

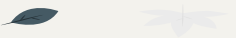


**helpers**


**giz**



GIZ  
INNOVATION  
FUND 2021



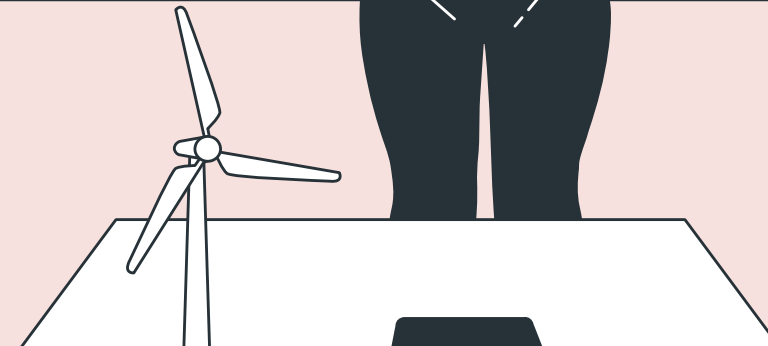
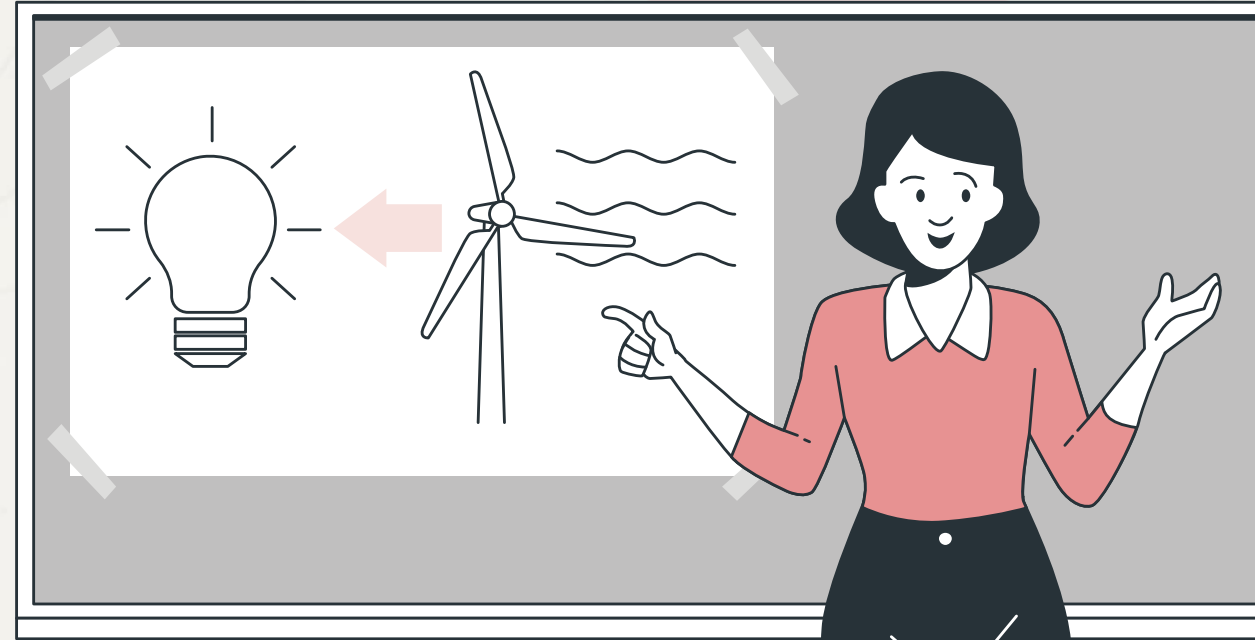
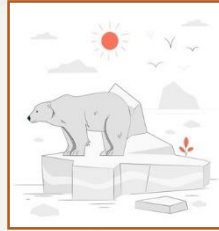
# Meet Maria!

 She is a busy consultant, and due to the pandemic working remotely



# Passionate to Support Causes, Combatting Climate Change

- She is very passionate about the effects of global warming and wants to contribute to saving the world



Situation Worldwide is Getting Worse Due to the Pandemic

Lockdown



# 🌐 Worldwide, People Became Unemployed and are in Desperate Need of Help



# Things got Worse After the Pandemic

- ❁ Maria spends all day working from home and has no more time to support the causes close to her heart



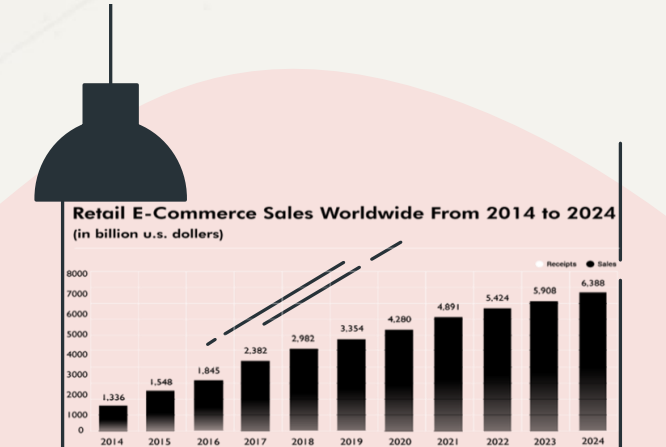
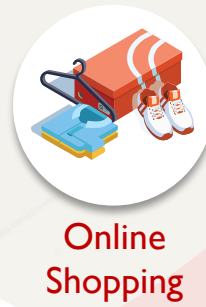
# She is Adapting to New Challenges

- ❁ Learning to manage things digitally as well as concerned for the underprivileged
- ❁ Looking for alternative ways to support NGOs under the current circumstances



# Surprisingly, E-Commerce Skyrocketed

- ❁ A big online shift happened in her life and now she orders her groceries online, goes shopping on her phone and even plans and books her holiday in the comfort of her own home
- ❁ She finds it more convenient and cheaper





# Empathetic & Socially Responsible Person

- She is a kind woman, who loves to support good causes that are close to her heart and helps charitable organizations as often as she can.



# Then She Found Helpers!

- ❁ A platform where she can support her favourite non-profit organizations that support the cause that is closest to her heart, without even spending extra money or time.
- ❁ With Helpers, Maria is able to donate and support by simply going about her everyday online shopping.



# 🔍 How Helpers Works?

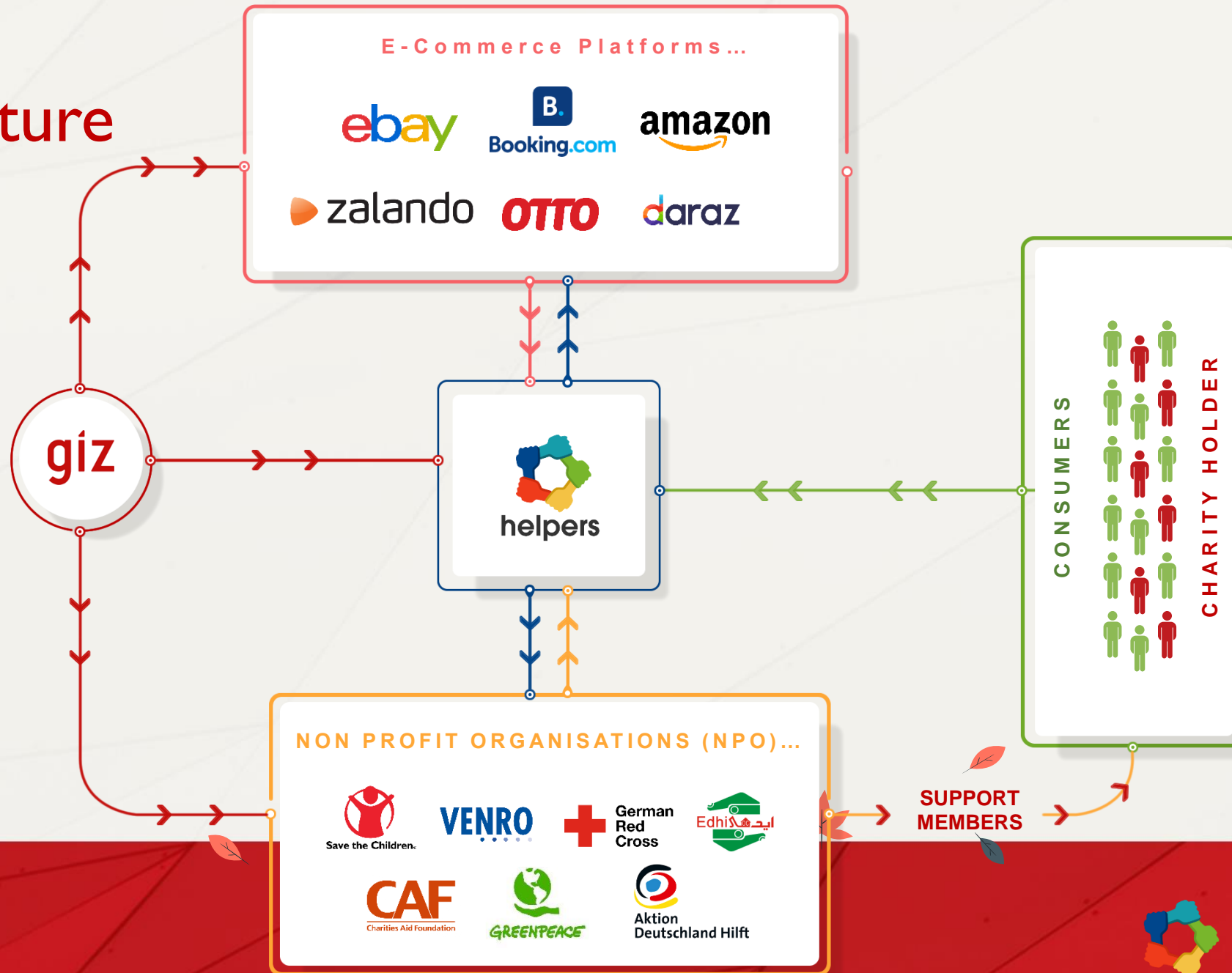
- ❁ Once Maria buys something online, she receives a thank you e-mail from helpers, for the amount helpers receives as a referral fee from the e-commerce platform, which will be donated on her behalf to combat global warming or strengthening human rights.



# Helpers Network

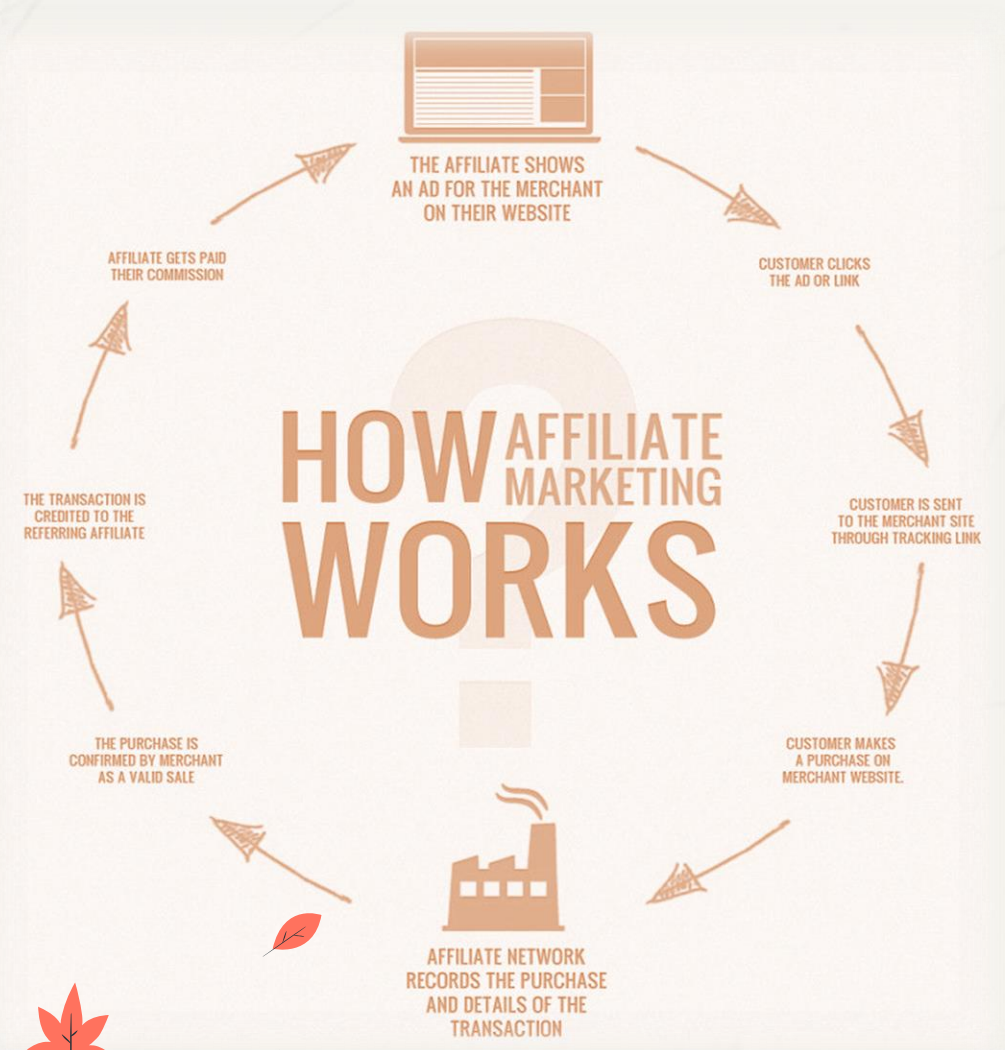


# Big Picture



# Affiliate Marketing Explained..

- ❁ Helpers uses Affiliate Marketing System
- ❁ Routes the Earned Money to Good Causes
- ❁ Money is Distributed as per Users Choice





# How is it Relevant?

- ❁ Helpers is a global and sustainable digital transformation solution, that enables people and communities to participate and shape the future development processes.
- ❁ It enables new and strong global partnerships and cooperation by mobilizing and redirecting private resources.
- ❁ Allows for a more transparent and automated funding to aid projects.



AID WORKS WHEN  
WE WORK TOGETHER

Paris Declaration on Aid Effectiveness



# Implementation Ideas in GIZ Network



Capacity WORKS



- ❁ Helpers supports organisations to optimise their donation mobilization processes in a sustainable manner to fund technical assistance.
- ❁ It's a flexible and innovative instrument that will be scaled up to each partner country reflecting the countries context.
- ❁ Complimentary to Capacity Works technical assistance to local Non-Profit Organizations, who lack access to regular funding mechanisms.
- ❁ Helpers provides a decentral and transparent funding structure, all the while increasing GIZ and its partners visibility



# Helpers Team



**Asim Adeel**

Fachplaner, KC Digital Societies, FMB, GIZ

Eschborn



**Dr. Alexander C. Stenzel**

Freelance TV-Producer / Journalist

Frankfurt



**Muhammad Faisal Nisar**

CEO, Technology Wisdom

Lahore



**Jörn H. Rothacher**

Junior-Advisor, Pan-African e-Commerce Initiative, GIZ

Eschborn



**Aiman Ahmed Noor**

Advisor, Pan-African e-Commerce Initiative, GIZ

Arusha



**helpers**

**VOTE - To Help Helpers!**

**giz**



GIZ  
INNOVATION  
FUND 2021

<http://helpers.money>



**helpers**