“Changing The World, One Dollar at a Time”
Mission
To enable every Jew to easily perform the mitzvah of tzedaka daily and disperse those funds to Jewish non-profit organizations around the world each and every day.

Vision
To get 1% of Jews in the world to give $1 a day to tzedaka through the Daily Giving platform. That would be 147,000 Jews contributing $1/day or $53.6 million a year to be given to deserving charities.

Problem
No matter how much money you give to tzedaka, you still get a mitzvah every time you put a dollar in the tzedaka box. How does one guarantee themselves the mitzvah of tzedaka every day?

How can you give to more of the organizations that ask you for money when we all have limited resources and time?

How does the Jewish community get the next generation to become givers?

How can we get the Jewish community to donate “new money”?

Solution
It takes 30 seconds to sign up and you’ll be guaranteeing yourself the mitzvah of tzedaka every day thereafter.

We carefully vet all the organizations that receive our donations. You can now give to a diversified portfolio of wonderful organizations across a large spectrum of Jewish initiatives.

The young generation understands crowdfunding and can afford to start giving when it’s only $1 a day. They love that their $1 when given collectively is able to impact millions.

For those with a larger giving capacity, it’s a small amount. It’s not instead of, it’s in addition too. For those who don’t have the capacity to give much, this is an affordable way to give and it maximizes impact.
### How Does Daily Giving Work?

<table>
<thead>
<tr>
<th>Donors choose to donate monthly for $31.20 or annually for $376 (credit card fees included).</th>
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<tbody>
<tr>
<td>We are the shaliach (messenger) and give the funds to different organizations every day.</td>
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<tr>
<td>Each donor receives a daily email telling them how much collectively was given that day and which organization received the money.</td>
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<td>As the number of donors grows, the amount of each daily donation grows, while each person's donation amount remains the same.</td>
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**14.7 Million Jews in the world. (2019)**

**~2 Million Orthodox Jews in the world.**
Monthly Growth May 2020

Daily Emails
Our donors receive daily emails telling them where our collective donations went that day and how much was given (examples below). We get so much positive feedback about these emails. Donors say they love the way the emails make them feel connected and part of something special! They also love to see the growth each day!

Our emails have a 57% open rate, 37% higher than what is considered good for industry standards.
Yearly Growth

Where Are We Going?
Total amount that we expect to raise each year

| YEAR 1   | $1,000,000 |
| YEAR 2   | $2,500,000 |
| YEAR 3   | $5,000,000 |
| YEAR 4   | $10,000,000 |
# Choosing Beneficiaries

## Research

We look for organizations that meet the following criteria:
- Jewish
- 501c3
- National or international scope
- Diversify
- Where our money will have most impact
- Good Partner

## Choosing Charities

Once a year our team chooses approximately ten charities to vet from the hundreds that have reached out to us.

## Board Votes

Our board votes on the 10 chosen charities to determine which and how many we should add.

## Rabbinic Approval

Our Rabbinical council is consulted for final approval of the chosen charities.

## Yearly Review

Each year we review our beneficiaries to ensure that they still meet our criteria.
Achievements

- Raised over $2.75 million in the first two years
- 1 of 4 organizations chosen for the 2020 OU impact accelerator grant. Chosen from over 250 applicants
- 1000+ new donors in May 2020
- 95% Retention Rate

Why People Join Daily Giving And Why They Stay

- Guarantee oneself a mitzvah every day for as little as $1
- Give to many vetted Jewish organizations
- Set It And Forget It
- Daily Emails
- Crowdfunding allows $1 a day to impact millions
- Transparency
We believe an investment of $300,000 a year for the next three years will allow us to scale to give away $10 Million a year to our beneficiary organizations.

How Will We Use The Money?

- Marketing: $125,000
- Backend Automations and Website Updates: $50,000
- Administrative Staff: $125,000