

In partnership with



WHO ARE WE? We are a women-owned, Canadian business that dreams of using our passions for art and sustainability to support great causes.

WHAT IS GIVERISE? An online peer-to-peer marketplace (think Etsy, kijiji) where people can sell items and donate a selected portion of the sale to one of our partner nonprofits or schools.

How it Works

- Organizations must be registered on the platform in order to receive donations.
- Sellers post an item, use the dropdown menu to choose from our list of registered partners, and determine the percentage of the sale that will be sent to the organization they selected (a minimum of 5% must be donated).
- After a buyer purchases that item, the funds are sent directly to the seller and partner organization - *paying it forward (or should we say selling it forward) has never been so easy!*

What are the benefits?

- The platform will provide nonprofits and schools with an **additional source of funding**.
- Organizations will gain **extra exposure** by being listed as a partner on our website.
- Organizations will have a new and exciting way to **engage with your donors**.
- Organizations will be able to **extend the reach and frequency** of their fundraising initiatives - no longer restricted by geographic location or networks.

Why it works

- **Peer-to-peer fundraising is on the rise**, and increased by 37% in 2019.
- **Online donations** have been rising since 2011.
- **23 billion** of the charitable sector's revenue is raised from the **sales of Goods and Services**.
- The Canadian resale apparel market has become one of the **fastest-growing segments** of the retail industry.
- **85% of Canadians** participate in the second-hand economy.

Benefits For Schools

Option 1: Invite your community to sell items for your school.

Option 2: Open your own online store and sell donated items.

Option 3: Why not both!

Website: giverise.ca Instagram: [@giverise_ca](https://www.instagram.com/giverise_ca)

How Students Can Get Involved

Option 1: Students run their own online store, donating 100% of funds.

Option 2: Students take charge of their school's storefront.

Benefits: Earn community service hours while gaining experience in project management, pricing, photography, marketing, order fulfillment, customer service and more!