



*grapevine*

Your home for collaborative giving

Emily Rasmussen · Co-founder & CEO  
emily@grapevine.org

## THE OPPORTUNITY

*Donors would move \$47Bn more per year, if their preferences and needs were better met.*

- Money for Good Study, funded by the Gates Foundation

# We are serial founders, builders & community experts

## Team



**Emily Rasmussen**  
Co-founder & CEO



**Arrel Gray**  
CTO



**Emily Schaefer**  
Content & Community

## Advisors



**Jessan  
Hutchison-Quillian**  
Co-founder & Advisor



**Chloe Moon**  
Technical Advisor



Teachers Pay Teachers

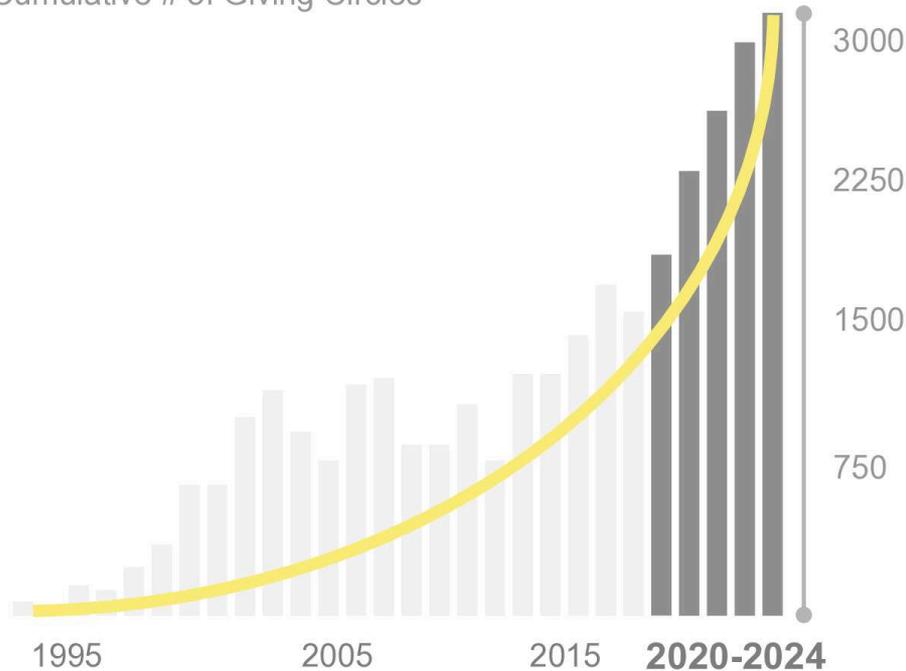


airbnb



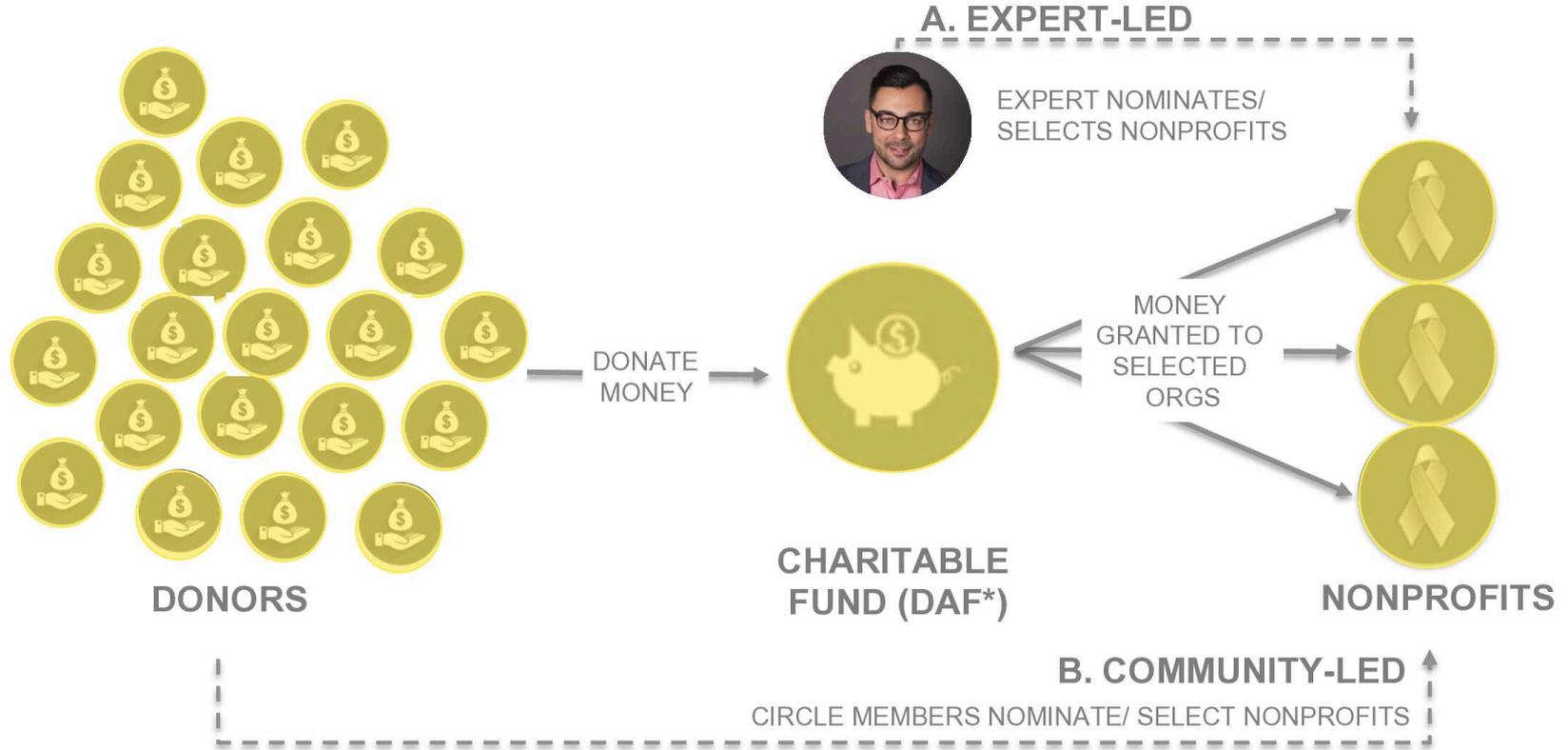
# Giving is changing → Giving Circles are the fastest growing social movement in the \$410B philanthropic industry

Cumulative # of Giving Circles



- Giving Circles have doubled in the past 5yrs and have moved \$1.3Bn to charity from 150K donors.
- They will double in the next 5yrs, reach 350K donors and donate another \$1Bn.

# How expert- and community-led giving circles work



# Yet these social impact groups are too hard to run

## Start

(Weeks/months)

- Collect checks, setup nonprofit, or setup charitable DAF account via long form/ process and high minimums and fees
- Members have to register w/DAF to give
- Setup email/ fb/ other for group communications
- Setup website for external communications

## Manage

(Many days per month)

- Share nonprofit nominations and details, agendas, notes and voting via email, phone, meetings, social
- Track & ensure member donations
- Disburse grants
- Get org info, confirm donations, get impact updates
- Update website

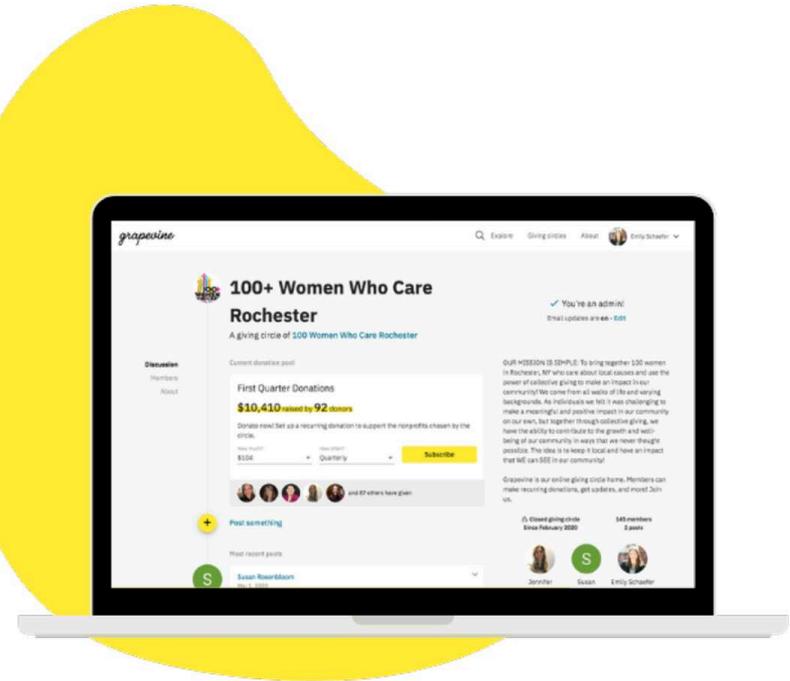
## Grow

(Many days per month)

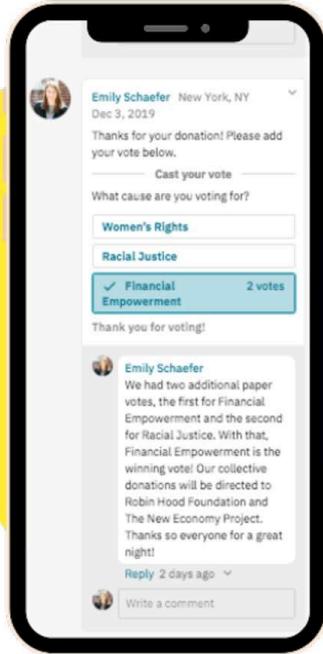
- Find and add new members
- Raise additional money from networks and track for overall impact
- Solicit nonprofit recommendations from experts and other circles
- Receive nonprofit applications

# Our solution is a home for collaborative giving

A tip-based platform with no minimum donation requirements that provides an all-in-one payment and community solution to help Giving Circles launch, grow and succeed.



# We make collaborative giving fun, easy and accessible



**Starting** a Giving Circle takes just a few minutes.

**Managing** one is seamless with donation processing, community collaboration, and more.

**Growing** one is fast with invitations, crowdfunding, and expert advice.

# Giving Circles and industry veterans love Grapevine

*“What you provide seems to be the single most asked after resource among our giving circles and the tools we’ve seen to date all seem to fall short or are entirely too expensive.”*



Co-founder of 100 Who Care Alliance, a network of 690 giving circles

*“This is revolutionary!”*



New England International Donors, run 2 giving circles

*“I just want to express my gratitude for this initiative. It is actually the first time I have been a philanthropist. ... a regular monthly contributor!! ... I am overjoyed to be part of this beloved community building circle.”*



Anne Stadler, member of Liberated Capital, a giving circle by Edgar Villanueva

*“Grapevine and its network of grantmakers have been instrumental in connecting our giving circle with high quality nonprofits in line with our values.”*



Chris Chan, Co-founder of Vocal Minority giving circle with 100 next-gen members

*“One of the most inventive approaches to contemporary philanthropy.”*



Ruby Lerner, Founder of Creative Capital

*“A promising platform to reach everyday philanthropists that want to make an impact with their donations, large or small.”*



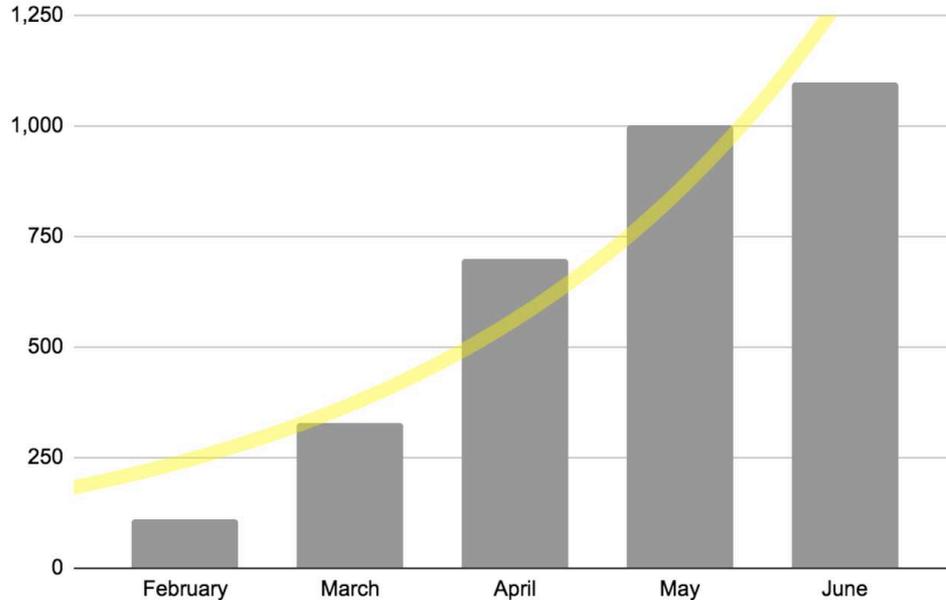
Veyom Bahl, Managing Director of Survival, Robin Hood

# Grapevine is an industry-defining model for a new era



# Since launching Giving Circles in March, we're taking off!

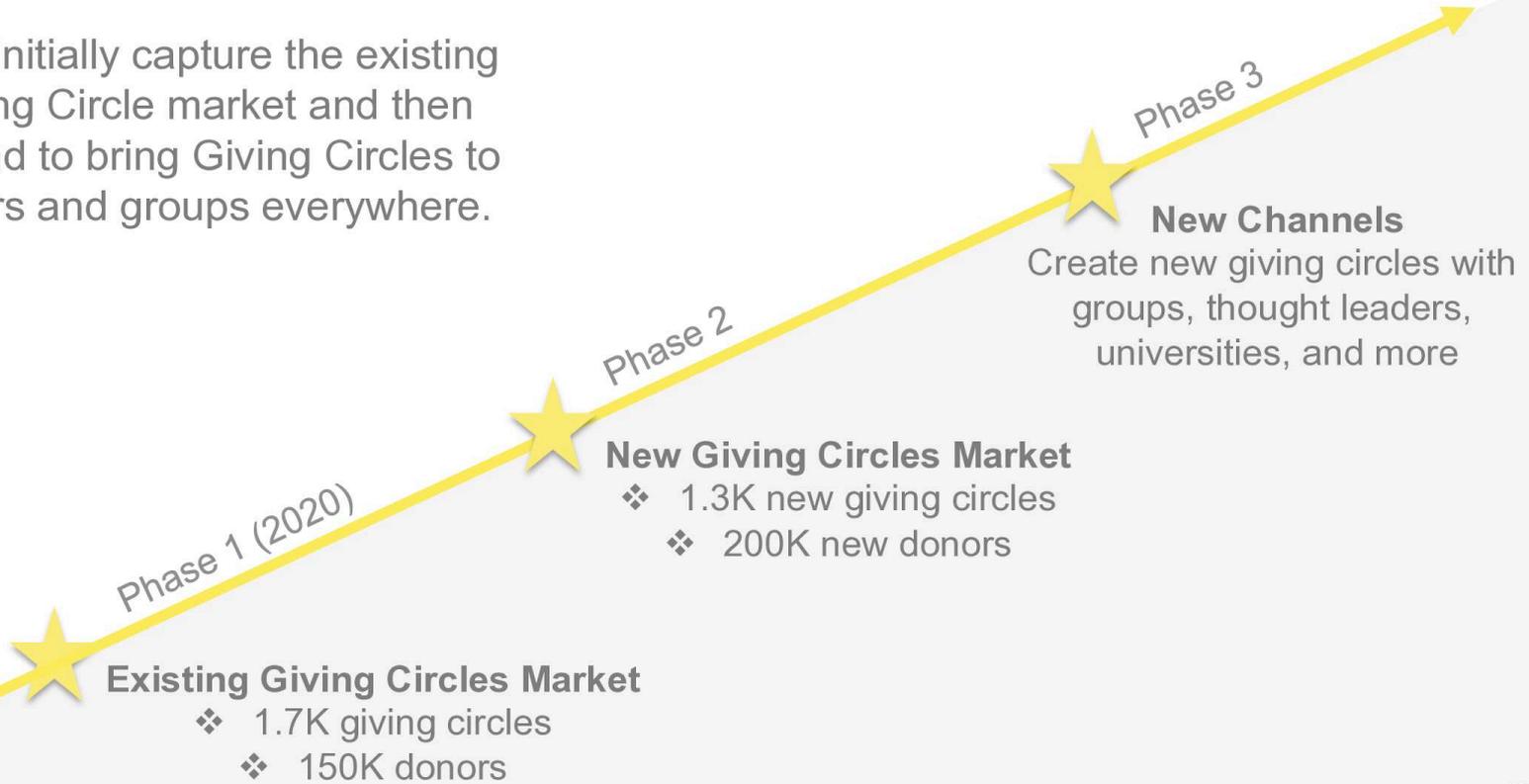
New donations per month



- Our monthly donation growth CAGR since Feb is >10%.
- Most donations are scheduled to recur quarterly - lift from 2nd round of scheduled donations is expected from August.

# Launch is targeting existing circles and will then expand

We'll initially capture the existing Giving Circle market and then expand to bring Giving Circles to donors and groups everywhere.



# Pipeline of giving circles is robust and growing



## Prospects

1500 Giving Circles and groups that are in our pipeline, including giving circle networks, foundations, family, and independent giving circles.



## Interested

70 giving circles that are nearly converted.



## Committed

52 Giving Circles that have launched on Grapevine.



# Business model is in-line with leading fintechs

Years	2019+	Expansion Opportunity
Product	Donation platform*	Premium version/ White label
Monetization	Collect tips from individual donors (avg. 7%). Charge transaction fees (3-5%) for enterprise.	Charge hosting/ subscription fees for premium enterprise/ white label (e.g. corporates, nonprofits, financial services).
Opportunity	\$1B+	\$1B+

*\*We will capture an increasing share of circle members' individual donations over time - expanding donations and revenue per donor on the platform.  
Confidential goodMatch Inc. (dba Grapevine)*

## IMAGINE

*A world full of passionate, empowered, diverse individuals giving collectively and intentionally to create the world they want to see.*

*A world that is more connected, active, and engaged, with more tolerance, civility, and inclusivity. A healthier, sustainable, more culturally vibrant world, with equitable opportunities for all. A more creative, generous, innovative world. Collective giving can help unlock each of our grand visions for a better world.*



*grapevine*

Join us and shape the future of giving.

[www.grapevine.org](http://www.grapevine.org)

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