2017 Cashless Trial

Shane Crowhurst

Head of Poppy Appeal

2017 Cashless Trial
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Challenges:

1. Why - “I have no cash, can I donate via a card/phone?”

2. How - Lloyds / Cardnet

3. Scope – make a donation without breaking step

4. Methods – Visa, Mastercard, Android and iPhone
2017 Cashless Trial

Successes:

- Poppy Appeal Organisers embraced the concept
- Feedback from general public has been very positive
- Not just the younger generation donating
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Successes:

- Poppy Appeal Organisers embraced the concept
- Feedback from general public very positive
- Not just the younger generation donating
- Less money to be stored, counted and banked
2017 Cashless Trial

Results:

- Donation levels set - £2.00, £3.00 & £5.00
- Almost 20,000 taps – average donation £3.57
- £5.00 tapped the most (almost 45% of all taps)
- Total donated over £68,150.00
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Future Plans:

8 Greater use of Supermarkets etc

8 Targeted selection of Poppy Appeal Organisers

8 Advertise the fact that TRBL can take donations via the devices

8 Use of devices through 365 fundraising
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Excellent fundraising for a better world
JAMES KLIFFEN, Head of Fundraising
DIGITAL INSPIRATION CONFERENCE
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You may know Alice

We need your support to crowdfund our pilot project. Your donation can and will change the lives of 15 people sleeping rough by helping them to move off the streets for good.

Through our project, London Street Impact: 15 Lives, we’re trying to help 15 of these people, whom traditional approaches and efforts to help them have failed. We are determined to change this, but we need funding that enables us to support them more deeply and quickly.

We’re asking our community to help crowdfund this project. You can donate any amount you like and your donation will be combined with others to fund one of the goals.

When we achieve a goal, you will be sent a notification by email. You will be able to see which goal your gift has helped towards.
“The fall in public trust is real, it is here, and it is a threat to the future of the charity sector.”

Karl Wilding, Director of Public Policy, NCVO, 2016

Donors want more transparency
1. Collect & hold funds

2. Deliver goals

3. Validate goals to release funds

4. Instant report to donors
Built on Ethereum
Requires just a browser
Beyond donations
Public trust is falling
Philanthropy 2.0 is evidence-led
Governments pay for success
Impact investing on the rise

The broader importance of impact data
Decentralised social impact ecosystem

Alice Impact Management System (AIMS)

- Donations & grants
- Impact investment
- Validation market
- Knowledge sharing markets
- High quality, comparable data
- Reliable & publicly accessible track records
- Automated reporting & payments

- Identify & scale effective projects
- Lower transaction costs

The end goal
The changing face of money

Shane Crowhurst, Operations Manager, The Royal British Legion
James Kliffen, Head of Fundraising, MSF
Raphaël Mazet, CEO, Alice