



## Darujme.cz

From our love to philanthropy and technology, we created Darujme.cz as a platform for the 21<sup>st</sup>-century philanthropy. Darujme.cz is a tool and a portal for online donation. It is designed for anyone who wants to support a good cause (i.e. donors), who wants to get donations (non-profit organizations), and now even for companies and individuals that want to do something extra for an organization they feel close to.

## Who uses Darujme.cz?

Darujme.cz enables people **to support their favourite non-profit organization fast and easy**. There are three payment methods available, the option of a regular donation and much more. Since 2017, we also provide a **peer2peer fundraising platform**, where people become ambassadors and, through an event (birthday celebration, marathon, etc.), raise funds for their favourite organization among their friends and acquaintances.

Darujme.cz provides non-profit organizations with a payment gateway, including donation and donor management, while being **a comprehensive tool for their fundraising activities**. Since the beginning, Darujme.cz has been developed by fundraisers for fundraisers. The platform strengthens the capacities of non-profits and builds on their needs and incentives. We thus help to implement individual fundraising for specific projects of the organizations. Last but not least, Darujme.cz enables non-profits to diversify their financial resources and reduce their dependence on state subsidies or support from the EU funding. Individual donors and their donations, as opposed to "grant titles", bring greater independence, stability and the possibility of addressing important topics that cannot be funded otherwise than from private sources.

Darujme.cz also **connects companies and non-profit organizations**. Thanks to the company module we launched in 2017, companies can create their own corporate "peer2peer" campaigns following the example of the above mentioned personal peer2peer campaigns. This module can be used for Christmas parties or on the occasion of the company's anniversary as well as for any other CSR activity. The Vodafone Company's corporate "peer2peer" campaign aimed to help people with cystic fibrosis can serve as a good example: <https://www.darujme.cz/vyzva/1200282>.

## How we help

The project was founded eight years ago with no similar tool existing in the Czech Republic. Darujme.cz reflects the current state of the society, with nearly 80 % of the population being active on the Internet and especially the young generation spending a lot of time online. Nowadays, everything can be arranged online. Why not donations, too? The advantage of our online tool is its availability; donations can be made by anyone and from anywhere. According to the available statistics, donation is generally rising, but not as dramatically in comparison with increased standards of living. One answer on how to promote donation is the way people can donate. Thanks to the attractive, comprehensive and credible tool, **we support the development of Czech philanthropy**, as evidenced by the figures below.

Since the beginning, the project has been based **on the principle of non-anonymous relationship fundraising** where the donation is a manifestation of donor's free will to support the organization/project they are interested in. Linking donors and those who have been supported is a natural part of Darujme.cz, which we will always build on. Thanks to the contact with their donor, non-profit organizations have the opportunity to work with them, not only sending them a thank you note, but rather informing them about the use of their donations.

Throughout the years of 2015-2016, following our own experience, ideas from donors and non-profit organizations and consultations with e-commerce experts and colleagues from abroad, we decided to completely remake the tool. In January 2017, we launched a new system that includes many practical features and has moved online fundraising in the Czech Republic a lot further during the last year already. And we believe it will continue to do so. The new features include a peer2peer and corporate campaign module, a microsite for campaigns and "emergency fundraising", a possibility to issue donation receipt (for tax refund), matching options, donation "thermometers", detailed exports for statistics, API and much more. All of these features make Darujme.cz a truly **comprehensive tool that can be tailored to suit each non-profit's needs**.

The Darujme.cz platform and its administration and development are just one piece of a puzzle. Another one is know-how - knowing how to use the tool efficiently. Therefore, we organize **online fundraising workshops**. We are thus able to gain valuable feedback and take the ideas and wishes of the non-profits into account. Besides the workshops, we also send newsletters with tips and tricks and write our own blog. We create a community of online donors and fundraisers on social networks. Darujme.cz is now used by more than **400 organizations**, including not only the large ones such as Greenpeace, People in Need or MSF, but also the small and regional ones.

## Our goals

Our long-term goal is to **develop generosity** and to help **professionalize the non-profit sector in the Czech Republic**. We raise the awareness of the online donation possibility (from PC or mobile) among as many people as possible. Specific goals for the next three-year period are adding new donation feature through payment terminals or NFC payments, the possibility to issue a donor receipt, adding a CRM module, and strengthening and developing the corporate module. Our project is already used by thousands of users. The aim is, therefore, to continue in such a development that would ensure the increase of impacts, including the number of users. In the next 3 years, we plan to double our impact to CZK 100 million donated/year and we expect to involve 100,000 donors - users. In this period, we also want to increase the number of ambassadors to 300 people who will celebrate their birthday, run a marathon or do anything else for a good cause through a peer2peer campaign.

## Results and impacts of Darujme.cz

Our results are best illustrated by the difference between 2016 and 2017 when the new system was launched.

	2016	2017
<b>Overall amount of donations</b>	28 177 528 CZK	51 896 475 CZK (↑84 %)
<b>Number of supported organizations</b>	266	370
<b>Number of donors</b>	>20 000	>42 000

In 2017, nearly 200 peer2peer events in which the ambassadors raised an amount of CZK 3.7 million as well as three corporate events with the result of CZK 937,000 took place.

## Organization and finance

The project was created under the auspices of the VIA Foundation, which has been engaged in the development of philanthropy in the Czech Republic for already 20 years. However, the project is managed by its sister organization - the VIA Association. The project currently involves two people. In two people, we provide support to non-profit organizations and donors, as well as administration, development, marketing and education. The technical development is carried out by an external programming company. The operating costs of the project are funded by a 2% fee for each donation and by service charges. Darujme.cz is designed as a business-model non-profit project that ensures a long-term sustainability and independence. The investments for the technological development of the tool are drawn through grant support (e.g. Vodafone Foundation Czech Republic).

