

Philanthropy is Broken—We're Unlocking an \$800Bn Market with Trust



£395K!



Won an Innovate UK Smart Grant!

“Groundbreaking Technology
with a global impact”

Innovate UK

Opportunity



Problems In The Charity Sector

Lack Of Trust...

↓
75% trust charity in 2014.
48% trust charity in 2022.

Along With Very High Funding Fees...

40% of funds raised do not go to charitable activities.
Global Giving (platform) charges up to 15% of donations.

Leads To Fewer Donors

4.9M fewer UK donors in 2022 compared to 2019.
Increasing CAC for Charities.

Lack Of Innovation

2016: 70%+ of marketing spend was on letters to people's houses.
89% of charity leaders say Technological Change is relevant, yet only 24% say they know how to do so.



How Philanthrify Solves Them

→ Operations tool, in-built Governance & Blockchain system

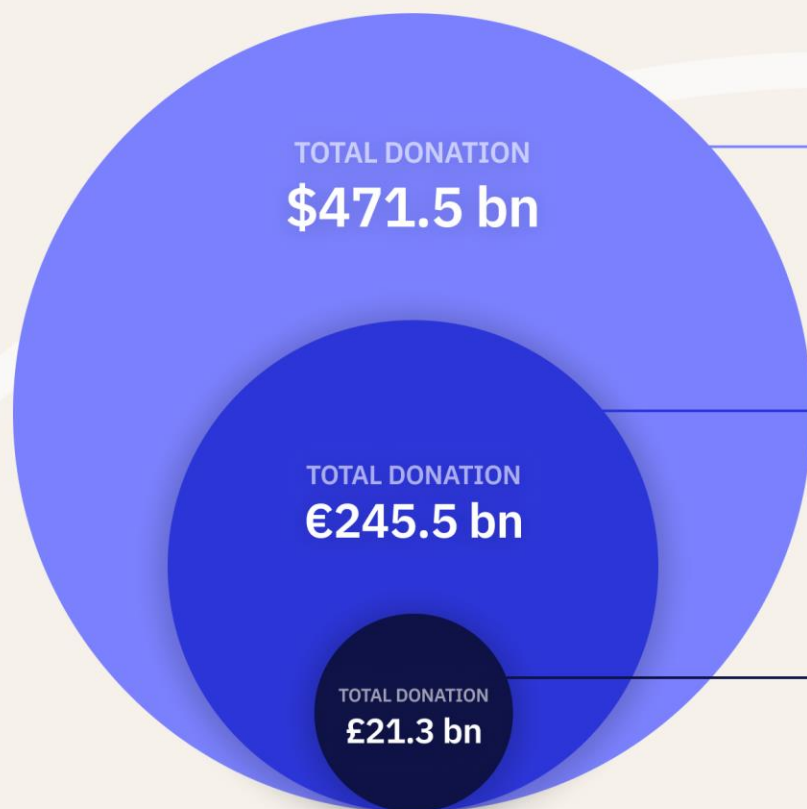
→ Direct Donations, for only 2.75% fee

→ Goodbox 2017- Transparency increases donations by 50%

→ Leveraging SaaS, Blockchain & AI for the industry

Market size

UK: 37k Charities with revenue between £100k-5m



+ Other markets to license our tech stack

~7 million

Total Charities worldwide

£14bn/year

Total Addressable market.
(No. of active Charities)

£200m/year

SOM by year 5 (UK, US & EU))



MAJOR EXITS IN THE MARKET

\$300m

Giving Block was acquired
by Shift 4 in March 2022.

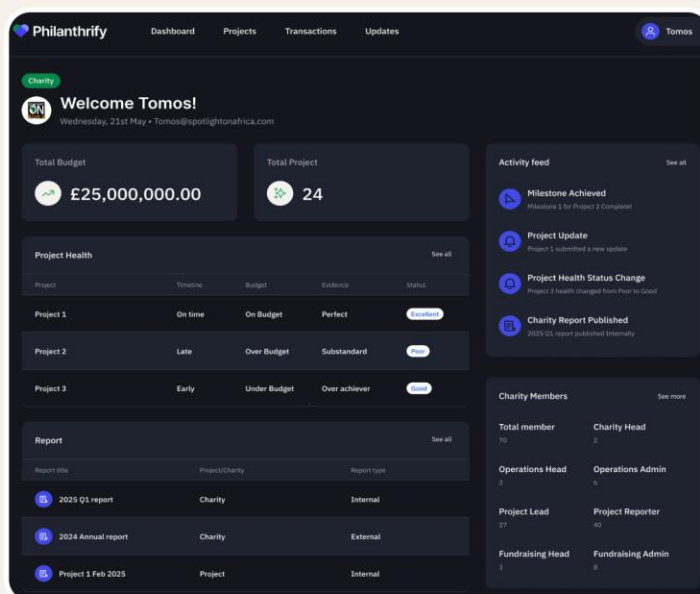
Source: Announces Two Acquisitions to Expand
International Payments, Shift 4, 2022

Our solution



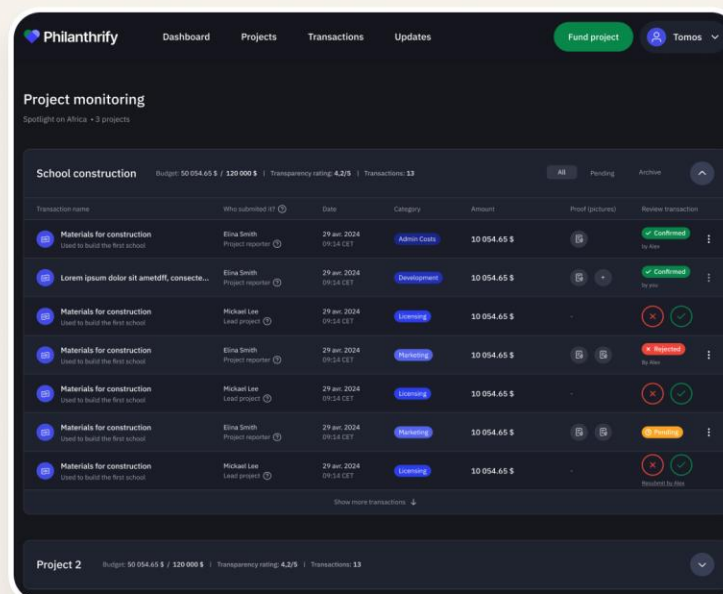
Simple to use tools that allow a charity to engage their donors like never before. Driving more donations, whilst saving time and money!

Manage



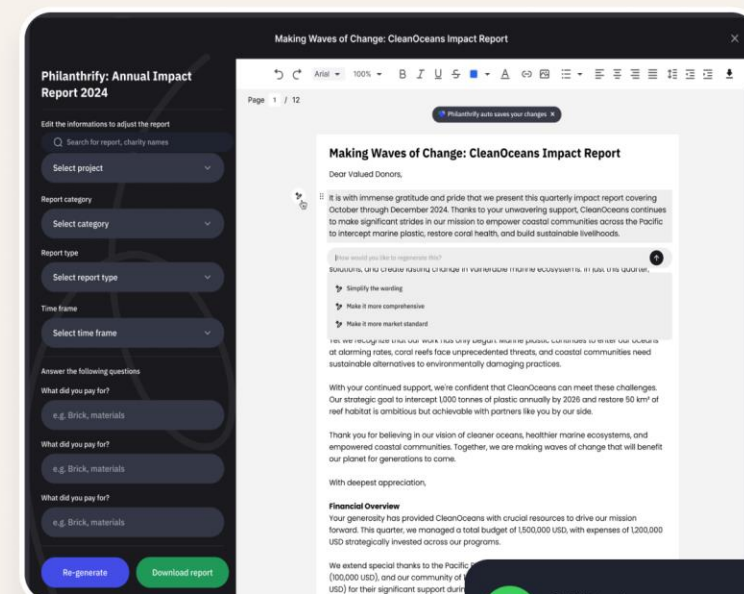
From a Business Snapshot, to
in-depth analytics/data

Monitor



Evidence based Project
progression

Report



Personalised Impact Reports to
Stakeholders

Build trust
with your donors

Transparency portal

How Transparency is built on our platform

1
Charity creates a project on our platform

“Groundbreaking Technology with a global impact”
Innovate UK

2
Project is funded

Allow crypto donation

3
Charity begins expensing for the project

4
Charity confirms their transactions with governance system & uploads their invoices

Charities upgrade their transparency rating by uploading invoices

6
Donors can verify how their money is spent

5
We securely store the transaction data on blockchain

Transparency rating
4.6 ★★★★★ (124)



BLOCKCHAIN FOR CHARITY TRANSPARENCY

Blockchain = Transparency & Immutability = Trust

Our solution



FOR DONORS

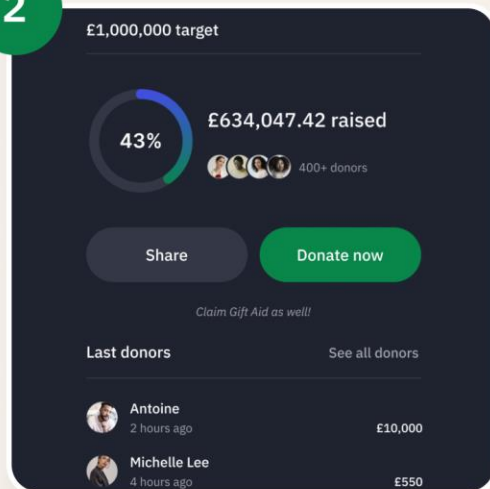
Transparency for donations; where donors can see the transparency rating of a charity, monitor the impact of their money & the progress of the projects

1



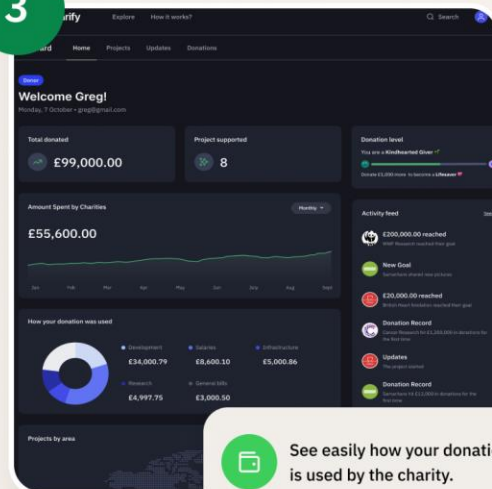
Explore projects to support & verify the level of transparency

2



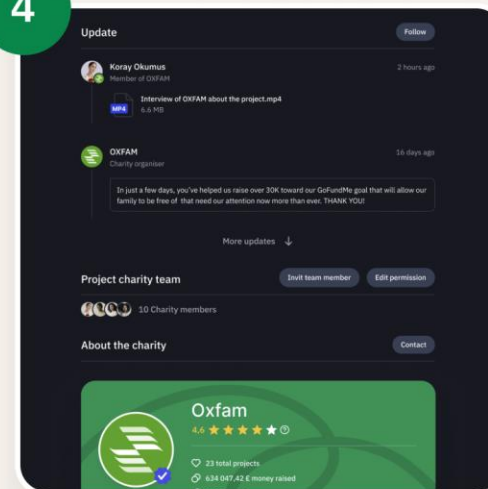
Lowest Donation fee & receive tax relief

3



Follow the project & track your impact with personalised reports

4



Get involved, join an exciting project, & share the news!

Where we are

Building a strong product foundation for scaling

2024

Building strong foundation

- MVP Release & Refinement
- Pilot Charities onboarded
- Won a £395k Innovate UK grant
- 8 Months of Bootstrapping
- Recruited an A* Team



What we have already accomplished

2025

Public Launch & Growth

- Public Launch
- Optimising & adding more SaaS features
- Custom industry specific LLM trained
- Marketing & BD push
- AI Grant Finding & Writing Tool



Where we are going

Current Market

A lot of opportunities in a sector that lacks innovation



Charity & Blockchain Founding Team



SaaS & AI Features For Charities



Proof Of Impact For Donors

Donors can follow their impact



Blockchain Usage



Funding Fees/Cost

Low fees donors



+ £3K /year charities for just providing donation modal



Revenue Stream



6 revenues streams

Amount Donated In 2024

Not funded yet



Amount donated £2 billion



Profitable Exit

Not yet

Exit of \$300m



Exit of \$120m



Gofundme In Numbers

- \$30B collected since 2010 (≈ \$2.14B/year)
- 2.9% fees on donations + tips
- 5% fee charged to fundraisers (stopped in 2022 for some countries)
- \$2.22B in fees collected
- \$157M/year in fees since their creation (excluding tips)

Business Model

Developing a diversification of revenue streams to be profitable from year 2027

OUR MAIN REVENUE STREAMS

- Subscription Service
- Combined with Donation Fees

FREE

Trial Period

- ✓ Trust/Transparency System
- ✓ Fundraise & manage 3 Projects
- ✓ Invite 10 teams members

2.75% fees on donations

Up to 15% from other services!

STANDARD

£300 / month

- ✓ Fundraise & manage 10 Projects
- ✓ CRM Tool lite
- ✓ Impact Reporting (capped)
- ✓ Invite 40 teams members
- ✓ Grant finding
- ✓ Automated Newsletters

2% Donation Fee

PREMIUM

£2K +/- month

- ✓ Automated CRM tool
- ✓ Unlimited project fundraising
- ✓ Impact Reporting (uncapped)
- ✓ In-depth Data Analytics
- ✓ Invite unlimited teams members
- ✓ Grant Finding & Writing tool
- ✓ White Label Opportunities
- ✓ VIP Network Opportunities

1% Donation Fee

ADDITIONAL REVENUE STREAMS:

Personalise Packages for Foundations (2% fee)

Based on criteria given, a personalised package for optimised impact is given.

Thematic Investing Fee (3% AuM)

All donations made in a theme, like health, will be distributed optimally & impact shown.

Transparency Portal Licensing

The TP will be licensed to other industries on a per tx fee basis. Such as Grant Givers (in talks).

How we Reach & Convert Charities



Go To Market Strategy

1 Network Connections

- CEO of CAF, President of Accenture Foundation, and 30 more.

3 Community & Socials

- The company has 2k+ followers & 15 influencers supporting.
- One click impact sharing- viral factor.

+6

Current charities onboarded



2 Direct Sales, B2B

- Warm connections to major charities.
- 37k charities between £100k-5m revenue last year in the UK alone.
- Freemium Model.

4 Customer Acquisition & Onboarding

- Collaborate with influencers, including Mr. Beast (in talks) & Mark Rober, to promote our platform to their followers.

+15

waiting list charities



Tomos at Davos next to industry leaders. Two of which receive £1bn+ in donations a year.



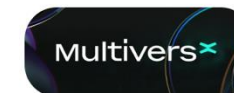
Boxwise

“
Philanthrify's technology is changing how charities operate. It means **building trust is not just easier, but automated**
”



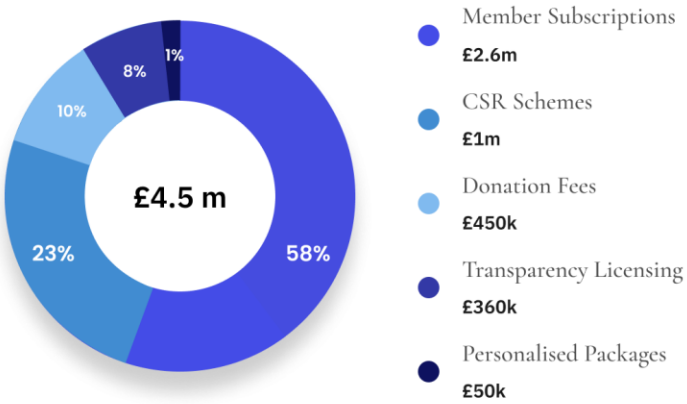
Rick Ogden MBE
CEO & Co-Founder

Partnered/In
Talks with:



Profitability

Revenue stream breakdown (2027)

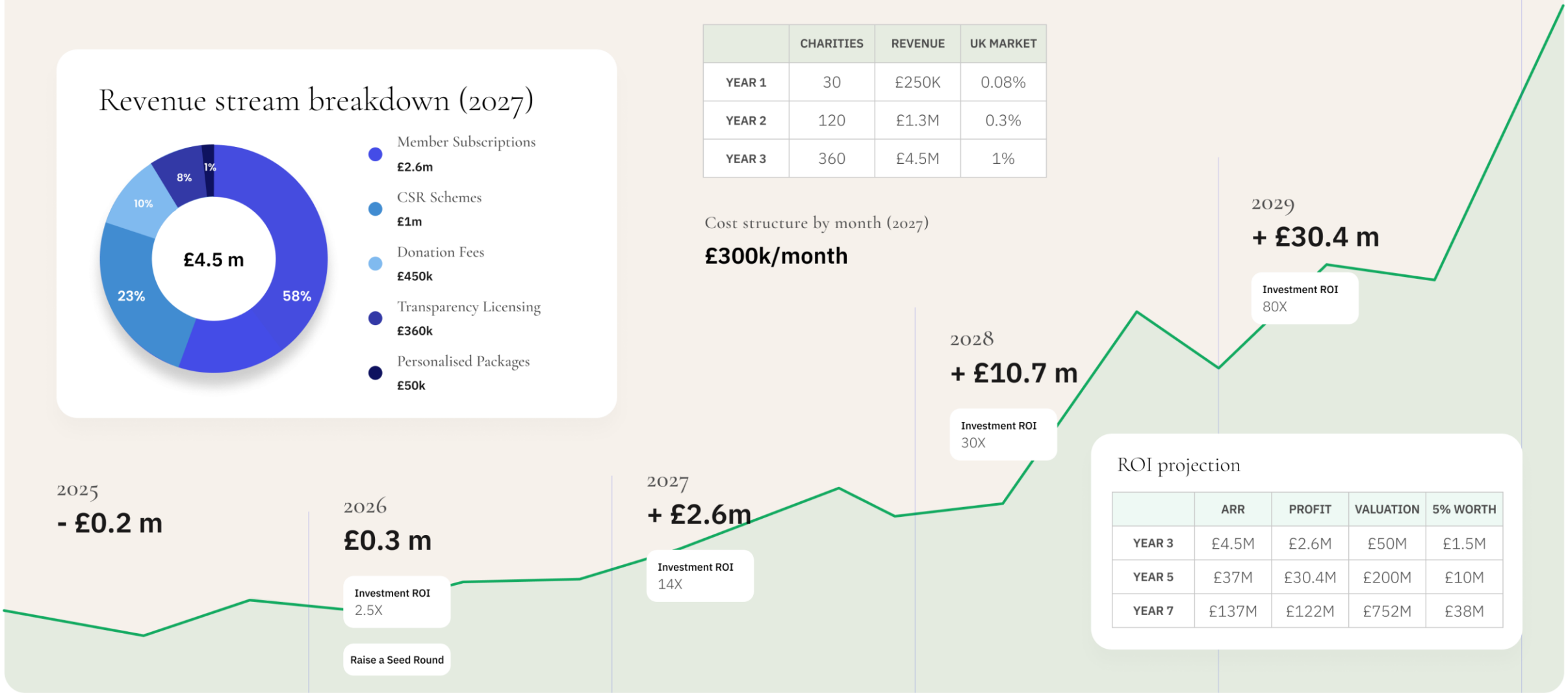


Revenue Forecast

	CHARITIES	REVENUE	UK MARKET
YEAR 1	30	£250K	0.08%
YEAR 2	120	£1.3M	0.3%
YEAR 3	360	£4.5M	1%

Cost structure by month (2027)

£300k/month



ROI projection

	ARR	PROFIT	VALUATION	5% WORTH
YEAR 3	£4.5M	£2.6M	£50M	£1.5M
YEAR 5	£37M	£30.4M	£200M	£10M
YEAR 7	£137M	£122M	£752M	£38M

The Perfect Blend of AI, Blockchain & Charity

World Class Advisors:



Nick Maughan

Nick Maughan Capital + Foundation

Strategy & Partnerships Advisor
Founder of Nick Maughan Capital & Foundation



Paul Terry

CSO of Onclusive

Sales & Growth Advisor
25+ Years in International SaaS Sales



Dafydd Rees

Senior Counsel at Newgate UK

PR & Partnerships Advisor
Consultant to CAF, KR1 and more

+ 4 advisors

Charity expert
Sales lead



Tomos Rees

Co-Founder, CEO

- Helped build a **crypto exchange** in Dubai processing **\$3tn volume/year**.
- Broad experience in **charity over 17 years**.
- Built, Operationalised & Managed an ICT Centre in a slum in Uganda.
- **6 years in Web3**: advising, building & a podcast.

WORK EXPERIENCES



AI expert
Blockchain expert



Arran Clark

Co-Founder, CTO

- **6 years** experience as a **Full Stack** web & mobile dev.
- Built **Fintech Infrastructure for banks**.
- Expertise in **AI/ML integration**.
- Experience as a **SC developer**.
- Strong Mathematical & Statistical background.

WORK EXPERIENCES



+6 more...

The Core Team in Numbers



20 years

Experience in charity

20 years

Experience in building software

10 years

Experience in Blockchain

Deal & financial



We got the innovate UK grant

£395K

No dilution

We can win again!

Eligible

S/EIS tax relief

Pre-Seed

£400K

The deal:

£4.5M Pre-Money

8.16% equity

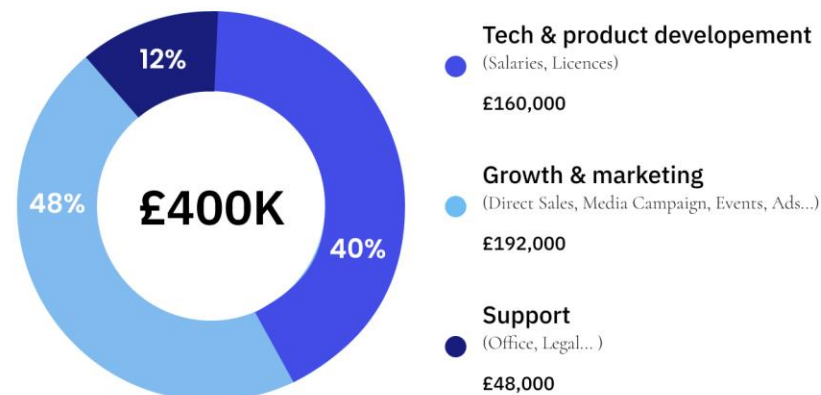
Runway

14 months

Our main top priorities

- Get to £20k MRR.
- Hire sales/marketing personnel.
- Continue building robust features for charities and donors.
- Big Sales Campaign out to build Network Effects.
- Establish a community comprising of 50 charities and 5,000 donors.

How we will use the funds



Monthly burn rate

£28k

Year 1 burn rate

£336k

Year 2 burn rate

£600k



Thank you!

Reach out to discuss further!

Any questions?

We'd be delighted to provide more details.

Tomos Rees
tomos.rees@philanthrify.co.uk
+44 7875 018658
calendly.com/tomos-rees2

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<http://philanthrify.co.uk>