

GIVER ARMY 2.0

INFORMATIONAL PACKET

Thank you for your interest in our program. Your participation will be administered by GiveSendGo Charities, a 501(c)(3) public charity.

Please review the following form and proceed to our online application.



This packet contains:

Overview Welcome Letter
Guidelines & Policies
Program History and Links

Dear GiverArmy Member,

Welcome to the GiverArmy family! We are thrilled to have you join us on this remarkable journey of generosity and positively impacting the world. Your desire to see generosity flourish is a testament to the compassion and kindness that resides within your heart.

We want to express our deepest gratitude for your decision to be part of this community committed to giving. Your contribution, no matter how big or small, is crucial to our mission to create a culture of generosity that uplifts and empowers those in need. Your commitment to regular giving exemplifies the true power of collective action.

In the spirit of the GiverArmy, we invite you to delve into this information packet to better understand our mission and vision, how the GiverArmy program operates, and our dynamic process for distributing grants. The packet will provide valuable insights into the meaningful impact your donations are making in the lives of others.

We are inspired by the story of the widow's mite from the Bible. Though her offering was small in monetary value, her giving exemplified the purest form of generosity. It serves as a powerful reminder that the size of our donations does not measure the impact of our giving but rather the genuine compassion and intent behind them.

As you explore this packet, you will discover the incredible ways in which you can make a significant difference. Each section will provide valuable information, empowering you to fully engage in our mission.

Please take the time to read the entire packet. It will equip you with the knowledge and understanding needed to be an informed and engaged member of the GiverArmy. Together, we have the power to create lasting change and bring hope to individuals and communities in need.

Thank you again for being a part of the GiverArmy. Your generosity is a beacon of light in a world that needs it most. We are honored to have you by our side as we continue to make a meaningful impact together.

With heartfelt appreciation,

Hudson T. Wells
Executive Director

Mission Statement:

In the GiverArmy, our mission is to create a trusted and inclusive platform that empowers individuals, regardless of their donation size, to make a meaningful impact through regular giving. By leveraging crowdfunding and social media, we foster a culture of generosity and compassion, providing a reliable avenue for giving to charitable endeavors and people in need.

Vision Statement:

Our vision is to cultivate a culture of generosity where everyone feels empowered and capable of making a difference. Through the GiverArmy program, we aspire to see individuals, both big and small donors, come together to create a transformative impact on communities and lives worldwide. By providing a trusted platform and fostering a sense of collective responsibility, we aim to reshape our culture to one that values and embraces the power of giving.

GiverArmy Giving:

All donations from our GiverArmy are tax-deductible to the full extent of the law. Donors will promptly receive a tax receipt attached to a thank you email upon receiving their monthly donation. A quarterly Impact Report will be issued to every donor with all information regarding how much was raised and how it was used. All donations are **NON-REFUNDABLE**.

Offline Donations: Donors may make a large one-time donation through offline methods like check or cash to be considered part of the GiverArmy.

Direct Funding: Direct Funding is for those interested in donating through a Donor Advised Fund. The DAF Advisor must ensure their institution has accepted our organization and indicate which charitable cause they would like their donation to be directed to. Donors may make a large one-time donation from a DAF instead of monthly smaller donations.

Program Information

Who can be a part of the GiverArmy?

Anyone who desires to make a positive impact through regular giving can be a part of the GiverArmy. We welcome individuals from all walks of life, regardless of their financial capacity, to join our community of philanthropists.

How do you become a part of the GiverArmy?

To join the GiverArmy, visit our website and sign up through our secure portal. By setting up a recurring monthly donation, you officially become a member and join our mission of fostering a culture of generosity.

What are the requirements for joining (donation and cause selection)?

We believe that every donation, no matter how small, is powerful and meaningful. The minimum donation amount to join the GiverArmy is \$5 per month. Upon signing up, you will be asked to select one of our twelve charitable causes that resonate with your heart. Descriptions of those causes can be found below.

What benefits do GiverArmy members receive?

As a GiverArmy member, you will receive a subscription to RightNow Media, a tax receipt for your donations, quarterly impact reports showcasing the grants given, and an exclusive invitation to our annual Giver Gala. These benefits are our way of expressing gratitude for your generous contributions and keeping you connected to the impact of your giving.

What happens after I join?

After joining the GiverArmy, you will receive a welcome email with instructions on accessing your RightNow Media subscription and other member benefits. You will also start receiving regular updates on the impact of your donations, ensuring transparency and providing a sense of fulfillment in knowing the difference you are making.

Can I cancel my membership?

Yes, you have the freedom to cancel your membership at any time. However, we encourage our members to commit to at least 12 months of giving to fully experience the transformative power of regular generosity.

Can I change my cause?

Yes, we understand that causes close to your heart may change over time. If you wish to change your cause, simply fill out a form on our website, and we will update your preferences accordingly. The link can also be found at the end of this packet.

Can I change my donation amount?

At this time, the donation amount cannot be changed directly. If you wish to adjust your donation amount, you can cancel your current membership and set up a new one with the desired amount. Please note that this will require another 12-month commitment.

How are donations kept and distributed?

Donations made by GiverArmy members are securely processed through our online portal. The funds are pooled together based on the selected causes, allowing us to make impactful grants to campaigns on GiveSendGo.com that align with our causes. We ensure diligent stewardship and transparency in the distribution of these funds.

What qualifies a campaign on GiveSendGo.com to receive a grant from the GiverArmy?

To qualify for a grant from the GiverArmy, campaigns on GiveSendGo.com must meet certain criteria. We assess the campaign's alignment with our charitable causes, the level of campaign activity and engagement, the clarity and practicality of the campaign's goals, and verification by GiveSendGo.com to ensure legitimacy. This thorough evaluation ensures that your donations go towards campaigns that have the potential to create real change.

How does the GiverArmy ensure transparency in the allocation of funds?

We maintain a rigorous evaluation process to ensure transparency and accountability. We thoroughly assess campaigns on GiveSendGo.com to verify their alignment with our causes, their clarity of purpose, and the reasonableness of their fundraising goals. Additionally, we actively monitor campaign activities, including regular updates, photos, and donor engagement, to ensure the funds are used effectively.

Can I suggest a campaign to be the recipient of a grant?

Absolutely! We value the input of our GiverArmy members and encourage you to nominate campaigns that you believe deserve a grant. Your suggestions help us identify impactful initiatives and extend our support to diverse causes. To nominate a campaign, please follow the link at the bottom of this document and provide the campaign URL and the charitable cause you believe it falls under. While we welcome all suggestions, it's important to note that not all campaigns may qualify for a GiverArmy Grant. The selection process for grant recipients is carefully managed by the charity to ensure that funds are allocated where they can make the most significant impact.

Can I track the impact of my donations as a GiverArmy member?

Absolutely! Through our quarterly impact reports, you will gain insights into the campaigns and individuals who have received grants. These reports provide transparency on how your donations are making a difference, offering stories of impact, updates, and financial breakdowns.

What limitations should I be aware of regarding the grants the GiverArmy program provides?

While the grants provided by the GiverArmy program make a significant impact, they may not entirely fulfill the funding requirements of the campaigns. Our grants are designed to offer hope and support, but additional funding sources may be necessary for complete campaign fulfillment. We encourage our donors to review the granted campaigns in the Impact Report and even consider giving directly to it if compelled.

Our Policies

Non-Discrimination Policy: We are committed to providing equal opportunities and treatment to all individuals and campaigns, regardless of race, color, religion, gender, national origin, age, disability, or other protected status.

Anti-Fraud Policy: We have a zero-tolerance policy for fraudulent activities. Any campaign found to be engaging in fraudulent behavior or misusing funds will be disqualified from receiving grants, and appropriate legal action may be taken.

Privacy Policy: We respect the privacy of our members and campaign recipients. We only collect and use personal information to administer the GiverArmy program and provide relevant updates. We do not share personal information with third parties without explicit consent, except as the law requires.

Refund Policy: Donations made to the GiverArmy program are non-refundable. We encourage our members to carefully consider their commitment before joining the program. In case of any errors or technical issues, we will work diligently to resolve them and ensure the smooth processing of donations.

Grant Selection Policy: Our grants are awarded based on a thorough evaluation process to ensure the funds are directed to campaigns that align with our causes and have demonstrated credibility and need. We maintain transparency and integrity in the grant selection process, prioritizing impactful and sustainable projects.

Member Conduct Policy: We expect all GiverArmy members to adhere to a code of conduct that promotes respect, inclusivity, and ethical behavior. Any member found engaging in misconduct or violating the policies may face consequences, including termination of their membership.

Amendment and Termination Policy: We reserve the right to amend or modify the policies and terms of the GiverArmy program at any time. We will notify our members of any significant changes and allow them to adjust their participation accordingly. Additionally, members and the organization have the right to terminate their membership and program participation at any time.

Our Charitable Causes

Cause	Fund Purpose
Pro-Life	Supporting single parents and families in need, including financial relief, resources for adoption and foster care, and promoting a healthy family unit.
Earth Care	Funding activities and projects that enhance the environment, such as community service projects, community gardens, and educational initiatives on sustainable living.
Essentials for Life	Providing assistance for basic necessities including food, water, transportation, utilities, and bills, ensuring individuals have access to essential resources for daily living.
Arts & Education	Supporting art and educational programs, privately funded schools, international educational endeavors, and initiatives that promote and sustain the arts.
Crisis Response	Providing aid and support to individuals and communities affected by natural or man-made disasters, focusing on rebuilding and recovery efforts.
Rescue & Rehabilitation	Granting support to rescue people caught in human trafficking and assisting individuals in recovery from addiction through rehabilitation programs.
Faith-Based	Supporting mission-oriented work based on the Christian faith, including funding missionary projects, aiding struggling ministries or churches, and providing assistance to ministers in need.
Animal Rescue & Care	Promoting animal welfare, including supporting animal shelters, veterinary care, spaying/neutering programs, adoption services, and advocating for responsible pet ownership.
Medical Relief	Providing financial assistance for medical debt, including medical bills and medication costs. This includes support for mental health issues and focuses on unavoidable circumstances.
Justice for All	Ensuring access to justice for individuals unable to afford proper legal representation, regardless of community or background, supporting marginalized individuals who need legal assistance.
Current Emergencies	Providing immediate aid and support during ongoing crises highlighted in the news cycle, primarily directed towards our own Care & Relief campaigns.
Barnabas Fund	Empowering other causes and Care & Relief campaigns by boosting their visibility through marketing and advertising efforts, ensuring that important issues and initiatives reach a larger audience. The fund supports the growth and promotion of the charity's overall mission

The History of the Giver Army

In early 2021, Heather Wilson, one of the founders of GiveSendGo, embarked on a mission to cultivate a culture of regular generosity and giving. Recognizing that people often hesitated to give to campaigns they weren't directly connected to, Heather sought to inspire a shift in mindset. She envisioned a community of givers extending their support beyond personal connections, just as the Good Samaritan did.

To kickstart this movement, Heather introduced the concept of the Giver Army—a collective of individuals committed to making a difference through regular giving. To incentivize participation, she offered a special package containing GiveSendGo merchandise and heartfelt appreciation. The response was overwhelming, as people embraced the opportunity to contribute, no matter the size of their donation. The knowledge that their generosity was already making a significant impact fueled their enthusiasm.

As GiveSendGo continued to grow, Heather and her team saw an opportunity to expand their charitable reach. In 2022, they established GiveSendGo Charities, a nonprofit organization led by Heather's brother, Hudson, who brought a wealth of experience from his previous role in the world of nonprofits. This new venture aimed to provide even more impactful avenues for generous giving.

During the second annual Giver Gala in 2022, a gathering of friends, families, and Giver Army members, Heather had the chance to connect with participants and hear their experiences and challenges. Donors expressed their desire to give regularly but needed help finding campaigns they could confidently support. Additionally, some felt that their small, heartfelt donations could have had a better impact.

Inspired by these insights, Heather set out to refine the Giver Army program and address these concerns. Incredibly at the same time, the development of GiveSendGo Charities aligned with this vision, providing the perfect opportunity for a powerful collaboration. By the end of 2022, the Giver Army transitioned under the umbrella of GiveSendGo Charities, unveiling a revamped format designed to offer participants a seamless and impactful giving experience.

The newly formed Giver Army introduced ten charitable causes, serving as focused channels for pooling donations and distributing larger grants. Now, members could give generously without the burden of vetting individual campaigns while still having the freedom to choose which cause their funds would support. In early 2023, the Giver Army officially relaunched within GiveSendGo Charities, attracting new members who shared the passion for making a difference.

Since then, the Giver Army has flourished, welcoming over 350 new members who have collectively contributed to over 50 grants in the year's first six months. Through this powerful collective effort, campaigns in need have received the funds necessary to progress and bring about positive change in the world.

Today, the Giver Army continues to grow, empowering individuals from all walks of life to engage in regular, impactful giving. It has become a beacon of hope, reminding us that no matter how much we give, our generosity has the power to transform lives and shape a culture of compassion and generosity for the greater good of humanity.

IMPORTANT LINKS

OUR WEBSITE: WWW.GIVESENDGO.ORG

GIVERARMY SIGN UP: [HTTPS://WWW.GIVESENDGO.COM/SITE/GSG-ARMY](https://WWW.GIVESENDGO.COM/SITE/GSG-ARMY)

CAMPAIGN GRANT NOMINATION: [HTTPS://FORMS.OFFICE.COM/R/4ABZXWWAYC](https://FORMS.OFFICE.COM/R/4ABZXWWAYC)

CHANGE MY CAUSE FORM: [HTTPS://FORMS.OFFICE.COM/R/9DK2JPDYRB](https://FORMS.OFFICE.COM/R/9DK2JPDYRB)