

Harnessing today's technology to empower consumers and corporations to help end global poverty in our lifetime

If we could point to one major change in our collective conscience in the past twenty years it would surely be this: Everyone is aware to some degree of the global injustice that is poverty, hunger and premature mortality in the developing world. One need only point to the emergence of such mass-appeal projects as the Millennium goals, the Jubilee project and the campaign to 'make poverty history'.

And then, if we could point to the one major change in our lifestyles in the past twenty years it would surely be this: We are all now consumers. Perhaps the greatest power each of us exercises every day – whether we are aware of it or not – is our decision-making about our spending.

The Global Charity Platform's aim is simple – to harness that power to help end world poverty.

Its method is both innovative and guaranteed to succeed. It's innovative because it has never been done before but guaranteed to succeed because it brings together two tried, tested and globally successful concepts. And more than just bringing them together, it re-invigorates them in a new, exciting and potentially world-altering vision certain to capture the imagination of consumers across the developed world.

The aim is so simple, to harness the power of the consumer to help end world poverty.

Loyalty Points and Corporate Social Responsibility

Every consumer should have their own on-line charity wallet

Our spending habits have grown up with loyalty points. Everyone is familiar with the idea of collecting points at the till that can later be converted into money-off vouchers, cut-price furniture or other retail rewards. Everyone too is familiar with the concept of corporate responsibility. So familiar in fact that one wonders what additional potential leverage they hold over the decision-making of potential customers.

The Global Charity Platform is ready to re-energise consumers' enthusiasm for both.

The model is astonishingly straightforward. Instead of collecting 'points' for more, often useless, products consumers will collect them for charity-projects of their choice. They can then view them at their on-line account, browse through a variety of vetted and effective charity projects and spend their 'points' on these as they wish. The consumer is empowered to empower the world's poorest people.

Businesses benefit by gaining a reputation for working with their customers to be socially responsible. Customers will likely respond in their hundreds of thousands to such companies. Charities benefit through both increased revenue and also a greater showcase for their work along with enhanced links to small donors. The model has astonishing potential to be the greatest generator of charity donation by ordinary individuals in the world.

We have the Technology. We need only to be harness it.

By partnering with the leading Irish and international software and mobile technology companies as many customers as possible will be reached and offered, for the first time, the opportunity to re-divert the rewards they get for spending at home to help the poorest people in the world.

An idea whose time has come, that is going to happen.

A global rollout timeline has been set in motion. The objective is to launch in Ireland, fine-tune the model and prove its viability by the end of 2009; to extend it to Britain and to be operational in ten countries, including the United States, by year-three. Conservatively we aim to have 5 million subscribers by then. Global rollout would be facilitated in part by exposure at such events as the GSMA Mobile World Congress in Barcelona, 2009 and the Clinton Global Initiative in New York, September 2009.

What is needed now is the seed money to grow what could be the most important new concept in charity fund-raising to emerge in the past two decades. So far the founders have invested €75,000. Less than half a million euro (€450,000) is now needed to roll the model out through Ireland and Britain over the next two years. We hope to secure these funds in instalments from a number of British and Irish philanthropists in the next twelve months.

This could be the most significant global development in the battle to eradicate poverty, disease, hunger and global injustice to emerge this century. We have faith and belief in this project and then knowledge and know-how to back up that belief. All we need now is the financial backing to make it a reality.

The time to get involved is now