



Company Info

NAME: ASPCA

NAME: Habitat for Humanity

NAME: Teach for America

Description

Non-profit organization "dedicated to preventing cruelty to animals"

Non- profit that helps people in your community and around the world build or improve a place they can call home

Non- profit organization who finds leaders to teach for at least 2 years in low-income schools

Strengths & Weaknesses

Strengths

- When searching ASPCA in google, the first site listed is their donation site
- They have an FAQ on the site for donating
- On home page, the second picture is about donating
- DIY Fundraising

Weaknesses

- Hard to find corporate partner list
- There is an option of being a "business ambassador". Doesn't specify how this is different from corporate partnerships

Strengths

- First google search is link to their donation page
- You can specify where you want your donation to go
- Lists how a corporation can get involved
- Lists corporate sponsors by amount given, correctly

Weaknesses

- How to be a partner is at the end of a long list of their partners
- Workplace giving description is not clear

Strengths

- Lists ways to give and describes how each of these ways will work
- Has a specific donation email and phone number
- Has corporation partner information and descriptions

Weaknesses

- Does not describe what a legacy gift is, and other certain ways to donate, well.

Definitions

- Partnering: enable diverse companies to benefit from... appeal of animals"
- Business ambassador: "companies that help raise funds and awareness for the ASPCA through cause related marketing or providing year-round mission support

- Donor-advised fund: a charitable giving program that allows you to combine the most favorable tax benefits with the flexibility to support your favorite causes
- In-kind donations: when organizations donate goods or services, those donations are considered gifts-in-kind... like building materials, furniture, appliances, and more.
- Workplace giving: can direct a portion of your paycheck to a charity

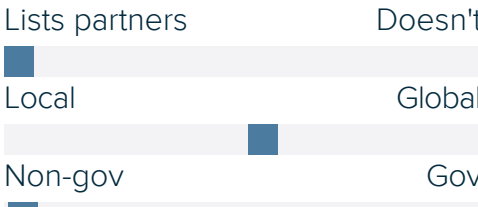
- Corporate partner: as a TFA corporate partner you will leverage your unique assets to help ensure every child is able to realize his or her full potential, regardless of zip code

Market Breakdown

Competitor 1



Competitor 2



Competitor 3



Company Info

NAME: Feeding America

NAME: World Vision

NAME: Disabled American Veterans

Description

Non-profit organization that feeds people throughout the US.

Is a non-profit that helps with child poverty throughout the world.

A non-profit that helps with permanently injured veterans in their efforts post-service.

Strengths & Weaknesses

Strengths

- 60,000 food pantries and meal programs in communities across America
- have high food safety standards and uphold their partner agencies to the same standards
- a lot of colorful links coupled with interesting visuals
- email listing expands and minimizes (to a non-distracting degree) instead of disappearing completely when you click it away (could also be annoying to some)

Weaknesses

- weak on agency monitoring visits
- doesn't have much accountability in spending
- lack of capacity in food banks

Strengths

- website offers site map in case of drop downs not navigating properly, also offers full site in Korean and Mandarin
- is very active in prompting donations

Weaknesses

- a lot of criticism based on discrimination (religiously) and views on same sex marriage
- you have to search manually if you want to join as a corporate partner (is not included in site map)
- receives federal tax dollars, which is controversial

Strengths

- knows how to target their intended audience (people who are deeply moved by veterans and their sacrifices)

- explicitly offers different services to help (you don't just have to donate)

Weaknesses

- weak donor privacy policy
- has been in controversy for using donor money for unnecessary personal benefit (2013)
- paid membership with benefits that aren't very motivating

Market Breakdown

Competitor 4



Competitor 5



Competitor 6



Company Info

NAME: Team Rubicon

Description

A non-profit that utilizes the skills and experiences of military vets with first responders to rapidly deploy emergency response teams

Strengths & Weaknesses

Strengths

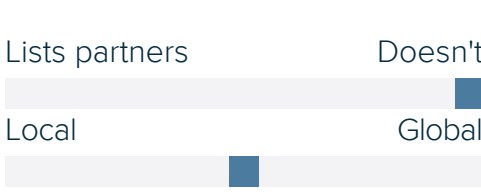
- Has a donation button on the home page and on the give site
- Shows what the donations can do by price
- Options to fundraise by yourself
- Describes what each amount of monthly giving can do for the organization

Weaknesses

- No info on how to be a corporate partner and what it means to be one

Market Breakdown

Competitor 7



Donation Process

ASPCA

- Donation Percentages:
 - Total support in 2017: \$154.2 million
- Donation Process:
 - 7 ways to give other than corporate partnership:
 - monthly donation
 - holiday honor gifts
 - memorial and honor gifts
 - donate your car
 - planned giving
 - founder's society
 - one time donation
 - multiple places on site to click a donate button
 - doesn't seem to have a cap on one time donation amounts
 - corporations and foundations must email
 - 0.2% - other revenue
- Rewards?
 - can make "gifts" of donations
 - does not present itself to give incentives to donate

Habitat for Humanity

- Donation Percentages:
 - Contributions: \$240 mil (68.6%)
 - Donated products/services: \$54 mil (15.6%)
 - Gov Grants: \$16 mil (4.6%)
 - Other income: \$38.8 mil (11.1%)
- Donation Process:
 - as soon as you go to the site theres a donate button
 - multiple ways to donate listed under support:
 - one time
 - monthly
 - honor and memorial gifts
 - donate stock
 - planned giving
 - corporate giving
 - gifts in kind donations
 - peer to peer fundraising
 - donate your car
 - workplace giving
 - ReStores
 - they are a partner w/ them they receive tax deduction, grants, financial support etc.
 - have a specific "corporate relations team" that you can contact
- Rewards?
 - can gift supplies etc, in someone's name
 - will receive a card by mail

Teach for America

- Donation Percentages:
 - in FY16, 78% from regional supporters
 - 2017 Total revenues, gains and other support: \$305.9 mil
 - Contributions make up about 44% of total and grants are 31.2%
- Donation Process:
 - multiple ways:
 - one time
 - monthly
 - legacy donor
 - corporate partners
 - can help conduct research
 - donation links easy to find
 - doesn't seem to have a cap on one time donations
 - corporate sponsors- lists an email to contact someone for this
- Rewards?
 - no rewards listed

World Vision

- revenue (in millions)
 - \$572 - private cash contributions
 - \$303 - public grants (food and cash)
 - \$158 - gifts-in-kind
 - \$11 - other income, net
 - \$1,044 - total operating revenue
 - percentages
 - 55% - private cash contributions
 - 29% - public grants
 - 15% gifts-in-kind
 - 1% - other
- donating
 - sponsor a child
 - \$39 a month
 - can choose what child you want (search by details or by need)
 - steps to donate
 - \$50 - \$250 options or other amount
 - go to checkout
 - y/n send a free card to honor someone
 - log in or continue as guest
 - billing information
 - payment method + information
 - gifting (can multiply with government grants)
 - corporate partnerships
 - marketplace giving/matching gifts
- benefits
 - none listed

Disabled American Veterans

- revenue
 - \$108,186,529 - Contributions, primarily direct mail solicitations - 39.6%
 - \$47,929,003 - Contributed services and facilities, primarily services - 32.4%
 - \$88,454,604 - Contributed media and materials - 17.5%
 - \$244,570,136 - Total support
 - \$6,951,769 - Membership dues and fees - 2.6%
 - \$8,799,735 - Income from investments, net - 3.2%
 - \$66,549 - List royalties - 0.2%
 - \$91,955 - Miscellaneous revenue - 0.3%
 - \$17,210,008 - Total revenue
 - \$1,385,959 - Realized investment gains - 4.2%
 - \$273,166,103 - Total Support and Revenue
- donating
 - steps to donate
 - \$10 - \$100 options or other amount
 - y/n monthly gift
 - y/n memorial gift
 - billing information
 - payment method + information
 - membership
 - at least \$10 a month (price depends on age, 80+ is free)
 - have to be a veteran who was wounded or left ill in service
 - vehicle donation
 - corporate partnerships
 - matching gifts
 - offline donations
 - phone
 - mail
 - fitness fundraising
- benefits
 - members get benefits

Team Rubicon

- Percents:
 - foundation/nonprofit: 49%
 - Individual donors: 17%
 - Business Corporations: 34%
- Steps
 - easy donate buttons at top of home page and give section
 - no cap on one time donation
 - multiple ways to donate other than one time
 - doesn't list ways a corporate can join and be a partner
- Rewards
 - no obvious gifts