from an aging Baby Boomer population, **getting young Millennials donating to nonprofits early is a key to long-term sustainability**. That’s why many charities are working to develop a more **interactive, customisable, and transparent giving experience...**”

The Salvation Army, one of the nation’s oldest charities, **recently increased its focus on involving young people** after a series of focus groups showed that few students in high school and college knew what the organization did.”

Victor Luckerson, TIME (2012)

NEW DEMOGRAPHIC

Millenial Donors

The Salvation Army's main donor demographic leans toward the older generation and baby boomers, who resonate with the charity's brand (CharityInfo, 2011). We believe that there is an opportunity to begin **targeting a younger demographic who are more technologically literate, and for whom donating is more local and personal** (TIME, 2012).

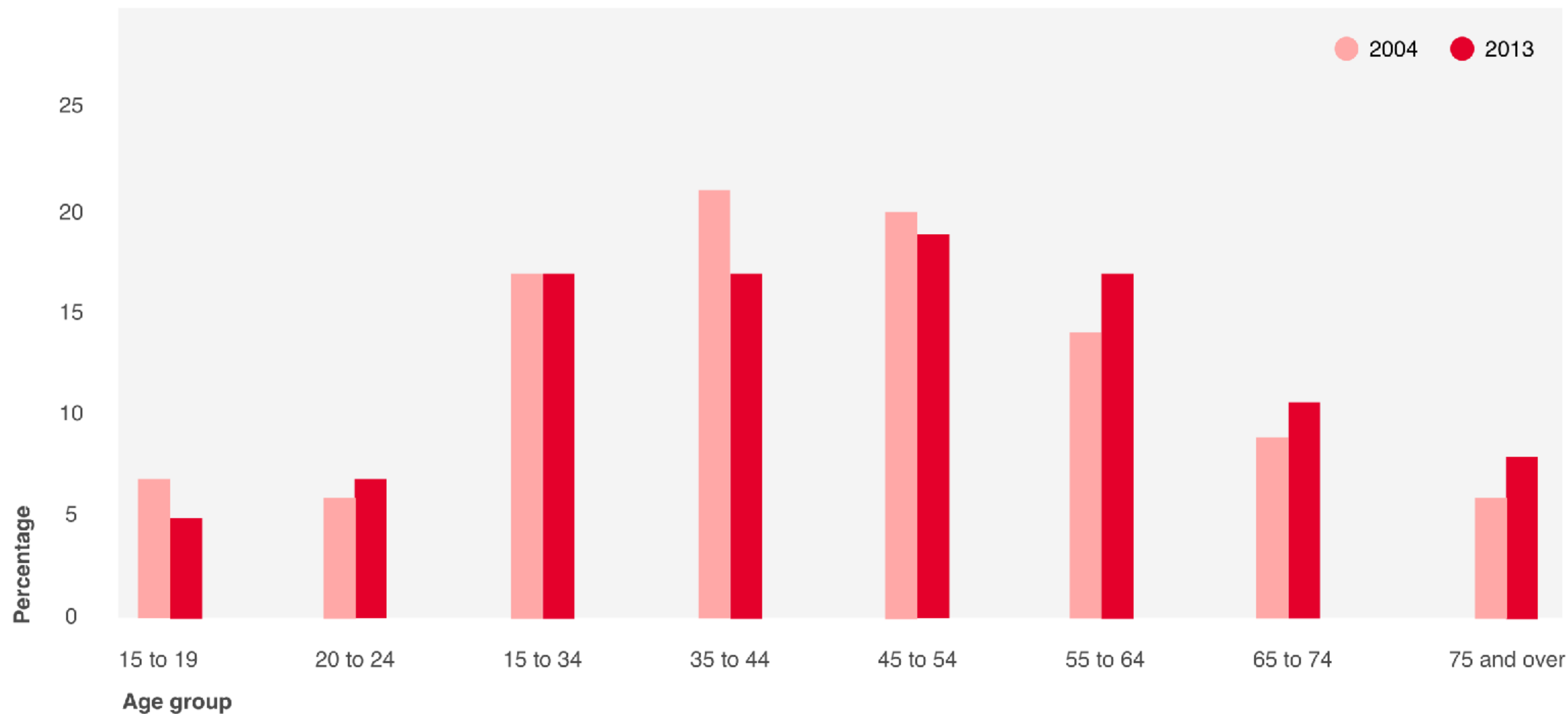
This is particularly important because **78% of millennials indicated in a survey that they would stop donating if they didn't know how their donation was making an impact** (The Globe and Mail, 2016).

“Millennials also want to know that their gift is making a real impact. About half of millennials are most likely to give when they know how their gift will impact an organization's work...Helping them find ways to do so is as easy as **connecting them to realize the purpose of their giving** and volunteering actions, regardless of the size.”

Mark Horoszowski, The Huffington Post (2016)

An aging donor population

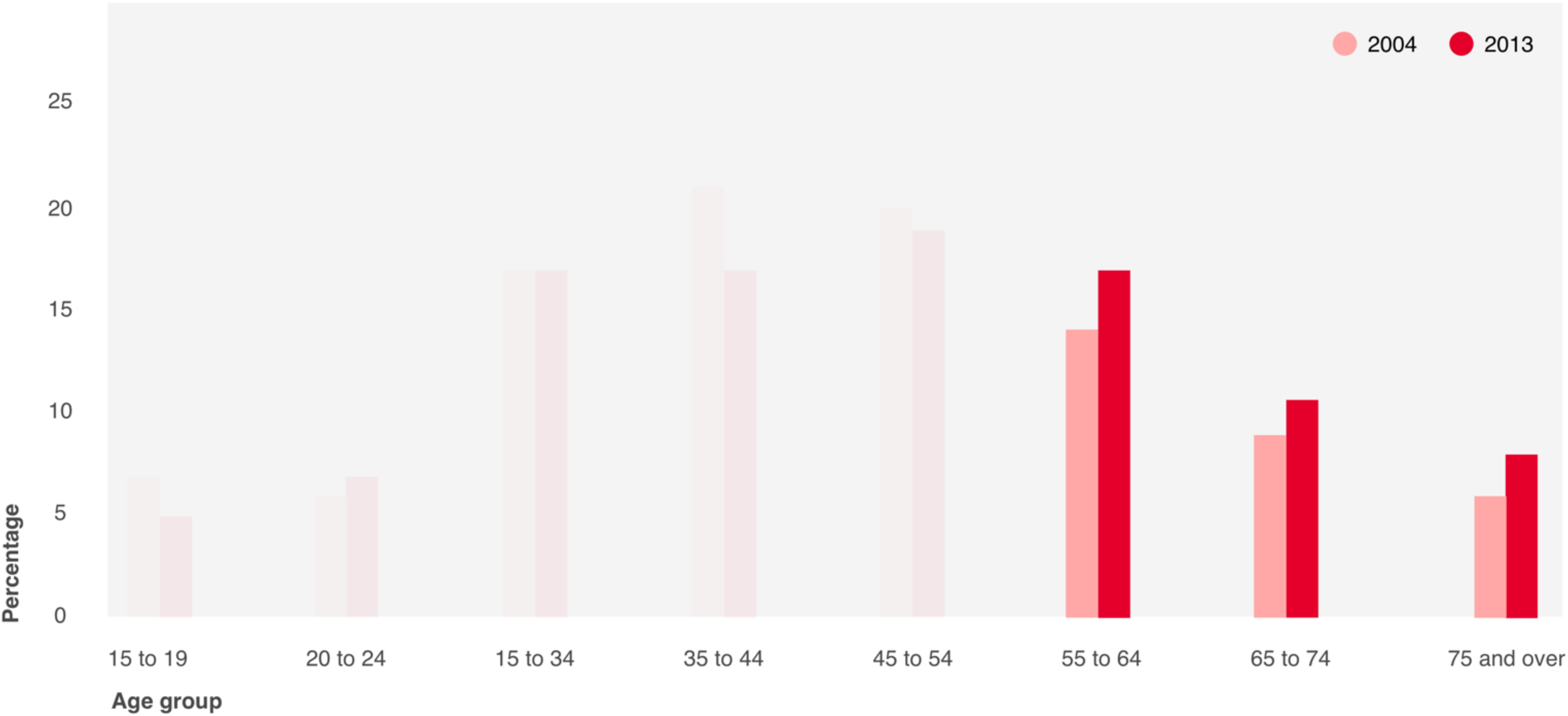
Distribution of Canadian charity donors, by age group



Statistics Canada, General Social Survey on Giving, Volunteering and Participating (2004-2013)

An aging donor population

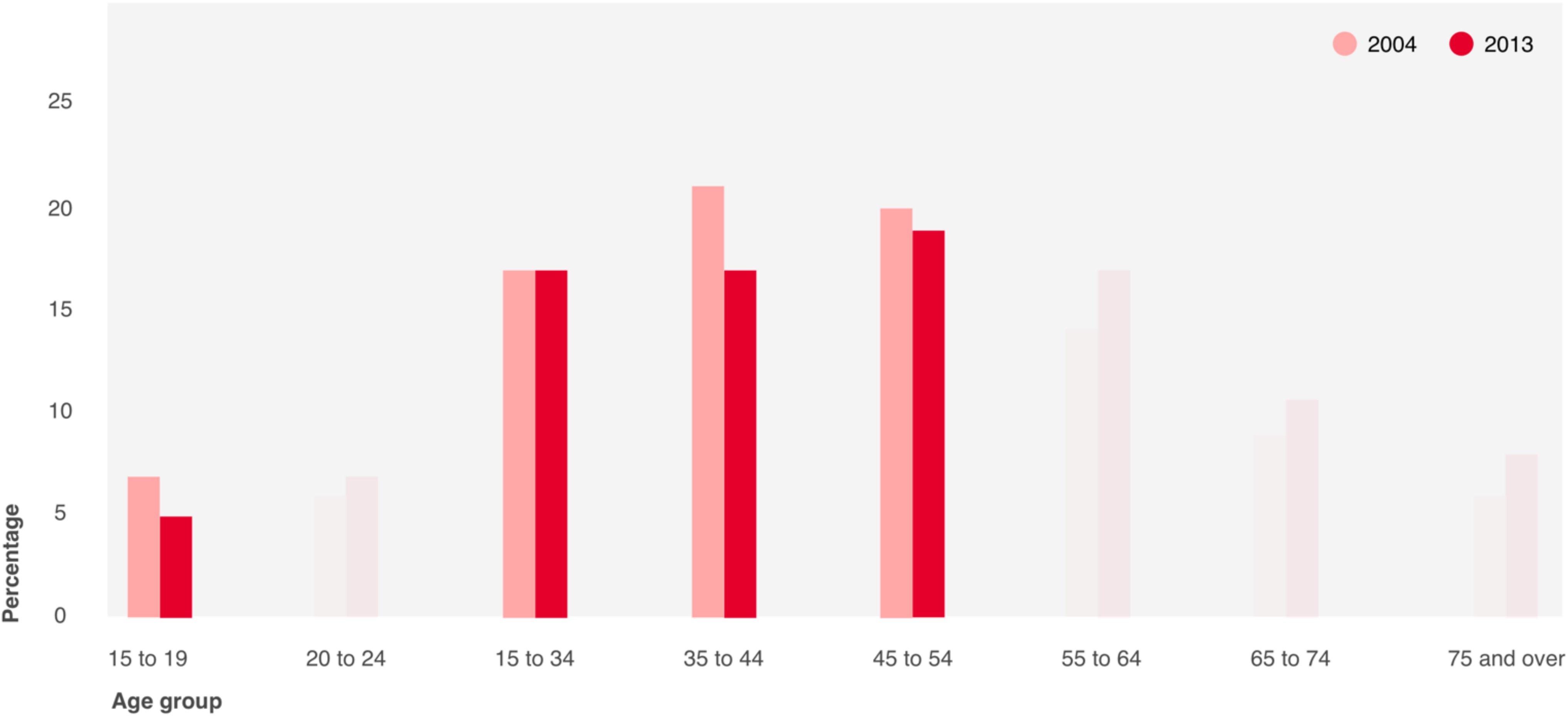
Distribution of Canadian charity donors, by age group



Statistics Canada, General Social Survey on Giving, Volunteering and Participating (2004-2013)

An aging donor population

Distribution of Canadian charity donors, by age group



Statistics Canada, General Social Survey on Giving, Volunteering and Participating (2004-2013)

Frame

How can we empower and encourage the younger generation to donate more and support the impoverished community?

PUBLIC PERCEPTION PROBLEM


Lack of Transparency

Monetary donations are made through online websites for each branch and region, through in-person collection kettles, and other channels. However, donors can't see how their money is specifically being used to positively impact people in their local community. **Previous scandals of money misuse and poor management in charities have created a general distrust of charitable organizations.**

“Only half [of Canadians surveyed] think charities are open and transparent...The study shows a clear need for greater transparency to enable donors to become more knowledgeable about their operations and the societal value they create. The findings clearly show a gap between the desired levels of transparency that Canadians want and what they are currently seeing from Canada's charities.”

Imagine Canada (2016)

[about us](#) | [contact us](#) | [visit salvationarmy.ca](#)



FILL THE KETTLE

Giving Hope Today

Thank you for helping to fill The Salvation Army's kettle at Cariboo Hill Burnaby.

Your gift will help us reach our goal of dignity for all.

Please provide your contact and payment information below. Your contact information is required to generate an electronic tax receipt which will be sent to the email address that you provide.

Please note: This site can accept Canadian donations only. If you are outside of Canada, please email us at donor_questions@can.salvationarmy.org - we will provide instructions for making a secure donation.

* Required information


☒ Make a personal donation
☐ Make your donation on behalf of an organization

Connecting to Facebook, please wait...

* First Name

* Last Name

Contact Information



The Salvation Army

Kelowna & West Kelowna Ministries

Share this cause:

Yes! I want to support the work of The Salvation Army in Kelowna

Through your generosity, The Salvation Army in Kelowna can continue to provide much needed programs and services in the Central Okanagan.

Please provide the requested information below as your contact details are required in order to generate an accurate tax receipt. The electronic tax receipt will be sent to the email address provided.

* denotes required information

☒ Make personal donation:
☐ Make a corporate donation:

* First Name:

* Last Name:

Contact Information

☒ Home ☐ Work

* Cardholder Address:

* City/Town:

* Province:

* Postal Code:

Phone Number: () Ext.

* Email Address:

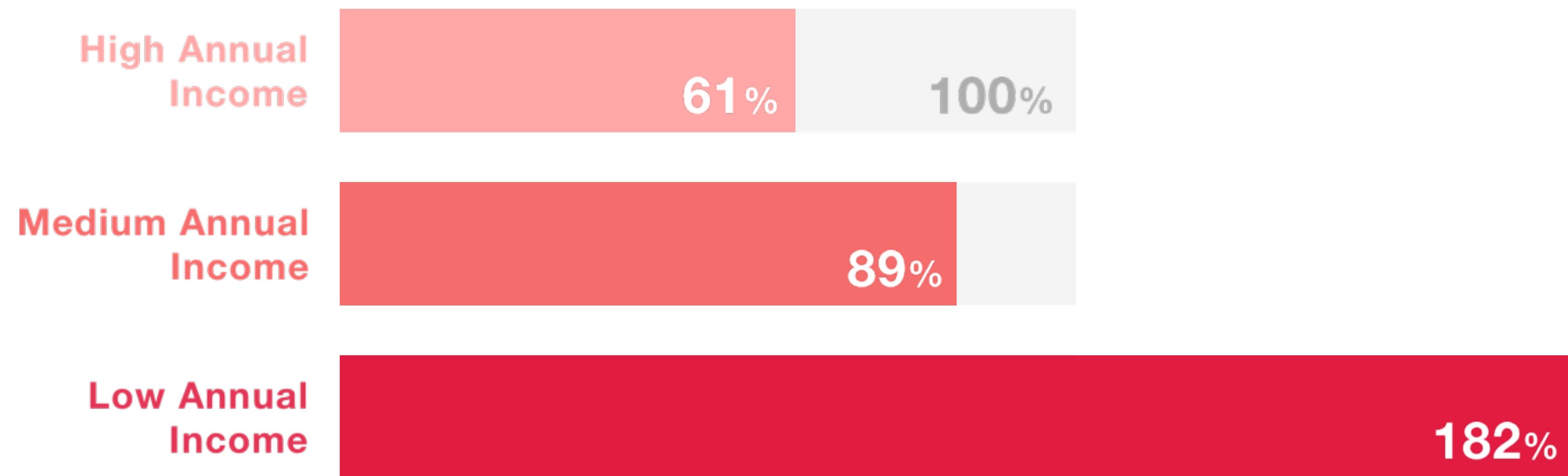
SOCIAL LIVING PROBLEM

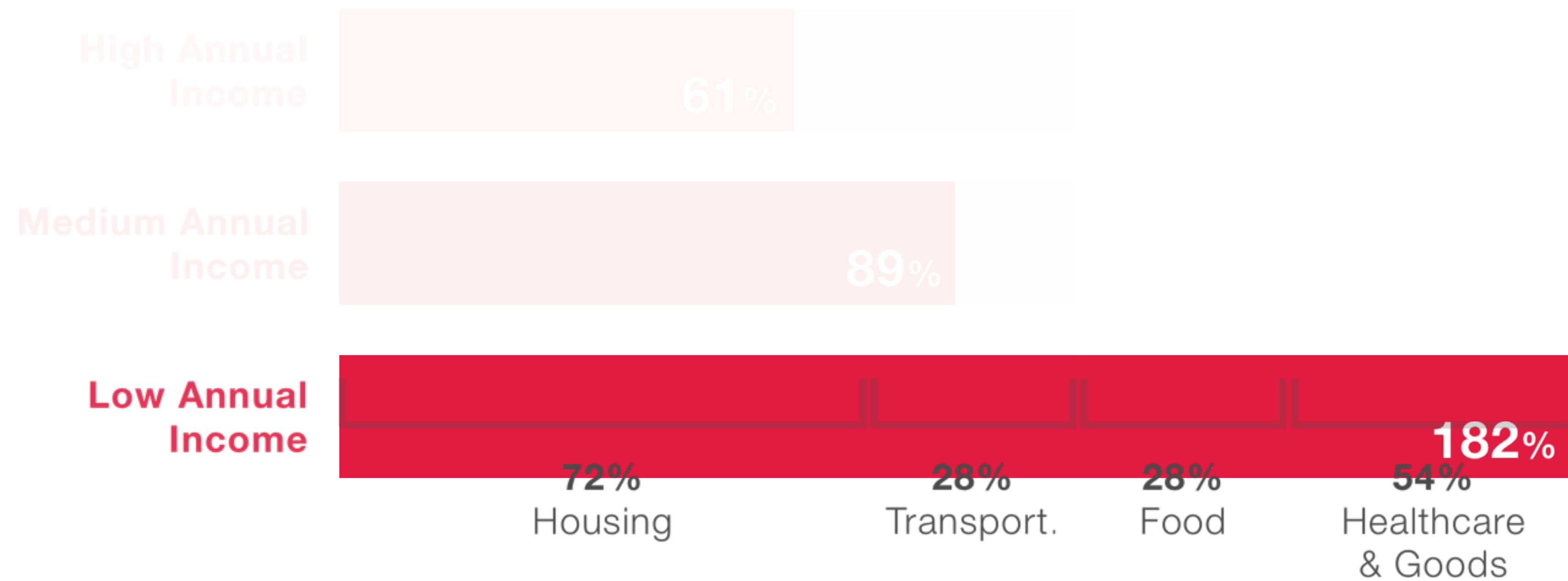
Priorities of the Working Poor

In 2015, a governmental report showed that **20% of Canadian households spend over 50 percent of their income on rent, which puts them at risk of homelessness**. Similarly, another study showed that **1/3 of US children lived in a home where “no adults are working or receiving cash assistance”** (ChildTrends Report, 2015). Many low income people have a difficult time being able to afford the basic necessities for daily life, in particular families who need to also take care of their children.

“I’ve studied poverty throughout the years. It does terrible things to families and deprives them of opportunities. At least **25% of children who grow up in poverty will become poor adults themselves**. Poverty is a vicious cycle and people in poverty need help. I feel it is **important that donors step in to fill in the gaps that our government leaves in the care of the poor and the prevention of poverty**.

Anne-Marie Ambert, Canadian Author and Sociologist (2014)







PUBLIC PROBLEM

Many people don't trust donating to charity or giving money directly to the homeless; fear of money abuse.



SOCIAL PROBLEM

Many low income families simply can't afford all the basic necessities due to rent/food priorities.

Re-frame

How can we build trust and ensure greater transparency in the donation process for the younger generation who wants to help those in need?



PUBLIC PROBLEM

Many people don't trust donating to charity or giving money directly to the homeless; fear of money abuse.



DONATING LOCALLY

Give people the power to support local low-income families and individuals by funding vital basic necessities.



HOMELESS PROBLEM

People are evicted and forced to give up their personal belongings; things they need to survive.

TARGET AUDIENCE

Donors

Millenials between the age of 18 - 35 who already drop off donations or shop at their local Salvation Army Thrift Store, but are interested in donating or helping out more, especially locally. They are technologicall literate, active on social media, and have medium-to-high income.

TARGET AUDIENCE

Recipients

Low income people (families/individuals) who are currently enrolled in support programs. They may shop at or know about Salvation Army, but can't necessarily afford everything they need. They are technologically literate, have a smart device, and access to data plans and/or WiFi.



Millennial
Donors

When I want to donate to someone in need

I want to ensure that it helps them in a positive way

So I can feel confident in knowing I have made
a meaningful impact in my local community

TARGET AUDIENCE

Donors

Millenials between the age of 18 - 35 who already drop off donations or shop at their local Salvation Army Thrift Store, but are interested in donating or helping out more, especially locally. They are technologicall literate, active on social media, and have medium-to-high income.

TARGET AUDIENCE

Recipients

Low income people (families/individuals) who are currently enrolled in support programs. They may shop at or know about Salvation Army, but can't necessarily afford everything they need. They are technologically literate, have a smart device, and access to data plans and/or WiFi.



Low Income
Recipient

When I want to buy something I need but
can't afford it

I want to get assistance in paying for it

So I can take care of myself and my family



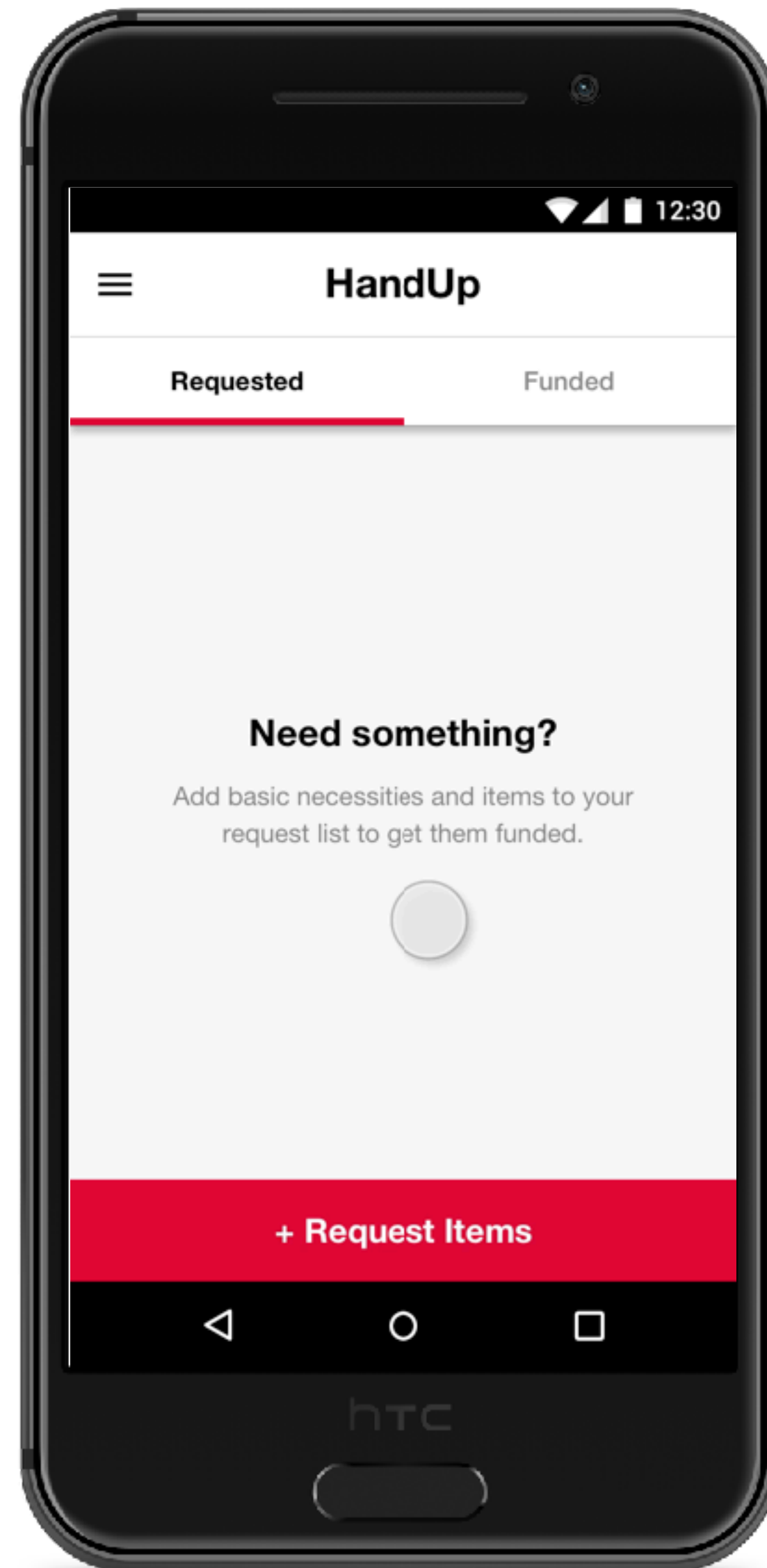
**Low Income
Recipient**



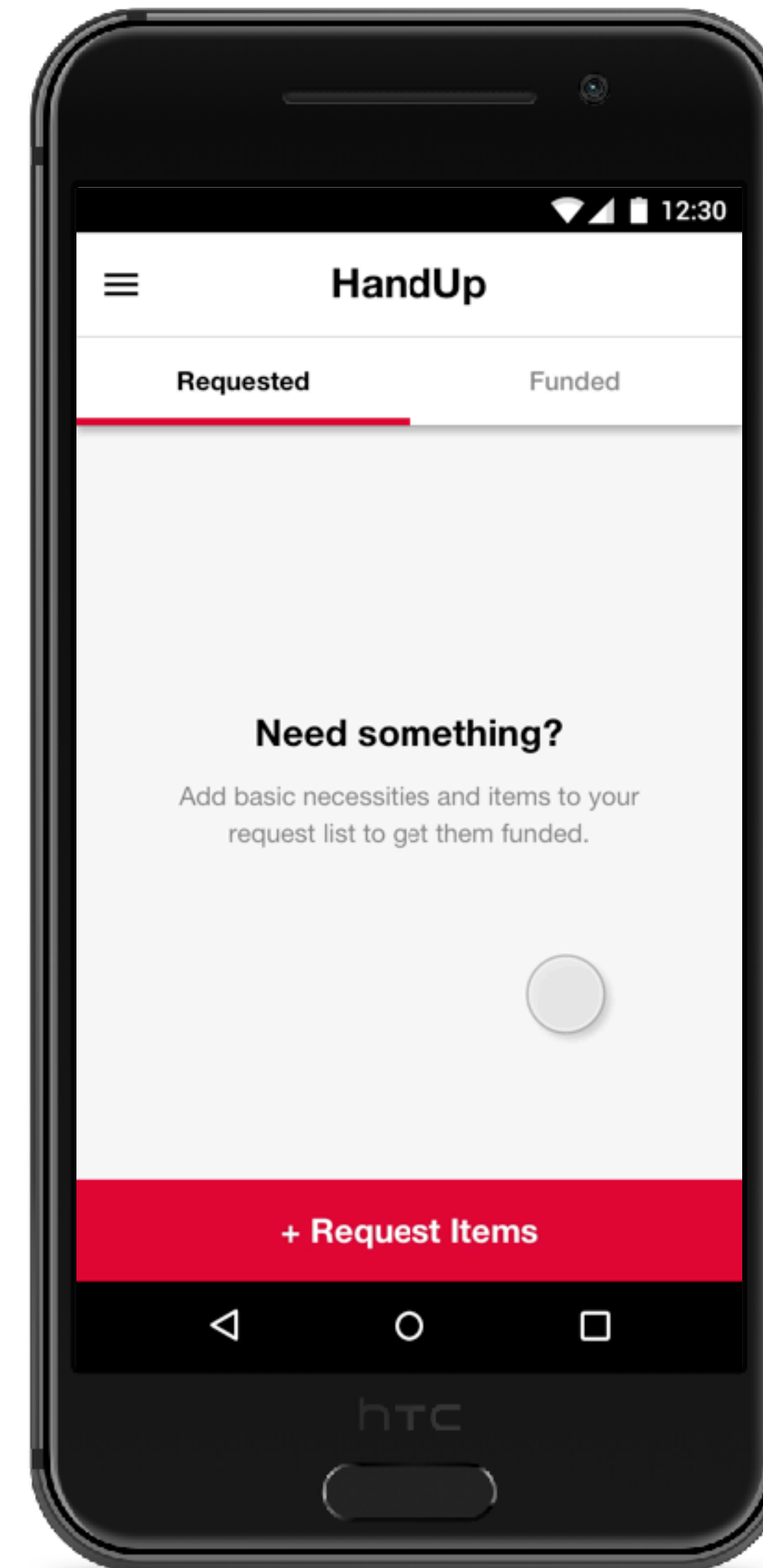
Onboarding & Requesting



**Low Income
Recipient**



Grocery & Services



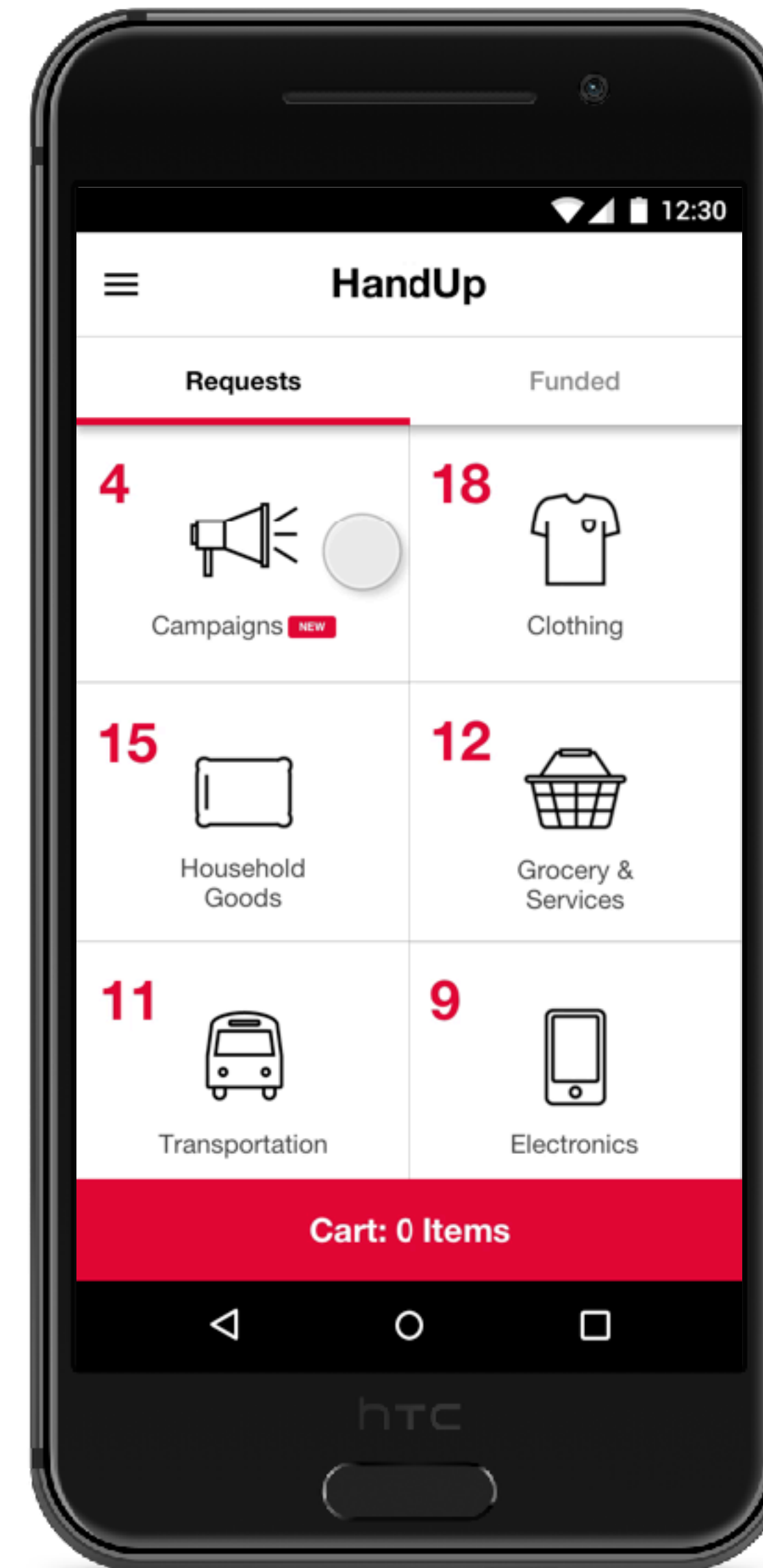
Transportation



**Millennial
Donors**



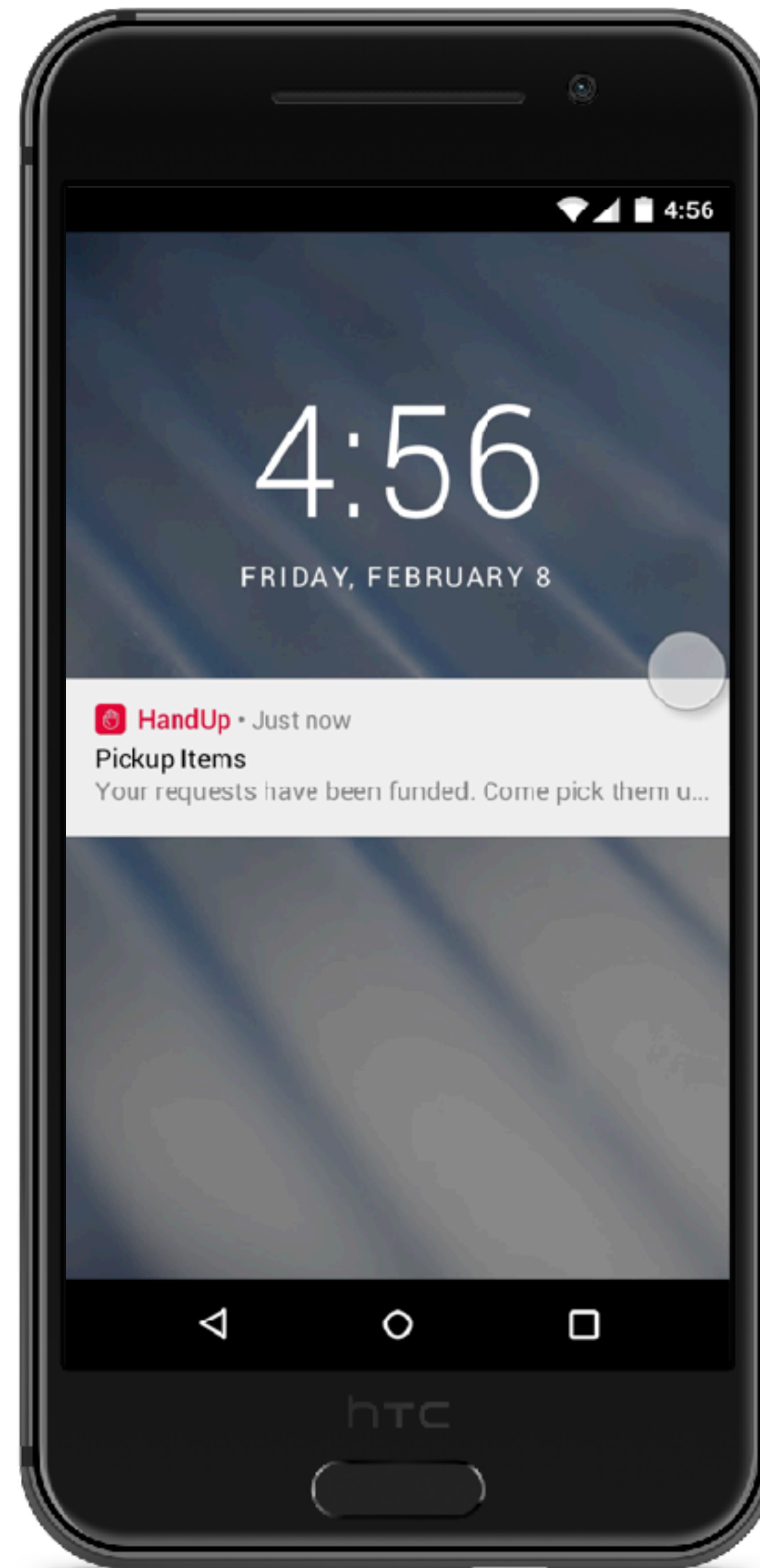
Funding Requests



Funding Campaigns



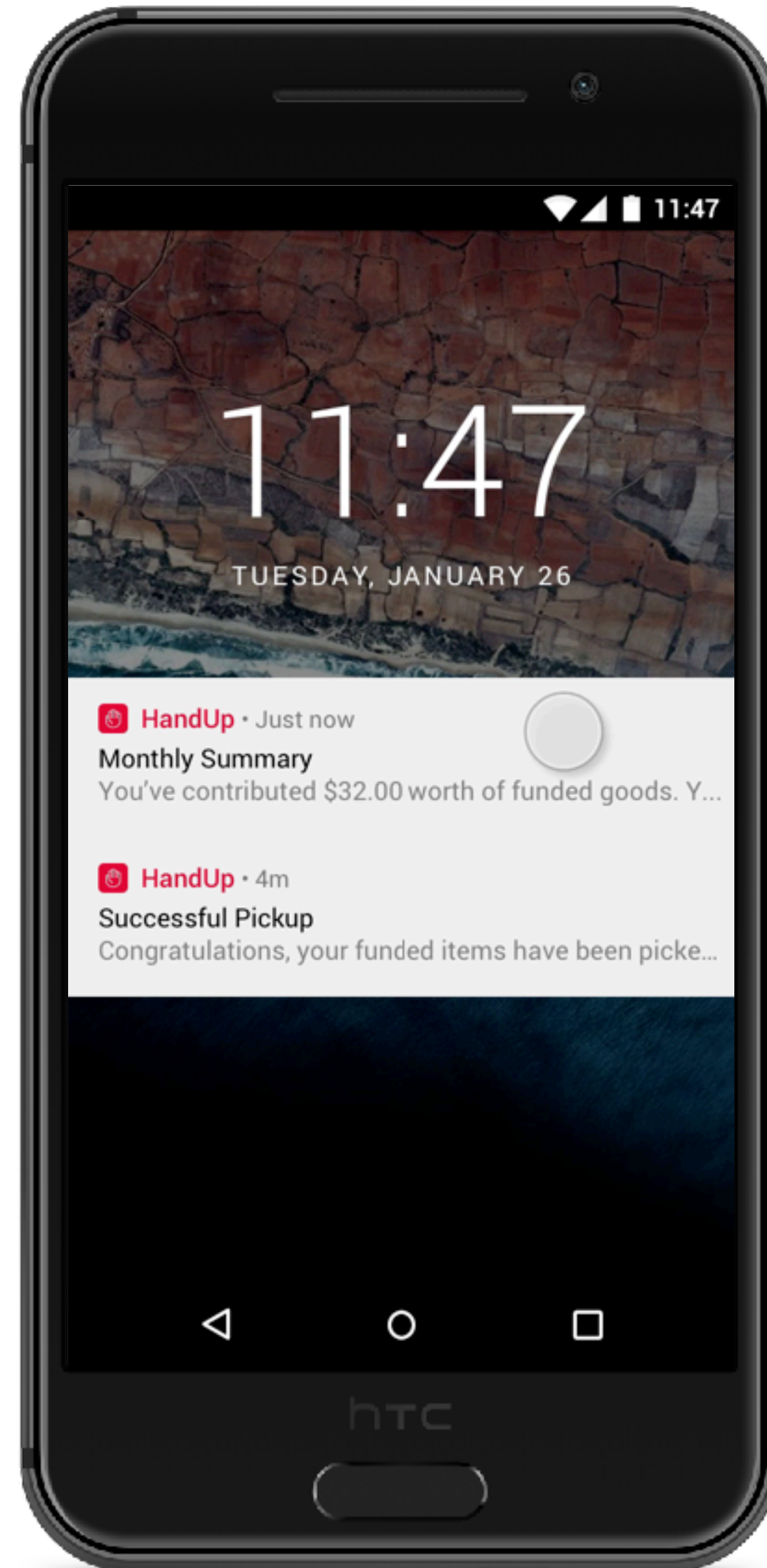
**Low Income
Recipient**



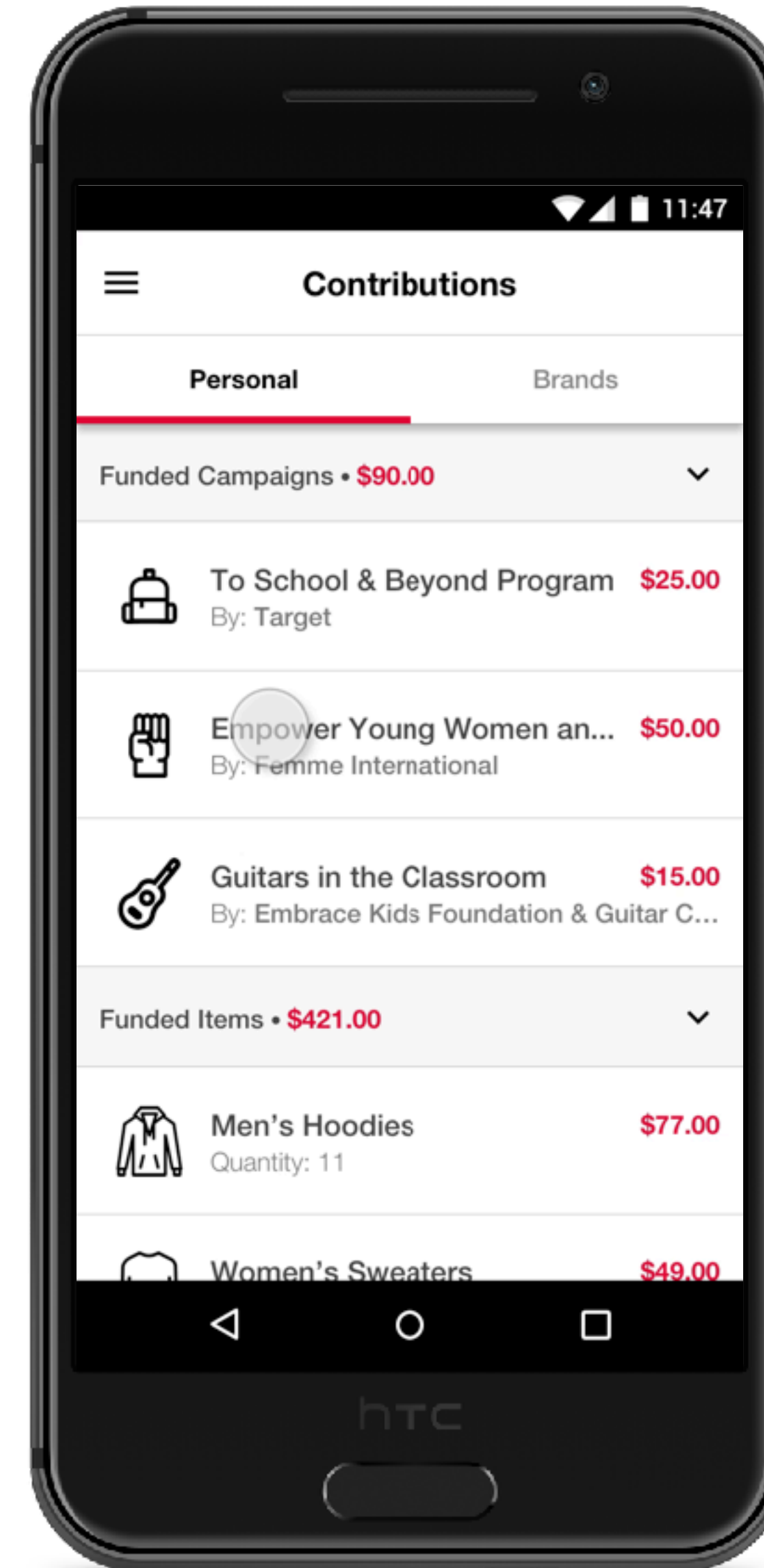
Pickup Items



Millennial Donors



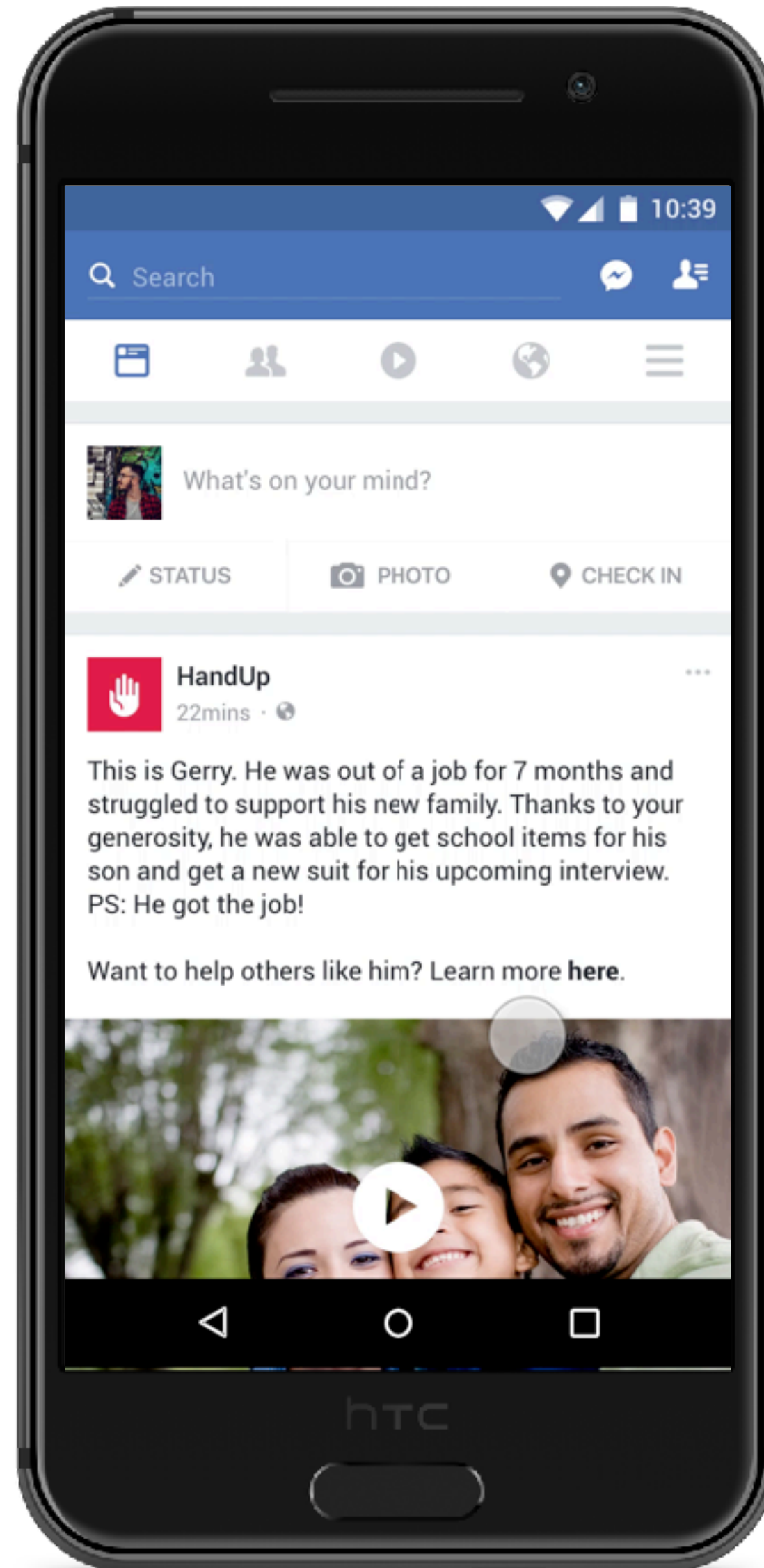
Thank You Message



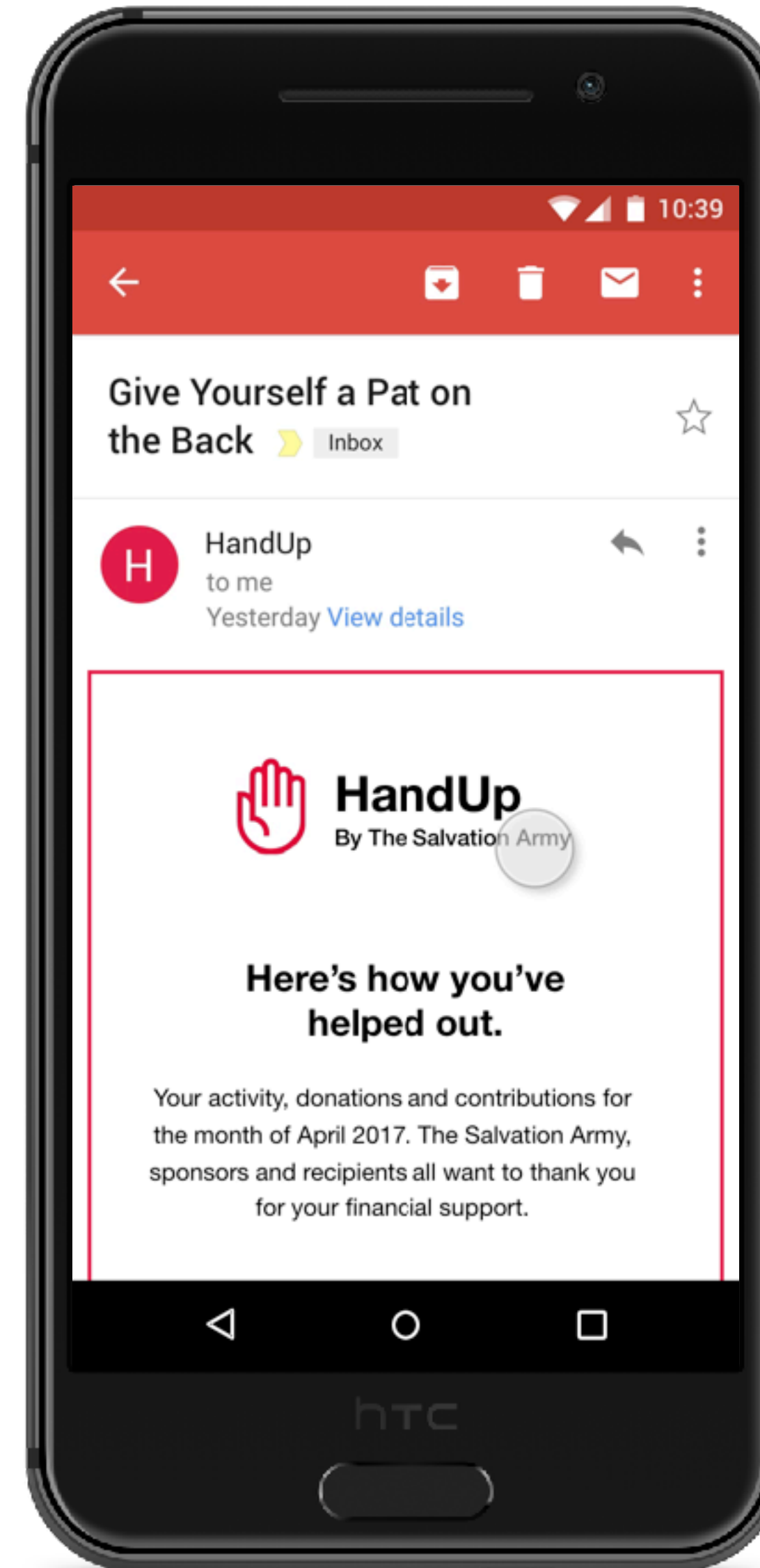
Contributions



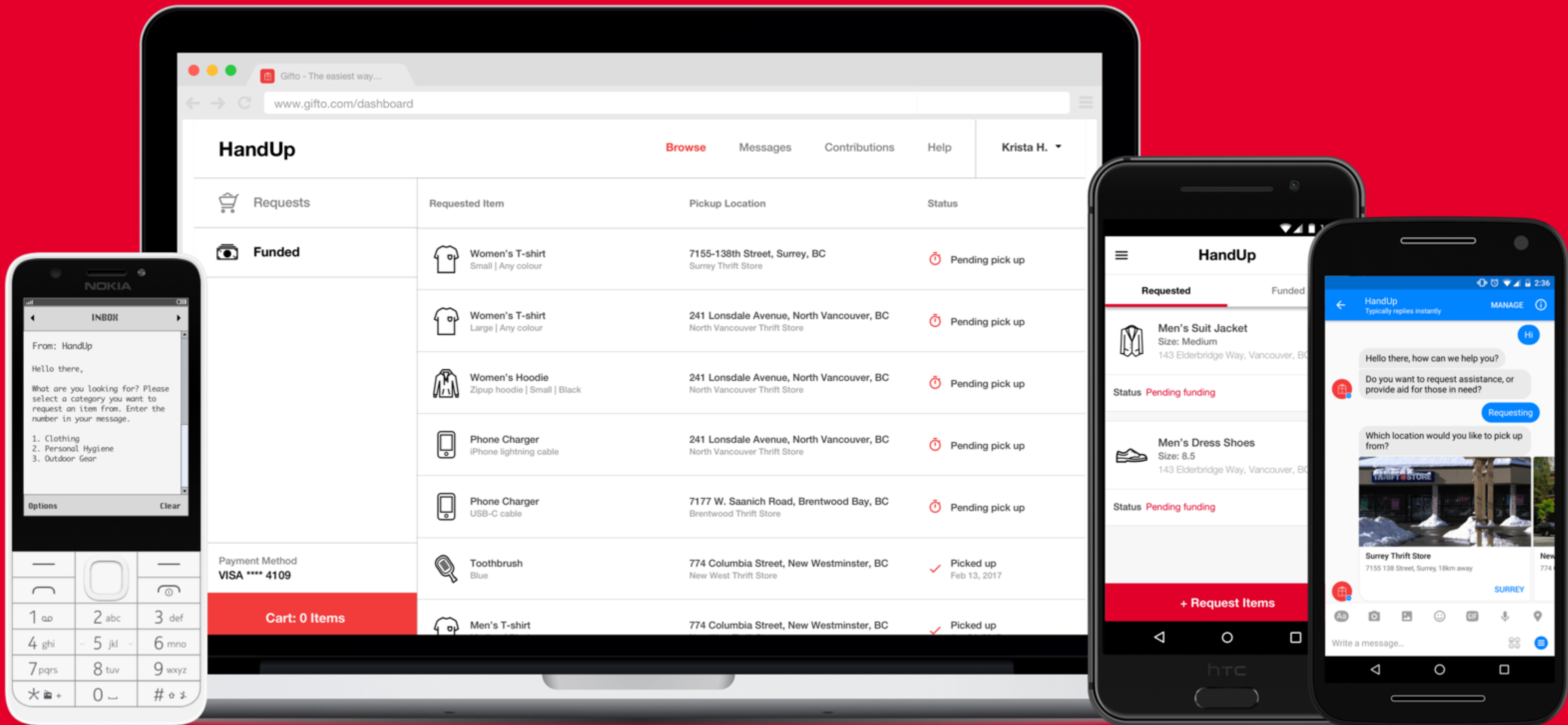
Millennial Donors



Social Media

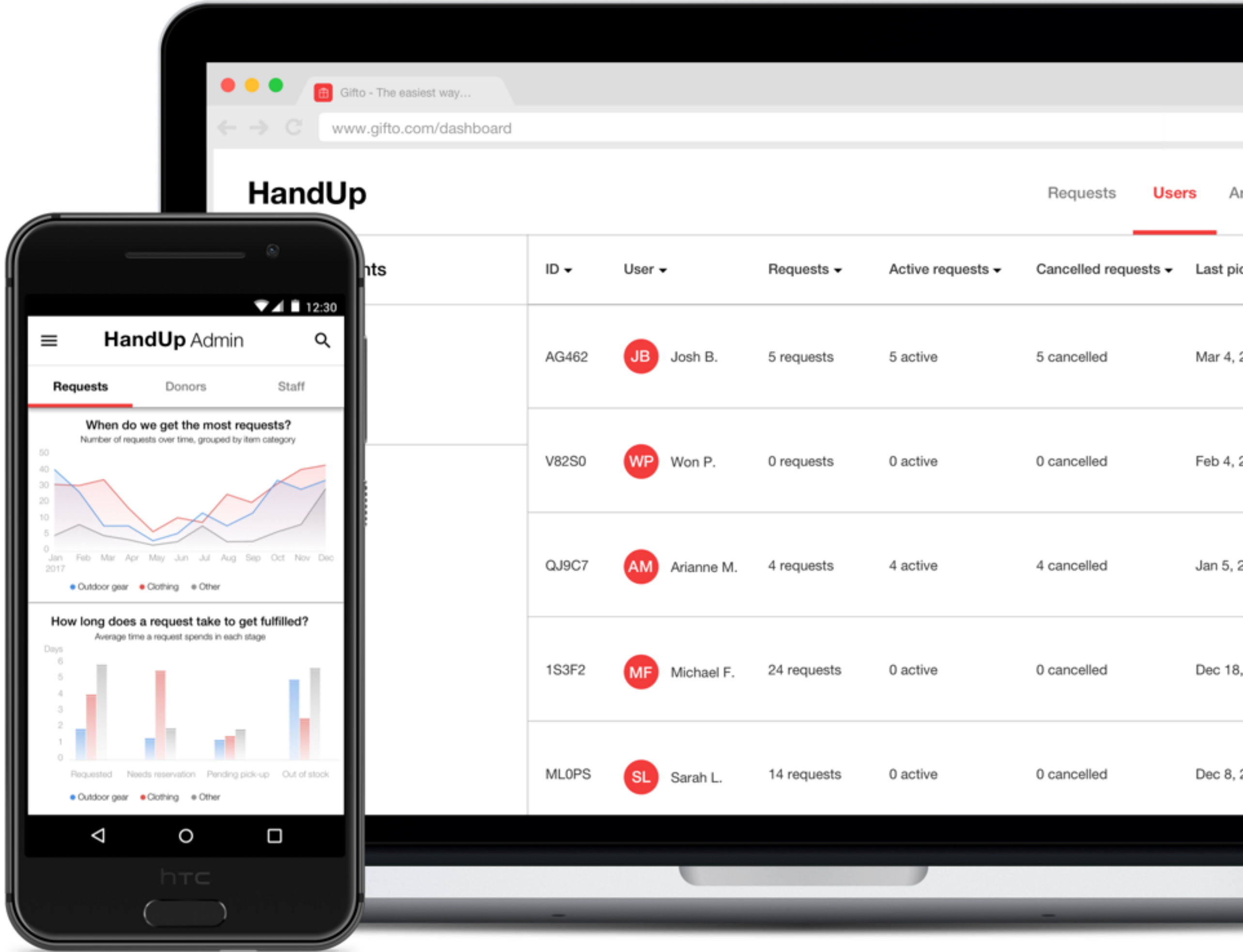


Email



Implications of Data Collection

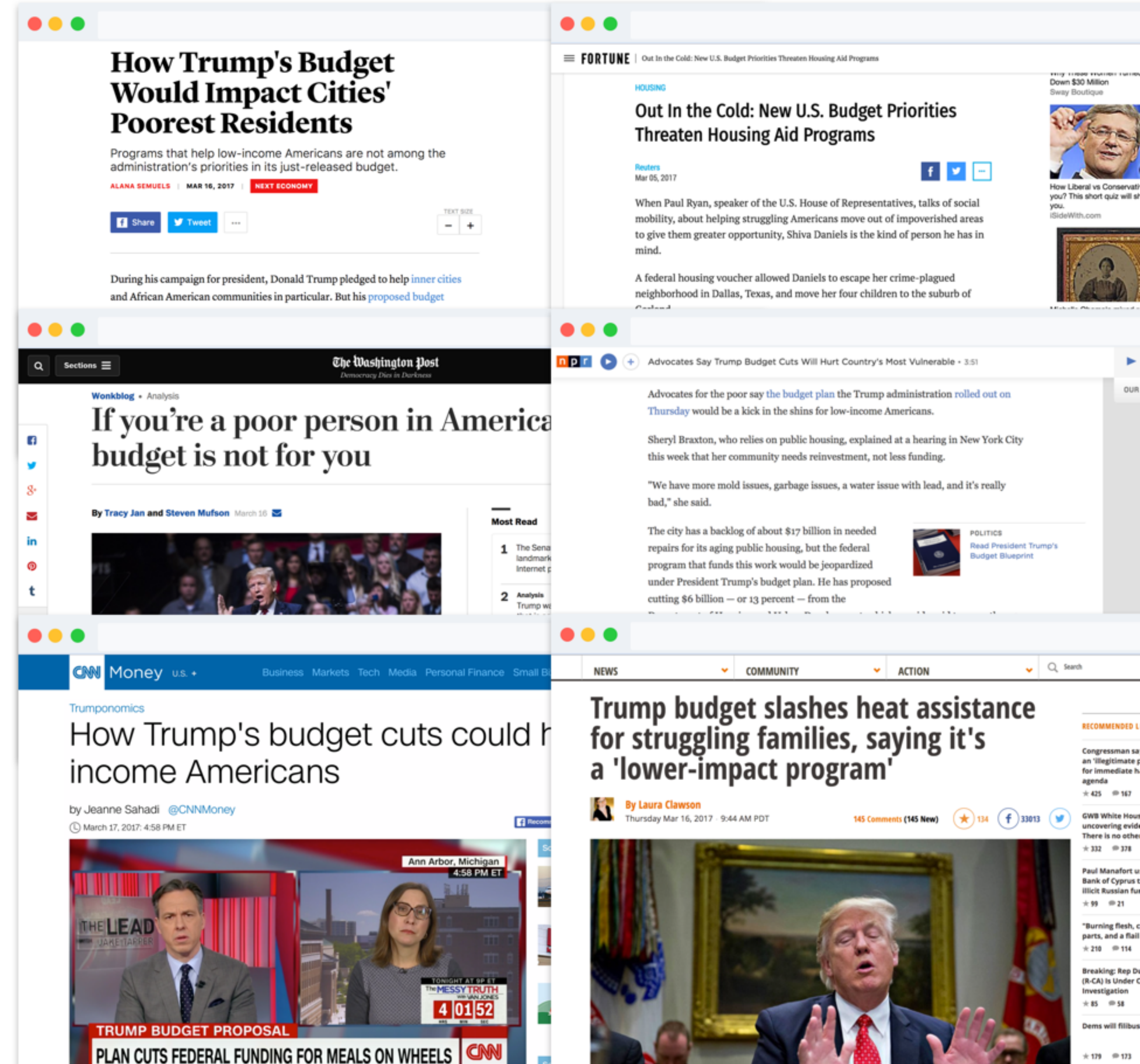
As part of our experience, we've designed the CMS and business end of our digital experience for the Salvation Army. **This will provide invaluable data that could highlight different types of trends: highest requested items, average funding time, or amount of donations from different age groups.** In turn, this will also provide **actionable data that could be shared with the government to combat poverty and homelessness.**



Sector Wide Opportunity

We believe that our platform could evolve beyond a digital donation experience for The Salvation Army. There is an opportunity to create an **open source platform, where multiple organizations and brands can work together to support the platform and provide different types of aid: food, clothing, healthcare, and transportation.**

With the potential cuts in many important support programs, many low income families in the US may face even greater barriers to support themselves. We want to explore a more holistic experience that makes it easier for low income people to get the access and support they need.





Ending Thoughts

Our proposal helps remove the transparency friction and barriers to giving. Buying an item for another human being is a very personal experience. We believe that the first step of helping people in need is to humanize and empower them with dignity and support.

Our experience bridges the gap between regular citizens and the impoverished community through their smartphones. Low income people can request for help without feeling judged while everyday people can help in small meaningful ways. In doing so, **we can create more opportunities to allow both communities to re-engage with each other.**

References & Citations

<http://www.reuters.com/article/us-usa-homelessness-idUSKCN0T908720151120>

https://www.washingtonpost.com/blogs/govbeat/wp/2014/12/12/hunger-and-homelessness-on-the-rise-in-u-s-cities-and-congress-isnt-helping-mayors-say/?utm_term=.6df1081597bf

https://www.washingtonpost.com/blogs/govbeat/wp/2014/12/12/city-hunger-and-homelessness-in-10-charts/?tid=a_inl&utm_term=.8246f8e737fb

<http://www.latimes.com/local/lanow/la-me-ln-homeless-count-20160504-story.html>

<http://www.socialsolutions.com/blog/2016-homelessness-statistics/>

<https://www.nytimes.com/2016/05/31/us/americas-aging-homeless-old-and-on-the-street.html>

<https://www.nytimes.com/2016/02/06/nyregion/young-and-homeless-in-new-york-overlooked-and-underserved.html?action=click&contentCollection=U.S.&module=RelatedCoverage®ion=Marginalia&pgtype=article>

<http://www.nydailynews.com/new-york/video-brings-attention-issue-homelessness-article-1.1809937>

http://www.huffingtonpost.com/2014/04/23/make-them-visible-homeless-video_n_5200574.html

<https://qz.com/872782/there-are-fewer-homeless-people-in-america-today-than-in-2007-but-thats-not-the-whole-story/>

<https://www.nytimes.com/2016/03/02/us/seattle-homeless-jungle-camp.html?action=click&contentCollection=U.S.&module=RelatedCoverage®ion=Marginalia&pgtype=article>

<http://www.telegraph.co.uk/news/uknews/11620159/Whats-the-best-way-to-help-the-homeless.html>

<http://www.forbes.com/sites/timworstall/2016/04/13/the-terrible-problem-with-the-salvation-armys-human-needs-index/#7374cf355517>

<http://humanneedsindex.org/>

<https://www.nytimes.com/2015/04/15/upshot/fighting-homelessness-one-smartphone-at-a-time.html>

<http://www.independent.co.uk/life-style/gadgets-and-tech/features/increasing-numbers-of-homeless-people-in-america-keep-their-mobile-phones-on-the-streets-10213727.html>

<https://www.fastcoexist.com/3046331/this-homelessness-organization-says-you-should-stop-donating-to-the-homeless>

<http://money.cnn.com/2013/05/24/pf/donations-charities/>

<http://www.imaginecanada.ca/who-we-are/whats-new/news/greater-transparency-would-spur-charitable-donations-survey>

<https://www.cnet.com/news/homeless-not-phoneless-askizzy-app-saving-societys-forgotten-smartphone-tech-users/>

http://www.seattle.gov/homelessneeds/docs/Homeless_Needs_Assessment_Findings_November_2009.pdf

http://www.huffingtonpost.com/mark-horoszowski/purpose-is-the-key-to-eng_b_9824326.html

<http://www.forbes.com/sites/jefffromm/2015/11/11/the-key-to-getting-millennials-to-donate-create-something-they-can-experience/#406268c1e235>

<https://www.theguardian.com/society/2016/jun/28/trust-in-charities-at-record-low-after-scand>

http://www.huffingtonpost.com/2011/12/21/homeless-teens-cell-phones_n_1163106.html

<https://www.ericsson.com/thinkingahead/the-networked-society-blog/2014/01/21/smartphones-lend-a-helping-hand-to-city-homeless/>

<https://www.theatlantic.com/business/archive/2011/03/should-you-give-money-to-homeless-people/72820/>

<http://www.salvationarmy.ca/blog/2013/08/12/what-you-should-know-about-salvation-army-thrift-stores/>

<http://www.geekwire.com/2016/wecount-app-enables-direct-donations-essential-items-homeless-people/>

<http://business.time.com/2012/12/27/how-nonprofits-convince-millennials-to-give-customize-the-cause/>

<http://nymag.com/daily/intelligencer/2015/12/what-exactly-is-the-salvation-army.html>