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

“an Amazon.com of the nonprofit world”

The New York Times
The Fundamental Problem

We understand: nonprofits such as yours need far more funding for your important work.
The critical shortage of funding gave rise to two bold initiatives to generate more money for nonprofits:

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.”
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.
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:

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.
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
$25.00

WaterAid America

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.
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

**Do Not Duplicate**
Spay/Neuter a Dog
$25.00

**Adopt an Acre**
Preserve Critical Land
$50.00
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.
Celebrities and influencers can easily create a charitable wish list, which encourages fans to give the gift of a donation to a favored cause.
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.
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.
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.

See sample pages at: https://ChangingThePresent.org/gfh
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.
“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?

Visit us at: ChangingThePresent.org/nonprofits

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