

We stand for the good of the planet, nature and humanity, not individuals or for-profit organisations.

GIVE BACK MORE | manifesto

Updated: 12th of April, 2018.



Survival is a team game!

OBJECTIVES:

1. Harness smartphones and gamification to benefit humanitarian and ecological causes.
2. Engage the public with multiple causes, increasing awareness.
3. Generate donations digitally and ethically.
4. Distribute donations securely and effectively to causes, with minimal waste.
5. Create shared opportunities.
6. Contribute resources to the public commons.
7. Make giving fun.

Virtual giving, real-world causes.

Produced by The Give Back More Trust,
an ethical, not-for-profit organisation.

Twitter: [@GiveBackMore](https://twitter.com/GiveBackMore)

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This document is a clear and open statement of intent.
This is an initial proposal. Details subject to review and amendment.

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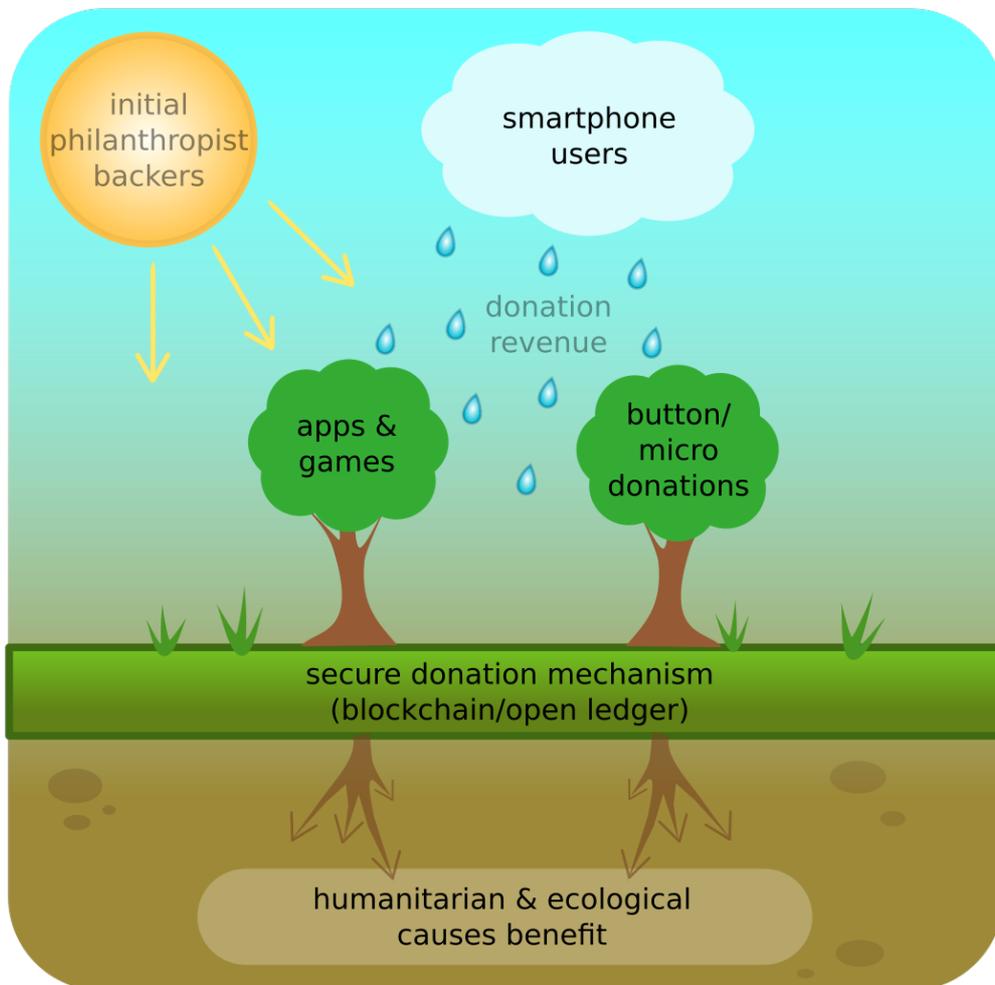
(Index hyperlinked for convenience)

We are looking to work in partnership, not in competition.
Let's share and collaborate, for increased positive impact.

The Vision

We intend to use games and emerging technology, to embed *giving* into people's lives and empower worthwhile projects. Despite the serious subject matter, we believe in the power of collaborative play.

Instead of a single product, we envision a growing and evolving shared eco-system.



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Our approach:

- Embed *giving* into people's daily lives (part of their habits and routines).
- Make donating easy, sociable and rewarding, in fun new ways.
- Utilise digital platforms creatively.
- Generate funds to support real-world causes and improvements.
- Form ethical alliances and create a moral network (people & organisations).
- Use technology to keep all parties honest, e.g. Blockchain/open ledger.
- Develop a symbol of trust.

There are six key aspects to our plan.



The games, apps and 'give back' button all send donations through the secure donation platform.
Public choice and engagement translate into fresh opportunities for multiple causes and projects.
Efficacy research is vital for creating long-term benefit, as is oversight and accountability. That's part of our mandate as an "ethical, not-for-profit organisation".

Reasoning

We believe there are alternative ways to help. Specifically, we suggest changing people's relationship with giving, by providing fun, new, convenient, trustworthy ways to give digitally.

The popularity and revenues associated with games are an inarguable force. They're not called "addicting" for nothing. They can also be a powerful medium for encouraging positive social values and interaction. They can be educational and they can have a real impact on real lives.

We seek to harness existing and emerging technologies (e.g: casual games, augmented reality, online social activities, cryptocurrency), to engage the public and channel donations into important humanitarian and ecological projects (to be nominated and democratically chosen as part of public engagement).

In addition to charity apps and games, we also envisage our 'give back' button in apps and games from other developers and at multiple points of online transaction. Retailers could choose to let their customers donate safely, by opting in, as part of the retailer's own ethical strategy.

Using the button could (optionally) be tied to fun digital activity, such as getting a random virtual gift, to say "thank you". The button should become ubiquitous and well trusted.

We believe that many charitable organisations could be more frugal. There is wastage in the supply chains. It's time to find leaner, more efficient techniques and models, which maximise the value of generous public donations. (We do not besmirch the good work that charities do, we simply seek to find economies and new ways of attracting public engagement.)

The donation process can actually be fun and rewarding. People are already paying to play games, spending to generate profits, even gambling money away, so in the process, why not direct billions of little pennies to worthwhile non-profit projects? With digital money and online platforms, this is easier than ever before!

Ultimately, it should be fun and easy to engage with issues and donate without friction. The money should go where it's most beneficial, with as little waste as possible. To do this, honest systems are needed. We want to create one.

Apps & Games

We think [gamification](#) and creativity play a truly vital part in the future of giving, to increase engagement, awareness and funding. Not as a bonus or afterthought, but as the primary focus.

For example:

- Get a virtual pet, for a pocket-money subscription which funds real-world animal welfare.
- Your virtual aquarium is paying to clean the oceans.
- Online battles and competitions for worthy causes. Literally fighting for a cause.
- Public voting for causes, to decide recipients of donations. Hint of X-factor.
- Social games, rewarding player interactions and raising awareness.
- Get points for real-world actions and activity, using smartphones.
- Virtual casinos giving options to donate a portion of winnings, for an in-game bonus.
- Competitions for creators and developers.

Play, share, heal | *Putting the FUN in FUNDING!*

Paying back to the world can be a social game. Or a battle game. Or an augmented, meta adventure game. Or a collaborative creative activity. Smartphones make new forms of social engagement and interaction possible and these are tools that can be harnessed by charities, for positive goals. We want to facilitate this, in a practical, ethical manner.

We imagine bespoke digital products, such as games and virtual toys, with pocket-money subscription fees. These payments are actually donations, exactly like setting up a recurring direct debit for a charity. Only the mechanism is much more fun to interact with!

We would like to partner with developers, both commercial and non-commercial, to achieve this.

Importantly, developing the apps should create opportunities, to empower diverse and disadvantaged developers. (E.g. Girls, transgendered people, the differently abled and those from impoverished or disadvantaged backgrounds.)

Give Back Button

We want to see the adoption of our 'Give Back' button, across various apps, games and online payment platforms. It is a call-to-arms and will become a recognised symbol of trust.



People are paying financial institutions for the very ability to store and move money, creating profits and bonuses in the process, so why not include a charity nano-donation in those transactions? Just imagine how many transactions happen in a day and how that money could help charitable projects! We see cryptocurrency and digital money as an opportunity to address many issues.

The process can be gamified, with points for participating and sharing. As your rating increases, you unlock new ways of engaging, new options.

We imagine partnering with currencies and platforms to achieve this.

IT COSTS VIRTUALLY NOTHING.

You literally won't care about a number like -0.000001, every time you spend your money, or paying a subscription of just \$2 a month, but billions of transactions soon add up, turning into serious donation capital. That can change lives and environments.

Donation Platform

Underpinning this endeavour will be an open, ethical mechanism for taking public donations, safely and securely, and delivering them to causes.

This will make use of Blockchain/open ledger technology, to ensure honesty and ethics. We anticipate utilising Ethereum contracts (or similar mechanism) to enable this.

We will make our work free and open source. (Public money, public code!)

Privacy and security are paramount.

Beneficiaries

We will continue to seek out causes and projects, presenting them to donors, allowing the public to choose, nominate and vote. This way, we create renewable opportunity, for worthy new projects and ideas to gain exposure, awareness and potential funding.

We intend to support:

- Small-scale community groups.
- Innovative products with clear community benefits.
- Ecological repair and restoration.
- Rehabilitating the homeless.
- Vital research - Due diligence, to ensure projects are effective.
- Ethical alternatives in pipelines and supply chains.
- Self-sufficiency and renewable resource projects.
- Human trafficking victims.
- Animal welfare.
- Open-source and creative commons resources.
- Free education.

Our Organisation

We are a not-for-profit Limited By Guarantee company.

NB: This reflects work in progress.

Our Team

Who is responsible for this?

Nick Pendiis

(Director)

Nick worked in video game development before creating unflocked.com and devoting himself to non-profit projects.

<https://www.linkedin.com/in/nick-pendiis/>

Justin Cutler

(Director)

Justin xxxxxxxxxxxxxxxxxxxxxx

Advisors

Consultants

**We may not be saints but we can create honest systems!
That way, who or what we are is irrelevant.**

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Our Requirements

As a non-profit, we have limited resources although we're extremely frugal and very inventive.

We need the following:

Equipment

- Laptop (matte screen, lightweight, powerful)
- Android smartphone (recent, high-end model)

We are more than happy to utilise and repurpose unwanted equipment for our work.

Costs

- Eco web hosting & domains
- Business registration and maintenance

Personnel

- Programmer (cryptocurrency focus)
- Artist (2D vector illustration)

We use Linux and open-source software, so familiarity with these is a pre-requisite.

Crowdfunding

We will be seeking crowd funding investment to enable initial development.

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Sponsors

We welcome ethical, responsible partners and sponsors.

*If anyone wants a reward for their financial contribution,
they can nominate a cause or a charity!*

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Promotion

We don't wish to spend donations on advertising. However, it is necessary to raise awareness. Thankfully, we're planning to create highly shareable content and fun social activities. The best advertising is always word-of-mouth.

Instead of paying for traditional advertising (such as sending printed paper through the mail, buying tv/internet ads, or hiring street collectors), we're seeking alternative acquisition methods. We'll create digital content and partner strategically. We'll also sponsor competitions to generate attractive, relevant content which encourages sharing.

Ethics

Our policy: Ethics first. Solutions not objections. Success not profit.

We do not believe that altruistic work can be motivated by profit. Sooner or later, greed and corruption will have a negative impact. That's why we will use open ledger technology to ensure honesty. Equally, we realise that love doesn't pay the rent. We are pragmatic and practical in that regard.

This is a not-for-profit endeavour. We exist to help causes.

It is crucial that our motives remain pure. We can generate money and cover running costs but we mustn't benefit beyond our modest wages, no matter how much we raise. We should set an example and have no vested interest in the money we're raising and distributing. That's why we have no shares, no bonuses and no dividends.

No matter how large we grow, as an organisation, all salaries will be capped and morally justifiable. We actively seek out impartial oversight.

Moral obligation:

It's clear that ethics are crucially important: There is a big distinction between, for example, children giving pocket money for a virtual toy (safely, with parental approval) and adults sharing their gambling gains. These are both legitimate sources of donation revenue and need handling with equal care. We will continue to listen to moral and legal advice.

**We removed the "profit" motive right from the start,
and replaced it with "success".**

We measure that success by how much we can help.

This is all about caring and finding fresh alternatives, to raise donations for charitable purposes. Our incentive is to see measurable, real-world improvements. We want more of your money going to the right things. And more people giving.

Revenue

DONATIONS

Public donations will go to causes, typically non-profit or self-sustaining.

As a non-profit ourselves, we will use a small percentage of this revenue to enable our work.

ADDITIONAL STREAMS

We may consider offering merchandising and support services, to cover our running costs, allowing more revenue to benefit end causes.

DONATING WITH US: Where does the money go?

While running this operation, we will actively seek ethical and ecologically-responsible alternatives, so money goes to the right causes at every stage. We believe this will create overall savings and efficiency, with shared benefits. For example, by using free and open-source software, we remove the cost of license fees and help the software improve. Minimising waste is good economy. Using eco-webhosting and green-energy lowers our carbon footprint, which helps the global community and future generations.

We will also support tests and research into the efficacy of projects and beneficiaries, so the money goes where it can do the most good.

Original 'sticky content':

We plan to use a portion of the reservoir to fund apps and games which engage people with world issues in fun, healthy ways. We will work with willing partners to create a unified quality. They will be open-source projects. We'll support developers with consciences and share with the community.

Nobody should make a profit from charity. We will seek impartial, unbiased external auditors/scrutiny/oversight to further ensure ethics.

*We are an independent body.
We have no political partisan or faith bias.*

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