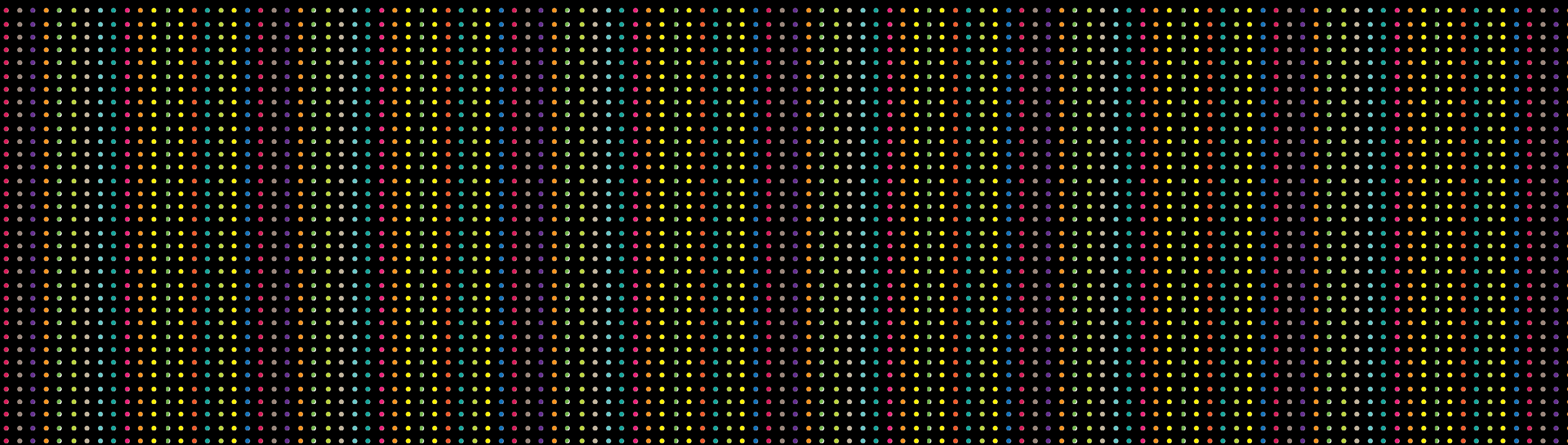


d♥nar

From the heart & with your head



Web Platform to facilitate and promote donations in Chile

Fundación Ciudadano Inteligente | Directora Proyecto | Katherina Malis Rosenzweig

>> ... To achieve our main objectives of accountability and transparency, the public must have ***full access to truthful, clear, opportune, and adequate*** information about the programs, activities, and finances of the organization. The best way to fulfill these goals is for the non-profit-organization to publish their information on their institutional website. Nevertheless, ***many of these organizations do not have the technical knowledge or capabilities to do so.*** Thus, Donar www.donar.cl is born, an online platform that gathers and updates the information of all these organizations, offering them a unique place in the global display case.

<<

>> Description of the Project



DESCRIPTION

>> An application of Fundación Ciudadano Inteligente (Smart Citizen Foundation), Donar (Donate) connects individual citizens with organizations and projects in need. This innovative online platform promotes and facilitates the donation process, acting as a valuable intermediary. The website centralizes a variety of social causes looking for different kinds of support.<<



MISSION

>> Our mission is to provide the civil society with the necessary information about the social organizations that exist. By holding these organizations accountable to their mission and progress, the individual user will have the knowledge to make the most informed decision before offering their support. Based on information compiled, Donar strives for quality donations that truly make an impact, in order to move away from the prominent few organizations who tend to receive the great majority of donations. Instead, we will work to promote less established and popular non-profit organizations, featuring a more diverse and wide array of causes, benefiting both the individual donor as well as the organization in need. <<



>> Objectives



OBJETIVES

GENERAL OBJECTIVE

SPECIFIC OBJECTIVES

The image shows a screenshot of the Donar.cl website. At the top, there is a navigation menu with options: Editar, Ver, Historial, Marcadores, Herramientas, Ventana, Ayuda, and Nosotros. Below this is a browser address bar showing the URL http://www.donar.cl/. The main header features the Donar logo and the tagline "Desde el corazón, sin dejar de usar la razón". A secondary navigation menu includes: Nosotros, Organizaciones, Cómo Elegir, Donaciones, Contacto, and Usuario. Below this, there are links for Quiénes Somos, Funcionamiento, Legal, and Preguntas Frecuentes. The main content area is titled "PRESENTACIÓN COMPLETA" and contains three paragraphs of text, each accompanied by an icon: a magnifying glass, a group of people, and a gavel.

Editar Ver Historial Marcadores Herramientas Ventana Ayuda
Nosotros

http://www.donar.cl/

usar Fir... Últimas noticias

+

donar | Desde el corazón, sin dejar de usar la razón

e-mail
contraseña
login

Nosotros Organizaciones Cómo Elegir Donaciones Contacto Usuario

Quiénes Somos Funcionamiento Legal Preguntas Frecuentes

donar | Desde el corazón, sin dejar de usar la razón

PRESENTACIÓN COMPLETA

 Donar.cl es una organización social que busca informar a la ciudadanía, fomentar las donaciones y el accountability sobre las mismas, aprovechando las ventajas de las nuevas tecnologías. Buscamos ser más que una plataforma Web, buscamos ser una organización que congregue instancias e iniciativas de participación ciudadana y accountability social. Queremos simplemente transparentar el tema, para luego fomentar y difundir.

 Para lograr esto necesitamos del compromiso y la participación de toda la sociedad. Todos juntos podemos ser más solidarios, y ayudar más eficazmente. Juntos podremos permitir al ciudadano tomar decisiones informadas y con esto acortar la brecha entre la ciudadanía y la actividad solidaria.

 Así, lo que nos interesa es generar incentivos positivos en la actividad solidaria, porque nuestro fin es fortalecerla y en ningún caso atacarla. Es por esto que donar.cl pone los datos a disposición de la ciudadanía para que pueda discutir y emitir su juicio respecto de las organizaciones sociales existentes. El juicio no lo hace donar.cl, el juicio lo haces tú.

General Objective:

➤➤ Donar is a project that seeks to bring transparency to the donations of individual Chileans citizens; to know who they are helping, to show where their money goes, and to facilitate and encourage donations, taking advantage of the technologies available.

OBJETIVES

GENERAL OBJECTIVE

SPECIFIC OBJECTIVES



>> The project is a platform that gathers initiatives of citizen participation and of social accountability. We strive to match our users to philanthropic opportunities that identify with their personal interests and criteria. Our hope is that every user is able to feel inspired by a non-profit organization from within our directory and choosing to start a relationship with them, donating their time or resources. Thus, our objective is to facilitate and encourage online donations by providing transparency and accountability of the organizations and by visualizing the concrete results of each individual donation made through Donar.

OBJETIVES

GENERAL OBJECTIVE

SPECIFIC OBJECTIVES

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Specific Objectives:

>> Simplify the process of **donations** through visually attractive informative records that document information in an efficient manner. Every Donar user has the option to pick and choose the amount and depth of information he or she receives, making the individual online experience faster, easier, and, most importantly, better informed.

OBJETIVES

GENERAL OBJECTIVE

SPECIFIC OBJECTIVES

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Editar Ver Historial Marcadores Herramientas Ventana Ayuda
Nosotros

http://www.donar.cl/

usar Fir... Últimas noticias

+

donar | Desde el corazón, sin dejar de usar la razón

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donar | Desde el corazón, sin dejar de usar la razón

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>> By creating an **alert system for donations during national disasters**, Donar will visualize a wide array of organizations specialized in disaster relief. We connect individuals to organizations working to resolve a concrete problem, creating a more effective and immediate response and ultimately a greater impact during these critical moments.



OBJETIVES

GENERAL OBJECTIVE

SPECIFIC OBJECTIVES



>> Tracking and reporting results of donations: The non-profit organizations listed in our directory will have the unique opportunity to track and report concrete results of every donation through our personalized website. This in turn gives more credibility to the project. The feedback system that exists between the donor and receiving organization will work to promoting the positive work and impact, taking full advantage of Donar as the global platform it is.

OBJETIVES

GENERAL OBJECTIVE

SPECIFIC OBJECTIVES



>> The quantity and quality of the information the organization submits and the amount of time it takes will depend on each individual institution. Based on this material and analysis, we can generate a line of integrity equally applicable to every organization, granting everyone the same opportunities.

OBJETIVES

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SPECIFIC OBJECTIVES

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Editar Ver Historial Marcadores Herramientas Ventana Ayuda
Nosotros

http://www.donar.cl/

usar Fir... Últimas noticias

+

donar | Desde el corazón, sin dejar de usar la razón

e-mail
contraseña
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Nosotros Organizaciones Cómo Elegir Donaciones Contacto Usuario

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>> We will reward information to those who fill out the entire form, including all the optional areas. The complying organizations will be able to make themselves more visible within our website, for example by being rewarded the ability to upload additional projects. They will have the advantage of being able to add a "Cause" to the Donar platform, presenting clear and concrete goals within a determined time period and specific quantifiable objectives.

OBJETIVES

GENERAL OBJECTIVE

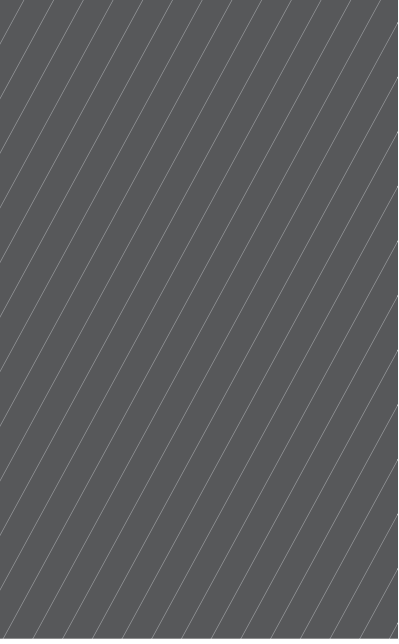
SPECIFIC OBJECTIVES



>> By capturing the interest of the younger generations, we can actively involve and educate the population on non-profit organizations, their presence within Chile and the world, their diversity and wide range, their vital contribution to Chilean society, and the positive impact of their work.

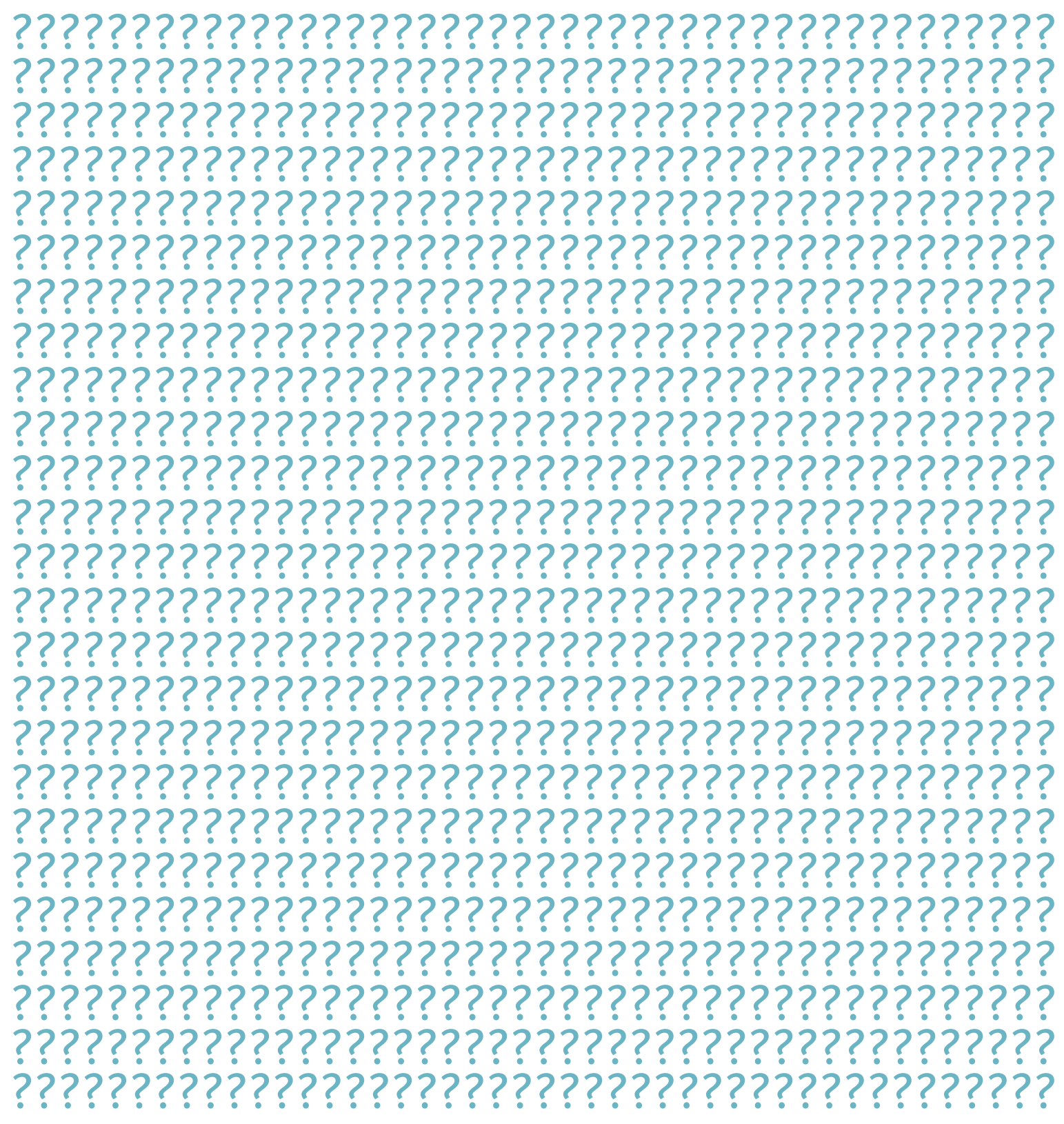
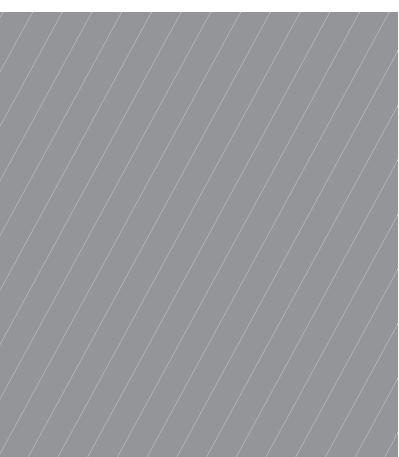
>> why / what / how





ABSTRACT

WHY?
WHAT?
HOW?



Why?

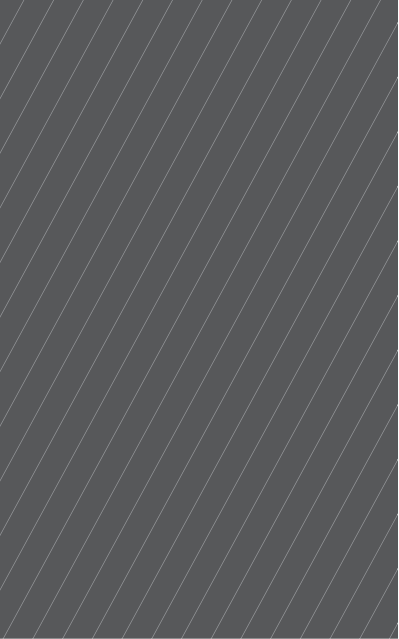
>> Although the intention to donate exists in Chile, there is no centralized platform to facilitate the process. Consequently, the general public is unaware of the extensive network of organizations that are in need of help, as only a select few are visible within Chilean society. According to the individual's interests, each user can personalize his or her online experience within the platform and can better direct his or her subsequent donation. The individual saves time and effort, as the website gathers all the organizations and their information in one space. As a result, both the users as well as the organizations reap the benefits from Donar.

ABSTRACT

WHY?
WHAT?
HOW?

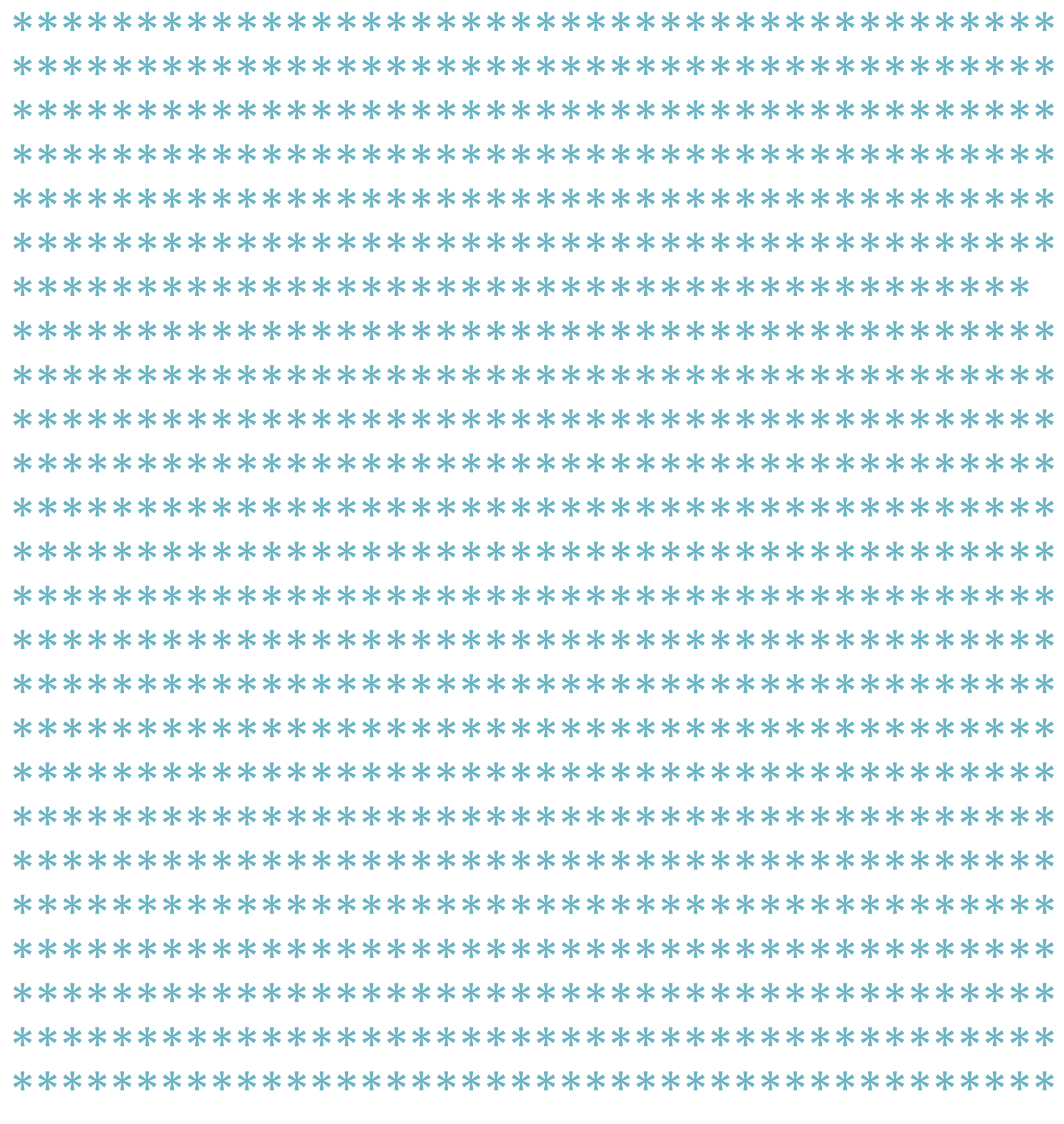
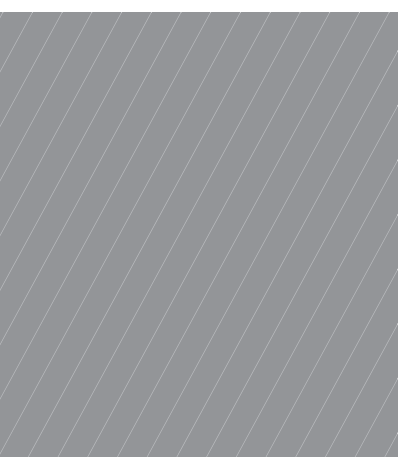
What?

>> Donar serves to greatly lessen the gaps of information that plague the population in Chile and Latin America. The innovative platform strives to display all of the extensive options for donation purposes. Additionally, the website works to give immediate and concrete assistance in times of crisis and catastrophe, visualizing the non-profit-organizations that work with the corresponding themes. In order to attract donors and donations to this unique, centralizing platform, the individual donors and organizations must work together to accomplish the objective of the "Social Cause," ultimately achieving a level of trust that further promotes transparency and donations.



ABSTRACT

WHY?
WHAT?
HOW?



How?

>> The users will be able to find all the information they need to make an informed donation. With www.donar.cl we will introduce the non-profit-organizations, qualify them in a simple and clear manner, organize them by cause, interest, location, and visualize them by relevance and contingency. This platform functions by a feedback system; all entities involved have both duties as well as benefits in regards to information.

>> Sections





SECTIONS

- HOME
- DIRECTORY
- FORMS
- CAUSES
- DONATIONS
- METHODOLOGY



Home

>> will contain the most up-to-date news and reports. The purpose of this section is to maintain our audience informed about the projects and causes of the participating organizations, generating opinions, debate, and interest. A "Solidarity Calendar" will encourage donations by showing the main activities of the month. We will be very integrated with social networks, such as Facebook and Twitter, to increase visibility to all the organizations on Donar.



Organizaciones
 Proyectos / Causas
 Persona
 Palabra Clave
 Recursos Necesarios

"Sensualidad y Desplante"
Exposición de Cuerpos Pintados
Por, Montserrat Lobos

Exposición pro-fondos niños con cancer. La entrada tiene un costo de \$5.000 que irá directamente a Fundación Cáncer de Niños, para cubrir tratamientos y medicamentos por un año.

76% FINANCIADO | \$150.000 META | 30 DIAS FALTAN

TÍTULO DE LA INSTITUCIÓN

Baltimore's Copycat Theatre has a play unlike anything you've ever seen or experienced: you are the performer. Last year they sent audiences through 22 different rooms of spectacular scenarios to interact with. It's like Shakespeare meets fun house, and it's time for a sequel.

SketchChair

"Sensualidad y Desplante"
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- SECTIONS**
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 - FORMS
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 - DONATIONS
 - METHODOLOGY

Directory

>> The Directory of the Donar website will be strategically organized in the following ways:

a) Alphabetically

b) Causes: This section refers to "theme," dividing the organizations by the themes that they work to solve.

c) Resources: This section refers to the type of help each organization needs to fulfill its mission. This will vary with every institution.

d) Geographically: This section allows our users to donate based on their interests in a specific region. We provide a filter for regions in Santiago and in Chile.

Catástrofes >> Terremoto

TERREMOTO 27F



\$2.109.230 Recaudado

DONAR DINERO

DONACIONES MATERIALES

TRANSPORTE Y SOPORTE

AYUDAR A DIFUNDIR

SER PARTE / VOLUNTARIADO

ChileAyu

210 Donantes | 1 Proyectos

TERREMOTO 27 FEBRERO 2010
Epicentro: Frente a localidades de y Cobquecura a 150 Km al NorOes Concepción
Fecha: 27 Febrero 2010
Hora: 3:34 am
Magnitud: 8,8° MW
Profundidad: 30,1 Km
Coordenadas: 36°1'702305 73°14'0 36.28972, -73.23889
Zonas Afectadas: Regiones de Val Metropolitana, O'Higgins, Maule, I la Araucanía
Victimas: 525 muertos y 25 desap

INUNDACIÓN REGIÓN METROPOLITANA



\$801.140 Recaudado

DONAR DINERO

DONACIONES MATERIALES

TRANSPORTE Y SOPORTE

AYUDAR A DIFUNDIR

SER PARTE / VOLUNTARIADO

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- SECTIONS**
- HOME
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 - METHODOLOGY

e) Emergency and Contingency: This section is perhaps the most interesting and innovative of all. When emergency situations occur, placing Chilean citizens at risk, we will automatically activate a filter that will display those organizations or causes that are related to that catastrophe, facilitating and encouraging donations in a more efficient manner in those critical moments.

donar | Desde el corazón, sin dejar de usar la razón

e-mail
contraseña
login - in registrate!

NOSOTROS PROYECTOS ORGANIZACIONES BUSCADOR CONTI

Fundaciones >> Arte y Cultura >> Fundación Crearte

FUNDACIÓN CREARTE

Ficha Técnica Saber Más Transparencia Extras

\$219.230 Recaudado \$35.780 Pendiente

\$250.000 META

69% LOGRADO

QUEDAN 6 DÍAS PROYECTO

DONAR AHORA

SER PARTE

RESEÑA

En 1992 un grupo de estudiantes universitarios, impulsado por el compromiso social, decide acercarse a una parroquia de la comuna de Peñalolén para realizar actividades recreativas a niños y niñas que se encontraban en vulnerabilidad psicosocial.

En el transcurso de estas jornadas artísticas los jóvenes percibieron que la autoestima, creatividad y habilidades sociales de los niños estaban enormemente disminuidas y las posibilidades de desarrollar tales importantes factores protectores eran mínimas.

Fue así como los jóvenes notaron la urgencia e importancia de su voluntariado en el lugar, motivándolos a buscar apoyo en una escuela cercana para la realización de actividades artísticas que fomentaran creatividad, autoestima y habilidades sociales en niños de enseñanza básica.

CreArte nace legalmente en febrero de 2001 como Corporación independiente y sin fines de lucro, con un directorio donde aún permanecen miembros originarios.

Forms

>> To be incorporated to Donar, every organization will have to fill out an association form called "Transparency Status". This document contains all the minimum, basic information – transparency indicators – that is necessary to be able to control, simplify, and compare the institutional information. The information provided by these forms will generate visibility, maximize donations, and educate the population. The idea is that organizations can upload more data to their forms, making their institutional profiles more complete and open for the users, who will be able to make a more informed donation. Creating an incentive for transparency, the non-profit-organizations with the greatest amount of data will receive extra benefits, including the ability to upload additional projects, to receive prizes, to enter in contests, among other things.

- SECTIONS**
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SECTIONS

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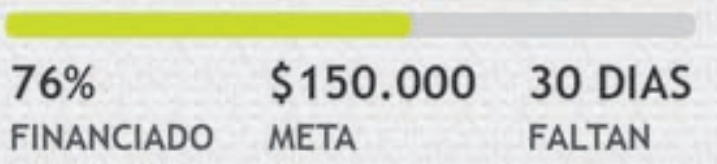


\$219.230 Recaudado
 \$35.780 Pendiente
 210 Donantes
 2 Proyectos

TÍTULO DE LA INSTITUCIÓN

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Causes & Projects

>> The non-profit-organizations that fill out the transparency forms can create and submit a specific project to the Donar website. These projects have objectives that are momentary, qualitative, and measurable in time. They must choose a concrete goal to accomplish. This way the organizations will be able to accomplish their objectives in a short time period with visible and explicit results. Ultimately, this system allows everyone, organizations and users, to continue working for a more active civil society.



e-mail

contraseña

login - in registrate!!

- SECTIONS**
- HOME
 - DIRECTORY
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 - CAUSES
 - DONATIONS**
 - METHODOLOGY

VISA MasterCard MAGNA

TRANSFERENCIA ELECTRÓNICA

PAGO A TRAVÉS DE PYPAL

FUNDACIÓN CREATE,
 informaciones@create.cl
 fono: 639 - 4770
 21 de Mayo 617, Santiago
 Centro.

Preguntas frecuentes

No te preocupes que tu donación se está haciendo de forma segura y protegida

QUIERO DONAR!!

\$ (se sugiere un mínimo de \$3000 Cambie aquí a su moneda local)

Comercio: DONAR.CL

Número de Trjeta:

Vencimiento: / 11/08/2009

Código Verificación: !

Periodicidad:

Detalle			
CORPORACIÓN CREATE.DONAR.CL	\$20.000	sin cuotas	MENSUAL

Esta transacción se está realizando sobre un sistema seguro.

VISA MasterCard MAGNA

Donations

>> The Donar website intends to facilitate and encourage donations. Once an individual decides to act with solidarity, the donor can quickly and easily choose a project or organization to help, as the necessary information is available and transparent. The user will be able to donate directly from all sections of our site, selecting from various methods of payment. Again, our goal is to augment online donations in every way possible.



Fundaciones >> Arte y Cultura >> Fundación Crearte

FUNDACIÓN CREARTE

Ficha Técnica Saber Más Transparencia Extras

\$219.230 Recaudado \$35.780 Pendiente



TRANSPARENCIA

Aquí te presentamos todos los datos mínimos necesarios, que deberas conocer para poder interesarte en una organización determinada y lo más importante, que puedas confiar en ella. Teniendo como objetivo central, que sepas en qué se están destinando los recursos y si a tú juicio se está haciendo correctamente.

SOCIOS

210
64,8%
socios



114
35,1%
voluntarios

BENEFICIADOS

804
niños



EMPLEADOS

ful time
part time
directorio



SECTIONS

- HOME
- DIRECTORY
- FORMS
- CAUSES
- DONATIONS
- METHODOLOGY

Methodology

>> We want the greatest quantity of non-profit-organizations to be part of Donar so that they are able to take full advantage of all the benefits the platform offers them. Thus, we will not filter the admission to the site. Rather than being selective, we will welcome every organization that completes the required "Transparency Status" form with their institution's information, extending everyone the same opportunities and benefits.



Fundaciones >> Arte y Cultura >> Fundación Crearte

FUNDACIÓN CREARTE

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4



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Fundaciones >> Arte y Cultura >> Fundación Crearte

FUNDACIÓN CREARTE

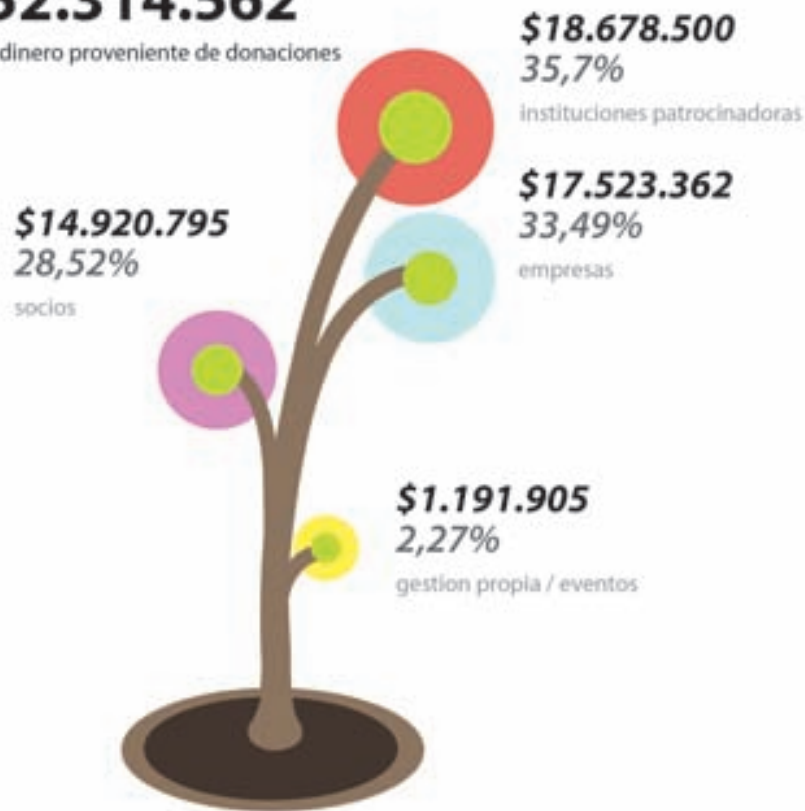
Ficha Técnica Saber Más Transparencia Extras

\$219.230 Recaudado **\$35.780** Pendiente Donant

¿De dónde provienen los recursos?

\$52.314.562

total dinero proveniente de donaciones



OPERACIONALES



NO OPERACIONALES



SECTIONS

- HOME
- DIRECTORY
- FORMS
- CAUSES
- DONATIONS
- METHODOLOGY**

Methodology

>> There are various manners to take part in Donar. The first option is for the staff at Ciudadano Inteligente to include an organization, using information available on the institution's website to fill out the basic data as part of their "Transparency Status." Later the organization must add information to create a more complete profile. Another way to become involved with Donar is for the organization to take the initiative and include itself in our Directory by filling out the form provided online, earning the right to upload projects to the site by demonstrating transparency. Finally, a foundation can form part of platform if a member of a project formally recommends the foundation to Donar. Consequently, we will contact the recommended foundation and move forward with the "Transparency Status" form.

>> How much?



Approximate budget for the first year: (US dollars)

* Website Construction: \$6,000

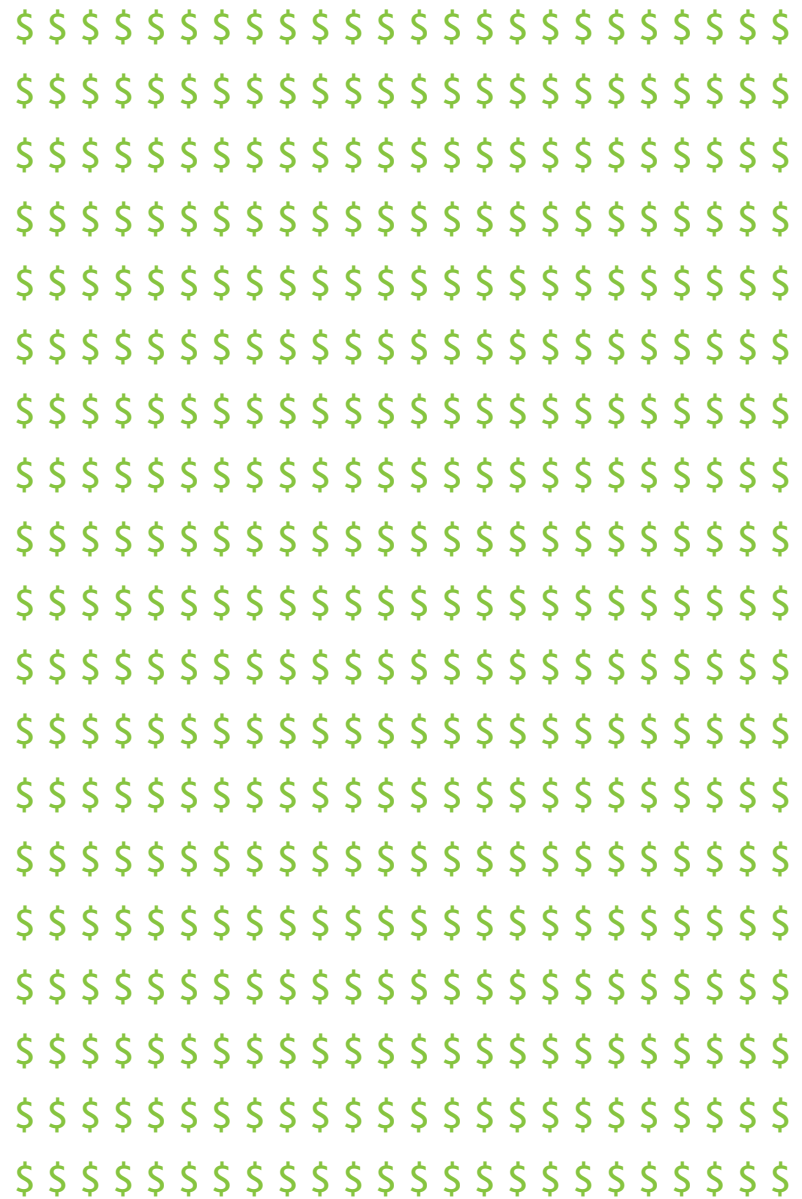
* Wages: \$4,000

* Infrastructure: \$1,800

* Implementation: \$1,200

* Diffusion: \$2,000

TOTAL QUALIFYING \$15,000



How MUCH?

How much?

>> Approximate budget for the first year:
\$15.000 US Dollar

>> **Business Model**



1

The initial investment will come from private businesses or social organizations – national or international from one or more institutions – that will fund the total operating and general cost for one year (\$15,000 USD). This includes all the start-up costs and other operating costs for the initial year.



FINANCING OF THE SITE OUR BUSINESS STRATEGY FOR DONAR IS BASED ON FOUR CRUCIAL PILLARS:

donar



ciudadano
inteligente
FUNDACIÓN



globalgiving

2

After participating in the Global Open Challenge, we will join Global Giving, an online platform similar to Donar that allows international organizations to raise awareness and donations for their causes. By using the tools and networks available on Global Giving, we will be successful in getting the support we need to continue our project.



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3

Based on our investigations of the practices of various referent organizations, we will charge a small fulfillment fee (5%) of each donation made to help cover to cost of maintaining Donar. To promote transparency and accountability of our organization, we will always clearly explain to the user that our hope is they choose to make an additional contribution to cover the fee when they make their donation.



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4

Using the similar logic of covering operating costs, the users of Donar will have the option to make a donation to Donar itself, choosing to support our cause and allowing us to continue fulfilling our objectives.



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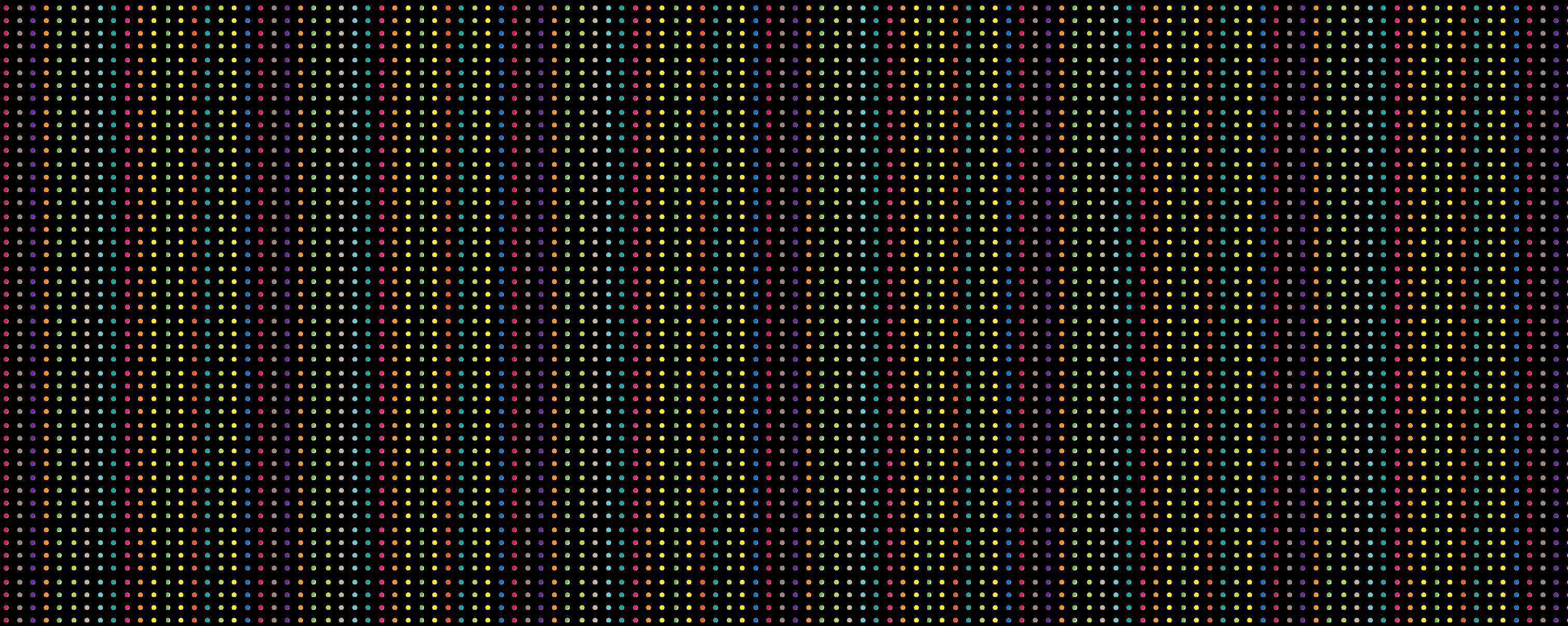
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d♥nar

From the heart & with your head