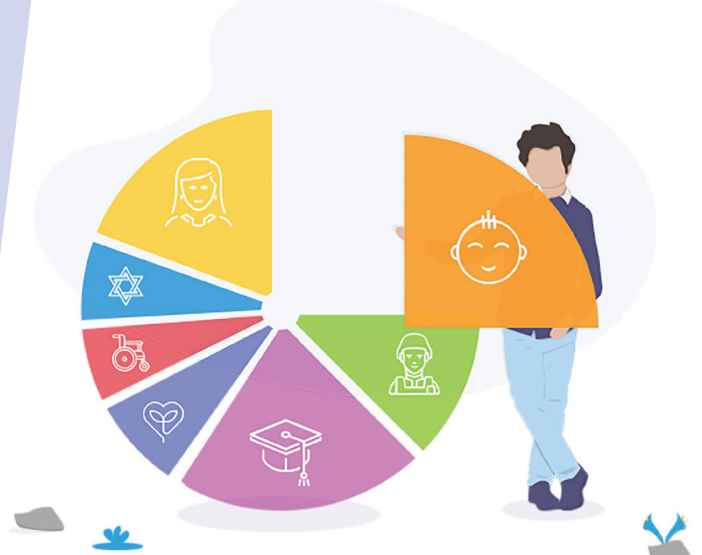


OUR MISSION

We are your tzedakah subscription service: we aggregate and automate your charitable giving. Our mission is to empower every Jew to give the most charity possible, with no technological barriers. We envision MyTzedakah as the place where all Jews engage meaningfully and personally with the charities they love, ensuring the financial sustainability for global Jewish charities.



About The Founder, Carly:

Carly Rothenberg Friedman was born in New York, attended Queens College where she graduated with a double major in English Literature and Psychology, Summa Cum Laude and Phi Beta Kappa. Carly excelled in both degrees because of her ability to intuitively understand human nature. She turned that unique skill into a profession by becoming the Director of Strategic Initiatives at Aleph Beta where she was instrumental in creating their current successful model, yielding \$150,000 MRR. Through her years working in the Jewish nonprofit space, Carly's passions led her to create her own nonprofit, **MyTzedakah**, dedicated to bridging the gap between next generation donors and worthy Jewish nonprofits all over the world. Carly lives in Jerusalem with her husband Marc and daughters, Noa and Amalya.

MyTzedakah's Milestones:



September 2020 - We launched the MyTzedakah platform with enhanced user experience and interface

November 2020 - Milestone #1 Achieved: \$5,000 in monthly recurring donations

March 2021 - Milestone #2 \$100,000 donated annually

September 2021 - Milestone #3 \$200,000 donated annually

January 2022 - Milestone #4 Launch Volunteer Program

September 2022 - Milestone #5 500 monthly recurring funds, yielding approximately \$600,000 in annual revenue
50 donors volunteering for charities in their funds