



# ChangingThePresent.org

“an Amazon.com of the nonprofit world”

*The New York Times*

A new source of funding for nonprofits: the \$450 billion that Americans spend each year on birthday, wedding, and holiday presents.

# The Fundamental Problem

We understand: nonprofits such as yours need far more funding for your important work.



# Two Complementary Initiatives

The critical shortage of funding for nonprofits gave rise to two bold initiatives to generate more money for the sector:

## 1. One is The Giving Pledge

Created by Bill and Melinda Gates and Warren Buffett, it has inspired 204 billionaires to dedicate at least half of their wealth to philanthropy.

## 2. The other is Changing The Present

The New York Times referred to us as *“an Amazon.com of the nonprofit world.”*

# A New Source of Funding

At the same time that most nonprofits face inadequate funding, Americans spend \$450 billion a year buying birthday, wedding, and holiday presents.

Many people are tired of wasting so much money on gifts that they neither need nor want.



# Celebrities are Fueling a Growing Trend

It is no surprise that more and more people are making meaningful charitable donations in their friends' names, in lieu of buying yet more merchandise.

Celebrities are already promoting this type of alternative giving.

Paul McCartney  
William & Kate  
Leonardo DiCaprio  
Sophia Bush  
Ian Somerhalder  
Shakira  
Harry and Meghan  
Kristen Bell  
Selena Gomez



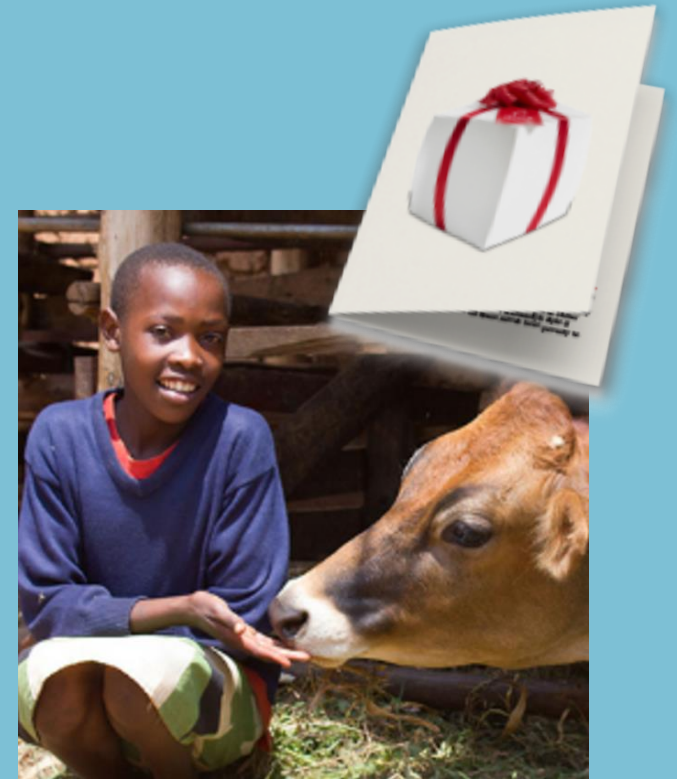
# A Proven Approach

A few pioneering nonprofits have shown what it takes to capture some of the half-a-trillion dollars a year spent on presents.

They make the experience of a donation, which you can give in a friend's name, *feel* like a rewarding present.

It works! Heifer International, which is known for providing farm animals in the developing world, uses this approach to raise \$120 million a year.

Imagine how much more could be captured by nonprofits that address other popular causes!



*"My friend bought a cow for a family in Africa, and she did it in my name.*

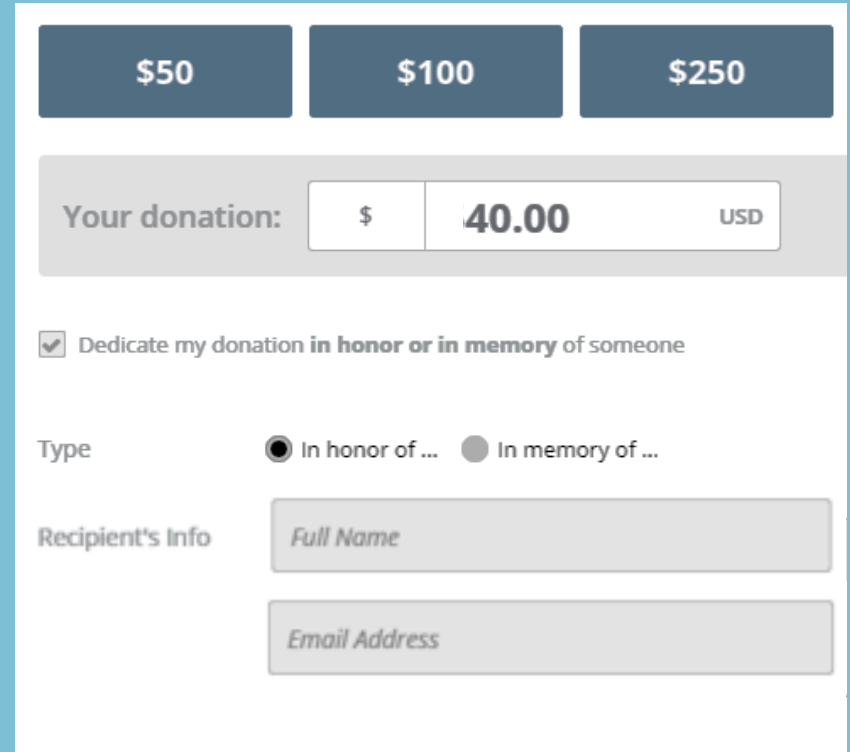
*What a great birthday present!"*

# Why Few Nonprofits Capture Gift Money

Nonprofits can only capture money that is normally spent buying presents if they can make the experience *feel* like a rewarding present.

That is too difficult for most.

From a typical nonprofit site:



The screenshot shows a donation interface with three preset amount buttons: \$50, \$100, and \$250. Below these is a text input field for the donation amount, currently set to \$40.00 USD. A checkbox is checked for 'Dedicate my donation in honor or in memory of someone'. Underneath, there are radio buttons for 'In honor of ...' (selected) and 'In memory of ...'. Below that are two text input fields labeled 'Full Name' and 'Email Address' under the heading 'Recipient's Info'.

This does not feel like a present to anyone, and so it cannot attract much gift money.



# We Channel New Money to Nonprofits

We provide the requisite gift-like experience that non-profits need to capture money that is normally spent on traditional gifts. The following slides show how it works.



 **A Gift for You**

This gift card lets you fund a donation to the nonprofit or school of your choice, and make the world a better place.

**\$100**



**This holiday season, help change the world.**



**This year, we wanted to give you something meaningful.**




**Treat Young Patients**  
Cancer care     \$50



Your donation to Memorial Sloan-Kettering Cancer Center will help provide a child with cancer the most effective treatment available.

**Jane's Birthday Wish List**



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**Here are my favorite gifts**


**Treat Young Patients**  
Cancer Care  
Your donation to Memorial Sloan-Kettering Cancer Center will provide children and young adults with cancer the most effective treatment available.

**Safe Water for Life**  
Water, sanitation and hygiene  
Your \$25 donation enables WaterAid to provide one person in one of the world's poorest countries with a lifetime of clean safe water, sanitation and hygiene education in one of the 26 countries where we work.



# 1. Specific, Tangible Charitable Gifts

Donations are much more rewarding when the giver and recipient both know exactly what impact they are making.



**Water for Life**

Safe water for life  
**\$25<sup>00</sup>**


**WaterAid**  
WaterAid America

[Add to Cart](#)  
[Remove from Wish List](#)

**Problem**  
Lack of water and sanitation result in over two million deaths from water-related diseases every year. Dehydration from diarrhea claims the lives of nearly 4,000 children a day. These children are dying needlessly because they do not have access to adequate sanitation or safe water. To gain the full benefits of safe water and sanitation, communities also need to understand the links between diseases and unsafe hygiene practices.

**The Gift**  
Your \$25 donation enables WaterAid to provide one person with clean safe water, sanitation and hygiene education in one of the 26 countries where we work. This gift is enough to pay for one person in one of the world's poorest countries to gain access to safe, clean water and sanitation for life.

ADD THIS GIFT TO CART.



Then click to personalize a greeting card.

# Some of Our Charitable Gifts



**Adopt a Polar Bear**  
Save the Arctic Refuge  
\$125.00



**Educate Young Girls**  
Food for education  
\$60.00



**Water for Life**  
Safe water for life  
\$25.00

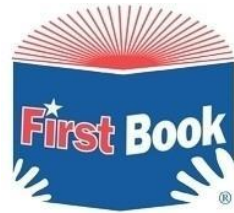


**Cure Cataracts**  
One operation in Ghana  
\$60.00

# More of Our Charitable Gifts



**Treat and Prevent**  
Lung cancer research  
\$50.00



**Spark A Reader**  
2 brand new books  
\$5.00



**Best Friends**  
ANIMAL SOCIETY

**Do Not Duplicate**  
Spay/Neuter a Dog  
\$25<sup>00</sup>



Protecting nature. Preserving life.™

**Adopt an Acre**  
Preserve Critical Land  
\$50.00

## 2. Personalized Printed Greeting Cards

Greeting cards are important to the gift experience; Americans buy seven billion of them a year. Personalized cards are essential, as seen in the extensive selection in every pharmacy.



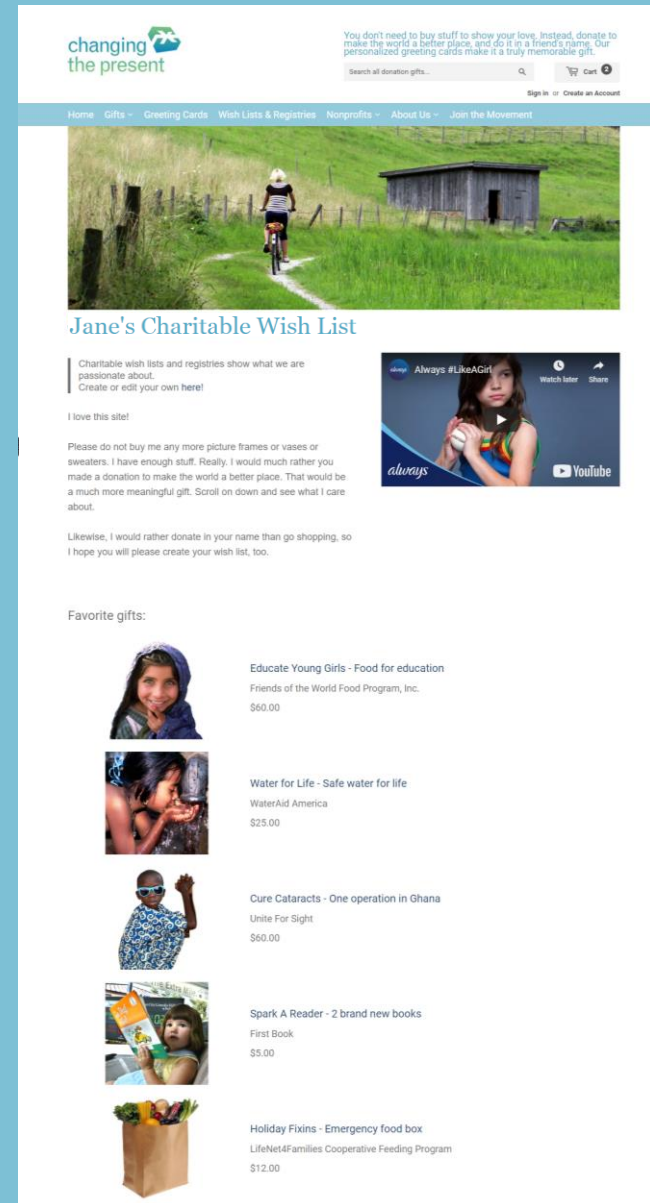
We let donors personalize beautiful, printed greeting cards.








# 3. Charitable Wish Lists

Our charitable wish lists:

- make people more likely to request donations in lieu of presents
- make their friends and their family more likely to honor that request and donate.



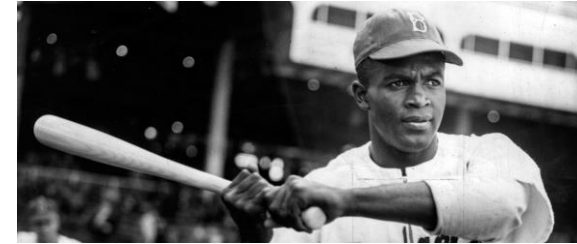
The screenshot shows the 'changing the present' website interface. At the top, there is a navigation bar with links for Home, Gifts, Greeting Cards, Wish Lists & Registries, Nonprofits, About Us, and Join the Movement. A search bar and a 'Cart' icon are also visible. The main content area features a large image of a person riding a bicycle on a path in a rural setting. Below this is the title 'Jane's Charitable Wish List'. The text explains that charitable wish lists and registries show what users are passionate about and encourages creating or editing a wish list. A video player for 'Always #LikeAGirl' is embedded. The 'Favorite gifts' section lists five items:

Image	Item Name	Organization	Price
	Educate Young Girls - Food for education	Friends of the World Food Program, Inc.	\$60.00
	Water for Life - Safe water for life	WaterAid America	\$25.00
	Cure Cataracts - One operation in Ghana	Unite For Sight	\$60.00
	Spark A Reader - 2 brand new books	First Book	\$5.00
	Holiday Fixins - Emergency food box	LifeNet4Families Cooperative Feeding Program	\$12.00

# 3b. Celebrities and Influencers

Celebrities and influencers can easily create a charitable wish list, which encourages fans to give the gift of a donation to a favored cause.

A sample wish list from an athlete who would have liked this:



## Jackie Robinson's Wish List for Good

Charitable wish lists and registries show what we are passionate about.  
Create or edit your own here!

This year, I want my birthday to be meaningful. I want it to matter. So, please do not buy me any more sweaters, vases, picture frames, or whatever. I have enough. Really. Instead, please see the charitable gifts I have chosen for this wish list. They show what I really care about, and I would be so thankful if you would join me in making the world a better place.



Favorite gifts:



**Treat Young Patients**  
Memorial Sloan Kettering Cancer Center



**Safe Water for Life**  
WaterAid



**Feed AIDS Orphans**  
Keep a Child Alive Foundation

# 4. Charitable Wedding Registries & Favors

Charitable wedding registries help non-profits capture some of the \$20 billion a year spent on wedding registry gifts.

Charitable wedding favors are far more meaningful than the customary box of chocolates or nuts.



changing the present

You don't need to buy stuff to show your love. Instead, donate to make the world a better place, and do it in a friend's name. Our personalized greeting cards make it a truly memorable gift.

Search all donation gifts...

Logged in as Alice Log out

Home Gifts Greeting Cards Wish Lists & Registries Nonprofits About Us Join the Movement

## The Charitable Wedding Registry of Sally and Harry

Charitable wish lists and registries show what we are passionate about. Create or edit your own here!

Hello everyone!





We are so delighted that you will be part of our big celebration.

We want our lives and our wedding to be meaningful, and so we are asking that you make charitable donations to our favorite causes instead of buying presents. After all, we already have two loaders, more plates than we can count, and plenty of knick-knacks.

Please take a look at the gifts we selected. These are the things we most care about, and you will have the satisfaction of knowing exactly how you made the world a better place.

Thank you all!  
Alice and Alex

Favorite gifts:

-  Water for Life - Safe water for life  
WaterAid America  
\$25.00
-  Microchip Two Pets - Two permanent IDs  
American Society for the Prevention of Cruelty to Animals  
\$50.00
-  Adopt A Penguin - Alternative fuels  
Defenders of Wildlife  
\$50.00
-  Connect Generations - One art performance  
Generations United  
\$75.00



# 5. Charitable Gift Cards

The tremendous appeal of gift cards is seen in annual sales of \$130 billion a year:

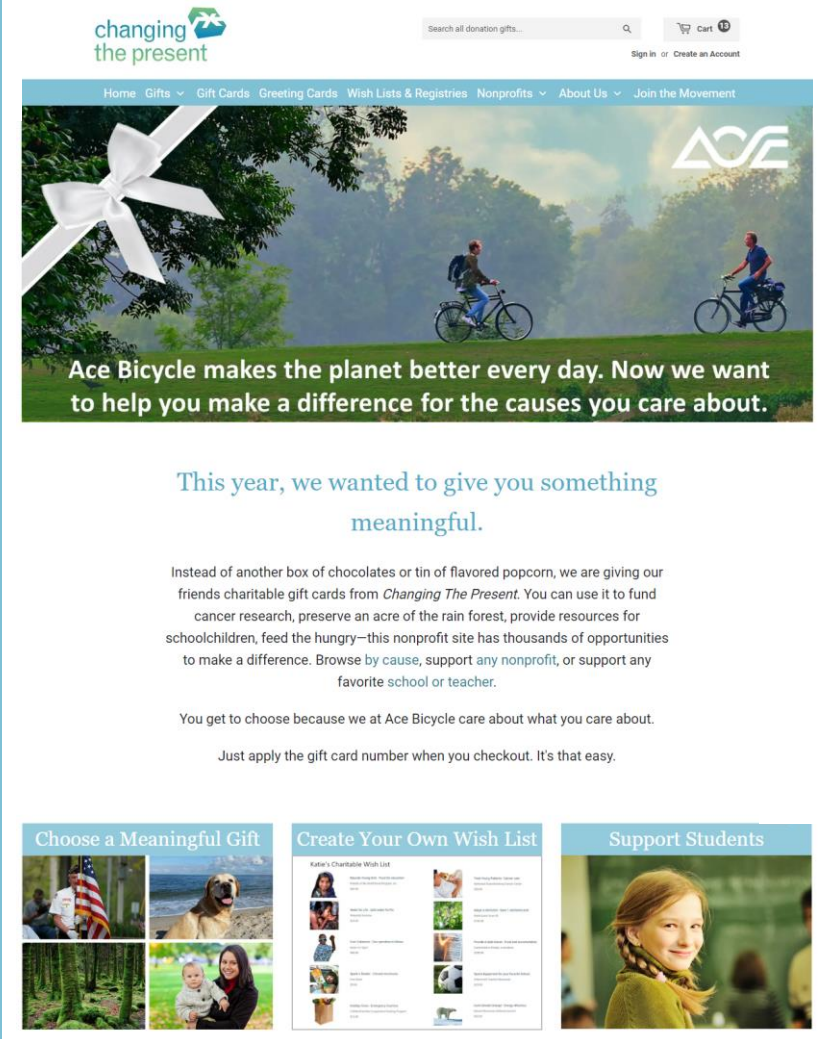
- Gift-givers know the recipient will be happy.
- The recipient is sure to visit the site, where they are likely to become a new donor.
- Most recipients spend more than the gift card amount.



# 5. Corporate Charitable Gift Cards

Companies spend \$72 billion a year on “non-financial incentive gifts.”

They can make large donations and receive branded charitable gift cards. Those cards direct their employees and customers to visit the company’s branded landing page.



The screenshot shows the homepage of 'changing the present'. At the top, there is a search bar for 'all donation gifts...', a 'Cart' icon, and links for 'Sign In' and 'Create an Account'. The navigation menu includes 'Home', 'Gifts', 'Gift Cards', 'Greeting Cards', 'Wish Lists & Registries', 'Nonprofits', 'About Us', and 'Join the Movement'. The main banner features a large white ribbon graphic on the left and a photo of two people riding bicycles on a grassy hill. The text in the banner reads: 'Ace Bicycle makes the planet better every day. Now we want to help you make a difference for the causes you care about.' Below the banner, the text says: 'This year, we wanted to give you something meaningful.' This is followed by a paragraph: 'Instead of another box of chocolates or tin of flavored popcorn, we are giving our friends charitable gift cards from *Changing The Present*. You can use it to fund cancer research, preserve an acre of the rain forest, provide resources for schoolchildren, feed the hungry—this nonprofit site has thousands of opportunities to make a difference. Browse by cause, support any nonprofit, or support any favorite school or teacher.' Below this, it states: 'You get to choose because we at Ace Bicycle care about what you care about.' and 'Just apply the gift card number when you checkout. It's that easy.' At the bottom, there are three sections: 'Choose a Meaningful Gift' with images of a soldier, a dog, and a woman with a child; 'Create Your Own Wish List' with a grid of various causes; and 'Support Students' with an image of a young girl.

# 6. Your Own Private Gift Site

Appearing on the *Changing The Present* site lets your nonprofit be found by every visitor.

We also provide your nonprofit with your own private charitable gift site. That lets you capture money that your supporters and their friends normally spend on presents, without ever exposing them to other nonprofits on CtP.

The screenshot shows the Defenders of Wildlife website interface. At the top, there is a navigation bar with the organization's logo, name, and links for 'Home', 'Gifts', 'Greeting Cards', 'Wish Lists & Registries', 'Weddings', 'Gift Cards', 'Corporate Gifts', and 'Share'. A shopping cart icon and 'Sign In or Create an Account' link are also present. Below the navigation bar is a sidebar menu with categories: 'Animals' (Wild Animals), 'Countries and Regions' (Mexico), and 'Environment' (Climate Change, Environment, Marine Environment, National Parks & Forests). The main content area features a large image of a leopard and a 'Defenders of Wildlife' header. Below this is a navigation menu with tabs for 'Overview', 'Video', 'Mission', 'Program', 'Impact', 'Chief Executive', 'Board', 'Countries', 'States', and 'Contact'. A brief description of the organization is provided. The main content area displays a list of gift items, each with a small image, a title, a description, and a price. The items are: 'Adopt A Snowy Owl' (\$20<sup>00</sup>), 'Adopt A Sea Otter' (\$25<sup>00</sup>), and 'Save A Sea Turtle' (\$35<sup>00</sup>). A 'Sort by' dropdown menu is located at the top right of the gift list.

# Leading Nonprofits Already Participate

We launched with 400 leading nonprofits. We are now opening the platform so all organizations, including your favorites, can capture money normally spent on presents.

Visitors can also donate to support any nonprofit or school, even ones not yet on the site, and still have the same gift experience.



# Traction: Media Recognition

“Colorful and clever ‘gift ideas’  
from dozens of national and  
international charities.”  
– Los Angeles Times

“An Amazon.com of  
the nonprofit world”  
*The New York Times*

“Donations in lieu of wedding  
favors are gaining popularity.”  
– CNN



# Easy and Affordable for Nonprofits

- No programming or design work required
- No sign-up fees
- No monthly / annual fees
- The discounted credit card fee passes through to the nonprofits, and it is about the same as they would pay to process donations on their own site.
- The platform fee, which helps cover some of our expenses, is just 5%. That is far less than most nonprofits spend on fundraising.





# Now Available for Your Organization



The gift approach that lets Heifer raise \$120 million per year for farm animals is now available to generate billions of dollars for other nonprofits, such as yours.





Ready to attract more funding?

Simply go to:  
[ChangingThePresent.org/nonprofits](http://ChangingThePresent.org/nonprofits)

We would be glad to answer any questions you may have.



Robert Tolmach  
Co-Founder  
401 7<sup>th</sup> Ave. Level B  
New York, NY 10001

[rtolmach@ChangingThePresent.org](mailto:rtolmach@ChangingThePresent.org)  
[www.ChangingThePresent.org](http://www.ChangingThePresent.org)



Eric Rubin  
Director of Strategic Initiatives  
401 7<sup>th</sup> Ave. Level B  
New York, NY 10001

[EricRubin@ChangingThePresent.org](mailto:EricRubin@ChangingThePresent.org)  
[www.ChangingThePresent.org](http://www.ChangingThePresent.org)