

# Nonprofits and iKokua

# Our Mission:

- ▶ iKokua's mission is to transform the way people think about donating and effecting positive change in the world. We believe there are many opportunities for giving in our everyday lives. iKokua is committed to advancing personal philanthropy through its online platform, where goods are sold and the profits donated to charity. Through this convergence of community and technology, we achieve our deep commitment to helping others.

# How it works:

- ▶ **Sellers** post tangible goods on [iKokua.com](http://iKokua.com) to be sold in a virtual auction, choosing a local nonprofit to benefit from the sale.
- ▶ **Buyers** browse, shop and make purchases in this online environment.
- ▶ **After the auction**, sellers and buyers make arrangements between themselves to convey items purchased. Items that don't sell remain with sellers, or can be reposted later. iKokua emails sellers verification of their donations (considered in-kind) for IRS tax deductions.
- ▶ **Nonprofits benefit** at no cost to themselves. iKokua forwards 95 percent of sale proceeds to them, while keeping just 5 percent for handling and processing.

# Use Case Scenarios:

- ▶ Betty and John are in the midst of Spring Cleaning and finally decide to get rid of the couch that is taking up space in the basement. They decide to list it on iKokua.com so they can choose a charity that is more personal and meaningful. They were able to sell it for \$100, where \$95 goes to their chosen charity and they receive a tax deductible receipt.
- ▶ Charitable Organization X decides to have a fundraiser. They decide to use iKokua as one of their platforms and sends an email out to their supporters. Supporters simply list an item and choose Charitable Organization X as the recipient. When the item sells, 95% of the proceeds are delivered to the charity via Paypal.
- ▶ George is looking for a used desk for his daughter. While there are other classified ad sites, he searches on iKokua.com because he knows that his money will be used for a good cause.

# We want to add you to our growing list of nonprofits!

When listed with iKokua, you can immediately start receiving funds when an item is sold with your nonprofit designation

**iKokua**  
Giving Through Daily Activity

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SEARCH FOR ITEMS

What am I looking for today?

Who do I want to help today?  
Select Charity ▾  
[Click to find out more about this Charity](#)

Searching by category?  
Select Category ▾

Miles From Zip Code Within 5 Miles ▾

Search

Want to sell items? Login using Facebook in the upper right menu.

# Why partner with us?

- ▶ Nonprofits are deeply valued in our community, but too often scramble for ways to keep lights on and programs running. Many people like the idea of donating to nonprofits, but may be unfamiliar with philanthropy or short on cash. iKokua bridges these things with a technology solution that funnels money to nonprofits while giving donors an easy way to support them.
- ▶ Other than your normal process for substantiating donations, there are no other obligations, costs or fees! The Paypal fees will come out of the 5% service charge.
- ▶ iKokua auctions are fun, meaningful, and provide a new, seamless way for nonprofits to fundraise - and friendraise - in the community.

# What will be required of your nonprofit?

- ▶ To partner with iKokua, you will be asked for the following:
  - ▶ 501.C.3 Status
  - ▶ A Verifiable Tax ID Number
  - ▶ A PayPal account that is tied to your nonprofit
    - ▶ We highly recommend that the recipient email address matches the company domain name e.g. [donations@mynonprofit.com](mailto:donations@mynonprofit.com) and [www.mynonprofit.com](http://www.mynonprofit.com)
- ▶ When items are sold on behalf of your nonprofit, you will receive an email with all of the required information for you to follow your standard process to substantiate the donation.
- ▶ For Reporting Purposes, you may request any transaction data for your nonprofit. Total listed vs Total sold, etc.

# Private Information

- ▶ iKokua will not ask for or store any private information.
- ▶ Login information via Paypal and Facebook will be entered over a secure connection and will be stored at Paypal and Facebook.

# User Disclaimers

# Seller Disclaimer

- ▶ By clicking agree, you are accepting the following things as a Seller:
  - ▶ Your listing will be regarded as an in-kind donation to the non-profit of your choosing.
  - ▶ A Non-Sale will result in a voided in-kind transaction and you will retain possession of the item and you will not receive a tax receipt.
  - ▶ 95% of the sale price will be donated to the Non-Profit. The remaining 5% will be divided between Paypal and iKokua.
  - ▶ At the End of Year, you will receive an email of your transactions sent to the email associated with your account. If you did not receive a tax receipt from the non-profit, please contact them with the information from the end or year email.
  - ▶ iKokua is not responsible for unclaimed items and/or unsubstantiated charitable contributions.
  - ▶ [Click here for more information.](#) (IRS info)
- ▶ Thank you for choosing iKokua for your thoughtful selling!

# Buyer Disclaimer

- ▶ By clicking agree, all of the statements below are true:
  - ▶ Your payment will be going towards the charity stated on the listing that you purchased. Since the Seller is selling on behalf of said charity and you will be receiving goods at the valued amount for exchange of the monetary equivalent, you will not receive a substantiation of charitable contribution or tax receipt.
- ▶ Thank you for choosing iKokua for your thoughtful shopping!

# Nonprofit Disclaimer

By signing up as a recipient of iKokua.com, you have agreed to the following:

- ▶ Items listed on iKokua.com, have been (temporarily, virtually, conditionally, etc) gifted as an in-kind donation to your non-profit/charitable organization via online auction.
- ▶ Upon the sale of an item designated to your organization, the item sold will be substantiated as an in-kind donation to the Seller, where the money received from the sale price becomes the value
- ▶ Unsold items, will not be taken into possession by the organization and possession will remain with the seller
- ▶ Thank you for partnering with iKokua, inc.

# About the Founder:

## Rich Sasaki

- ▶ Born a fourth generation farmer, Rich learned early on, the value of hard work and the reward of feeding people through the mentoring of his father and grandfather. Rich has over 20 years in the corporate IT world, including Microsoft, Starbucks and at the Bill & Melinda Gates Foundation. It has been the combination of his life experiences, along with his daughter who was born with hearing loss and 22q, that has inspired him to challenge everyone to have a cause and to support it. He has a Bachelor's in Computer Science from Hawaii Pacific University and currently resides in Seattle with his wife, daughter and son.

# Thank you!

- ▶ We hope to hear from you soon.
- ▶ Follow us on Facebook for the latest updates:
  - ▶ <https://www.facebook.com/ikokua/>
  - ▶ Or search for: @iKokua
- ▶ For any questions, please contact [support@ikokua.com](mailto:support@ikokua.com)
- ▶ Ready to get started? Email [rich@ikokua.com](mailto:rich@ikokua.com)