



**A fundraising and
NFT philanthropic ecosystem
built on the Solana
Blockchain for giving back
to those that give through
volunteering. Disrupting the
way charities and volunteers
have traditionally functioned.**

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Abstract

Commit GOOD is an NFT* philanthropic ecosystem built on the Solana Blockchain. With decades of collective industry experience, we recognize the need to create a transparent donation standard. Thanks to the advent of smart contracts, Commit GOOD is able to leverage a programmable system in which charities are held accountable for the promises they've made to donors.

Beyond transparency, our platform incentivizes positive behavior such as volunteering and moderation to further expedite and optimize the completion of charitable campaigns at large.

In doing so, our goal is to create a system in which marginalized individuals from around the world can log in and earn GOOD tokens for supporting campaigns in their local area.

Our database of charitable organizations will be made available at the local, regional, national, and even global level to highlight the GOOD that we see occurring around the world. Charity Coordinators will have direct influence over the organizations in our catalog with an opportunity to earn a

percentage of all donation revenue earned on the platform. As such, Commit GOOD aspires to bring organizations into the spotlight and promote awareness of their causes on a global scale. More times than not, smaller charities are limited by budgetary constraints and are unable to spread the word of the GOOD that is occurring at the local level. We aim to change this through strategic awareness campaigns and promotional opportunities.

Commit GOOD is built upon the Creative Chatter charitable platform, which developed the first method to geolocate needed items for charities through a hyper-local approach. Commit GOOD will leverage the successes of Creative Chatter by continuing to work with individuals, organizations, and non-profits around the world in an attempt to build the world's largest charitable economy.

*See NFT Marketplace page 12.

"We make a living by what we get, but we make a life by what we give"

Winston Churchill's famous observation highlights how philanthropic actions can define our personal values by working to support a cause we are passionate about.

There are thousands of charities around the world doing everything they can to get your attention.

How can we be sure that our donations are going into the right hands?

With Commit GOOD, the future of charitable giving is here to stay.

Problem



Lack of Trust

While the size of charitable donations is increasing, so is donor doubt about how funds are used. In 2017, charities worldwide received over \$2 trillion in revenue. In the United States alone, over \$390 billion came from charitable contributions, equaling 2.5% of US GDP. Despite these figures, it's almost impossible to find out who these gifts benefitted and what the beneficiaries received. Surveys consistently show that people are less likely to give when they perceive that their contribution is not going to make a tangible difference. The system needs mechanisms for charities to reassure donors about their impact.



Lack of Organization

U.S. donors (individuals, businesses and the government) contribute roughly \$58 billion of in-kind to domestic and international non-governmental organizations every year.(1) Of this \$58 billion worth of GOODS and services, 30% is turned over by the same organizations. According to an estimate by National Resale Professionals, there are over 25,000 thrift stores in the United States, many of which are run by local or national charities. Yet in-kind donations often occupy already scarce storage while transportation capacities tend to consume valuable staff time. We need an ecosystem to manage these gifts on a national and international scale.



Lack Beneficial Impact

Donors have become obsessed with the "wrong kind" of transparency. Social organizations are facing massive pressure to cut costs. This has led to underinvestment in talent and infrastructure, shifting the focus away from the much more important issue of delivering real impact. We need to provide a system for individuals to contribute in a manner that is most beneficial to both the giver and the receiver



Lack of Engagement

The small to midsize donor is the core target for most charities today. As in previous years, the majority of giving - \$281.86 billion - came from individuals. In fact, individual giving made up 72% of all charitable donations and represented a 3.9% increase over donations made in 2015.(2) Despite these increases, charities struggle to keep donors active and engaged. We need to create tools for donors to engage with the very campaigns they're contributing to.

Introducing Commit GOOD

Up until now, charitable giving was limited to cash, checks, and bank card transactions. All of these sources require third parties (banks, cards, institutions) to manage and control donations outflow.

Commit GOOD introduces a new financial paradigm by creating a new medium of exchange, GOOD, devoid from third party control. Our platform leverages smart contracts to govern both donor and charity activity, all while generating revenue and attributing GOOD tokens for positive behavior. By building on the Solana Blockchain, Commit GOOD is able to make donations measurable, traceable and impactful

- Imagine a web platform built on donor trust, with transparent donations, minimal transaction costs and clarity about how your donation reached the right destination or person.
- Imagine a system in which third parties and centralized financial institutions no longer control how your donations are actually used.

Our platform provides a vibrant ecosystem of charitable GOODS & services through an easy-to use interface, connecting the nonprofit community with full transparency and traceability.

Decentralized

The role of biased third parties such as government agencies and financial institutions are replaced by moderators with skin in the game.

Transparent

Donations are tracked from start to finish via a distributed ledger. Blockchain technology prevents transactions from being erased, providing immutable accounting and reference points.

Connected

Our system opens a direct line of communication between the organizations and passionate donors you love.

Intuitive

Our donations utilize via smart contracts to instantaneously reach charities at a fraction of the traditional cost.

Commit GOOD - A new paradigm for philanthropic accountability.

Our Story


Commit GOOD was created to expand on the Creative Chatter charitable platform. Creative Chatter was built in 2013 as the first method to geolocate needed items for charities through a web platform that enabled hyper-localized interactions. With over 300 participating charities and 1300 active accounts, Commit GOOD will build upon the successes of Creative Chatter by continuing to work with individuals, organizations, and non-profits around the world to build the world's largest charitable economy.

We believe that blockchain technology offers the perfect avenue for Commit GOOD to expand and optimize the services Creative Chatter offers today.



How It Works

The Commit Good Platform has Five Registered User Groups: **Charity, Charity Coordinator, Volunteer, Donor, and NFT Creator.** Charitable projects are funded with NFT purchases and donations while Volunteers are rewarded for service.




Charity

- We focus on small charities in remote locations.
- We bring awareness and credibility to unknown charities.

EARN

- ✓ Receive 50% percent of \$GOOD for NFT Purchases.
- ✓ Charitable Donations.
- ✓ Earn \$GOOD reward at project completion.




Charity Coordinator

- Verify that charities are legal and ethical entities.
- Assist with projects.
- Provide documentation that projects were completed.

EARN

- ✓ Recieve 2% of \$GOOD for NFT Purchases.
- ✓ Earn \$GOOD rewards after projects successfully completed.




Volunteer

- Volunteers are the lifeblood of Commit Good!
- We're working to create a charitable economy by rewarding acts of service.
- Volunteers can keep \$GOOD rewards or donate them.


EARN

- ✓ Volunteers receive \$GOOD rewards for acts of service.



Donor

- Purchase NFT's to support Charitable Projects.
- Donors make the \$GOOD Economy possible, by utilizing cryptocurrency to make the world a better place.
- Receive tax benefits for helping charities at home and around the world.



NFT Creator

- Create Charitable Project specific NFT images to fund projects.
- Determine price for NFT images.

EARN

- ✓ Receive 40% percent of \$GOOD for NFT purchases.
- ✓ Receive 10% percent of NFT Resales for life, with Charity receiving 10% as well.

Disrupting Volunteerism?

To ensure our platform meets the standards we've put forth at the beginning of this paper, all campaigns will be organized and governed in a similar fashion. This process was designed to promote quality over quantity as we believe this system will help focus attention on charities that are best prepared and passionate about the campaigns they are organizing. We've provided a high level overview via the diagram below with detailed explanations of each step of the process to follow

Volunteering as defined by Webster's dictionary *"a person who freely offers to take part in an enterprise or undertake a task"*.

Does freely taking part mean that you have chosen to "freely" help or that you have chosen to "freely" help with no compensation?

Our current understanding of Volunteering... **Volunteers** are not **paid**. That's the definition of a **volunteer** - someone that provides service WITHOUT financial compensation, and provides that service willingly.

The Commit Good platform and GOOD token seek to disrupt the way charities and volunteers interact and to 're-set' the world's view of Volunteerism. The utility of the GOOD token is to create a charitable ecosystem by monetizing volunteering. GOOD tokens can be earned as a reward by the volunteers as they complete various charitable project or campaign tasks. Volunteers can 'pay it forward' and donate earned GOOD to reward other volunteers through charitable campaign projects or used to purchases goods, services, or content offered by charities and faith-based organizations.

Our Goal is to Reward Good Deeds so that we encourage more Good Deeds or to 'Commit Good'.

According to The University of Maryland's Do Good Institute, which studies civics, used U.S. Census data to **track rates of volunteering and charitable giving by Americans from high school age to retirement age, from 2002 to 2015**. Across every age group, volunteering has declined since 2005, it found. About 25 percent of teenagers volunteered in 2015, down from 28 percent in 2005—ending 30 years of rising volunteerism among high-school-age Americans. Less than a quarter donate to charity, a rate that has been flat since 2008.

Also according to research done by the US Bureau of Labor Statistics in 2016 (the most recent year available), those most likely to volunteer were Generation X (people ages 35-44) and Baby Boomers (ages 45-54) tied at around 28%. While the lowest volunteer rates were seen among Millennials (ages 20-34) at 18%. Leaving Generation Z (people ages 15-19) solidly in the middle at 26%.

The research clearly indicates that we need to re-think the concept of volunteering. Yes, we know the human spirit is rewarded many ways by doing good deeds and that is more valuable than compensation but volunteering must evolve to include rewards associated with compensation as a standard practice.

Charitable NFT Marketplace

What is an NFT? An NFT is a (Non-Fungible Token) that has data added to a file to create a unique signature. On the Commit GOOD platform an NFT smart contract has been created so that once images are uploaded by NFT creators they are 'minted' to create a unique signature.

The Commit GOOD charitable NFT marketplace will function differently than other NFT marketplaces. NFT Creators must create images that correlate with a charitable project and price the item. Once the charitable goal amount has been reached the remaining NFT images for that project will not be available for purchase.

We hope to create a charitable ecosystem of the best NFT Creators so that our donors can purchase quality artwork and provide funding for charitable projects – a true intersection of the digital and physical world colliding to make a difference!

Proof of Concept



Commit Good has taken a steady approach to blockchain and charitable organizations, an understanding gained from years of experience; that charities are normally late technology adopters. We launched as a 'Proof of Concept' to see what worked and what adjustments were needed. Our initial Proof of Concept was a great success, building a home in Botswana.

Campaign Registration Process

Each campaign on the Commit GOOD platform must pass through our standard listing process by populating a number of items including but not limited to:

- **Charity Name** - Registered legal name of the sponsoring entity
- **Legal Documents** - Letter of incorporation supported by government(s) in the country of origin
- **Campaign Location** - Where the charity campaigns will likely take place
- **Campaign Description** - What the campaign hopes to accomplish
- **Campaign Dates** - Estimate range for when the campaign will likely start and end.
- **Hard Cap** - The total amount needed to complete the project to its fullest potential
- **Volunteer Headcount** - Number of volunteers needed over the course of the project
- **Volunteer Hours** - Range of hours each volunteer should expect to commit
- **Campaign Funding** - all campaigns will be funded through GOOD Token (\$GOOD).

\$GOOD Token Economy

In order to properly incentivize different actors on our network, we have created a native Solana blockchain token, \$GOOD, that will serve as the primary medium of exchange. In short, \$GOOD is used to fuel donations, volunteering and purchase NFT images. Furthermore, we've introduced a number of GOOD-based roles to monitor, maintain and govern charity campaigns from start to finish.

As part of the \$GOOD token ecosystem, NFT creators will produce artwork images that are specific to a particular charitable campaign. These images will be available for purchase to help fund the project. Charities receive 50% of purchase, NFT Creators receive 40%, Charity Coordinators receive 2%, and Donors have the option to resell the NFT in the future. Commit Good's primary revenue stream will be 8% of NFT purchases and 5% of NFT resale.



Governance & Dynamic Rewards

Charity

- 1 Fully funded project, execution of that project completed and signed off by charity coordinator so that its "certified" and sent to the blockchain (100 \$GOOD).
- Receives \$GOOD charitable donations.
- Receives 50% (\$GOOD) of NFT purchase price per campaign they lead.
- Receives 10% of NFT resale purchase, from previous campaigns, for life of NFT.

Charity Coordinator

- Successfully Register 10 Charities and 2 Fully Funded Campaigns.
- For 10 Charities they will receive (100 \$GOOD) and 2 Fully Funded Campaigns (200 \$GOOD).
- The \$GOOD will be held in escrow and released once both milestones are complete.
- Once released the Charity Coordinators are eligible for another round of milestone \$GOOD rewards.
- Per charitable project they are assisting, they will receive an immediate 2% (\$GOOD) of NFT purchase price.

Volunteer

- Successfully complete 40 hours of verified service through the Commit Good mobile app (400 \$GOOD)
- \$GOOD is held in escrow until 40 hours are reached.

NFT Creator

- Creates NFT images that are specific to a particular charitable campaign and determines the initial price.
- Receives 40% (\$GOOD) of NFT purchase price.
- Receives 10% (\$GOOD) of NFT resale price for life of NFT.

Donor

- Purchases NFT's with \$GOOD for charitable projects.
- Donates \$GOOD to charitable projects for tax benefits.
- Ability to resell NFT purchases.

Annual Rewards Reduction

In order to extend the lifetime of the platform token reward reserve, the per-action rewards will be universally reduced by 25% at each Million \$GOOD token reward milestone. This type of “halving” mechanism reduction in rewards will instill a deflationary token supply while simultaneously granting our early adopters with the potential for larger rewards.

Token Burns

Commit Good and \$GOOD token originally launched on Ethereum as an ERC-20 token. Due to the extreme gas fees of ETH the Ethereum platform is not sustainable for a charitable platform. As mentioned, Commit Good and \$GOOD token have migrated to Solana Blockchain. All unsold \$GOOD from the Token Generation Event/Token Contributor pool has been burned and can be referenced here.

[https://etherscan.io/
tx/0x1e57ce0882d165c32a4017c96df24244b6d5f76a50f9a7b2ea901dece063c9ec](https://etherscan.io/tx/0x1e57ce0882d165c32a4017c96df24244b6d5f76a50f9a7b2ea901dece063c9ec)

Token Distribution

Ethereum Contract Address: 0xfB0deBCd4f59561d7c4d7D96204584447CF5efBF

Ticker Symbol: \$GOOD

Token Generation Event: 4,270,944 GOOD

Proof of Concept: 74,179 GOOD

Tokens Burned: 59,000,000 GOOD

Decimals: 18

Solana Contract Address: EWL2aMkx1j7XcjdKniVMKmuK7Vds3CgMXJv28HohVBUX

Team: 36,729,056 GOOD

Reserved Marketing Promotions: 1,000,000 GOOD

Total Issued: 42,074,179 GOOD

Total Rewards Reserved: 100,000,000 GOOD

Total Supply: 142,074,179 GOOD

Token Rewards

100,000,000 \$GOOD tokens are to be reserved for future rewards. These tokens represent the supply from which users who perform work through the platform will be granted \$GOOD tokens.

Token Launch & Liquidity

\$GOOD token will launch on the Solana DEX (Decentralized Exchange) Raydium with an initial liquidity pool.

Token Generation Event

- GOOD tokens were initially offered in a private round to accredited investors at a base rate of \$0.10/token.
- We initially planned to issue 59,000,000 Commit GOOD tokens (29.5% of total supply) via a general public offering. Due to regulatory uncertainty, Commit GOOD has chosen to burn the remaining 59,000,000 Commit GOOD tokens that were previously allocated for public sales.
- Out of the 200,074,179 GOOD tokens generated, only 141,074,179 GOOD will have the ability to make its way into the circulating supply.

Roadmap

- 1 Concept design and basic framework release Q4 2017.
- 2 Token Distribution Event for accredited investors completed Q1 2018
- 3 Proof of Concept of the Commit GOOD platform launched Q1 2019
- 4 First Project Completed in Botswana with \$GOOD Cryptocurrency.
- 5 First \$GOOD issued as rewards for positive behavior in Q4 of 2019.
- 6 Commit Good Platform redeveloped from Proof of Concept 2020-2021
- 7 Commit Good mobile app release Q4 2021

Our Committed Team



Clay Braswell
Founder & CEO

A social entrepreneur with over 15 years experience in applying technology solutions to charitable organizations.



Andre Dublin
CTO

He has experience developing software for e-commerce, banking, ETL reporting, game servers, and advertising.



Shaun Ratliff
Marketing Director

Shaun's has an extensive agency background in developing, implementing and managing brands over the last 20 years.



Pastor Marcel Chukwuemeka Ezeorah

Executive Director, Continent of Africa Charitable Organizations

The General Overseer Of The Throne Of God And Fire Ministries Worldwide with headquarters located in Anambra State Nigeria with over 1,000,000 membership spanned across the continent.



Solomon B. Nkwocha
Executive Director, Global Charity Coordinators

Solomon immigrated to the United States in 1984 to further his education and joined the military. He participated in several squadron deployments to the Persian Gulf and earned several awards including the Navy Meritorious Service medal.

Advisors



Chandler Bowers

Chandler Bowers is a corporate and technology attorney who focuses his practice on advising startup and emerging companies.



Jorge Riano

Jorge started GreenBy3 eight years ago to help business owners improve the process of working with the construction industry. He bridges the gaps by bringing back human interaction and creating a conduit where information can flow via one source to minimize mistakes, costs, and time.



Harry Loubser

Harry serves as Executive Director of Unashamedly Ethical. He has a rich background in the church & ministry, business and non-profit environment. Harry's role forms part of a strategic partnership between Unashamedly Ethical and Movement Day, a gathering of ministry, marketplace and non-profit leaders passionate about cities and the Gospel of Jesus.



Jamie Jordan

Jamie Jordan is a global award winning, industry leader with over 25 years of experience as an entrepreneur, consultant, and leader in technology, healthcare, renewable energy, manufacturing and service environments.



Doug Hunter

Chief Connector and Coach
Doug Hunter began his business career in the vertical transportation industry in 1971 with Carter Elevator Company, becoming President and Chief Executive Officer in 1987. As a Christian CEO, Doug soon became involved with the Fellowship of Companies for Christ International (FCCI).



Diana Adachi

Diana's been applying her passion for blockchain and payments to the underserved markets for years. As an expert and an experienced executive having worked with innovative emerging companies and the largest corporations globally, she brings a unique perspective to her clients. She has spoken at various Fintech conferences and is a mentor and guest lecturer for UC Berkeley's Engineering. Previously, Diana was the CEO for the Yaka Ecosystem a global, closed loop payment system in Silicon Valley and a Global Blockchain Lead for Accenture.

Conclusion

Blockchain technology and the advent of cryptocurrencies are a disruptive force in many industries that will ultimately transform the way charities are funded in the very near future.

We believe that the usage of smart contracts will pave a foundation for transparency and trustlessness never before seen in the industry to date.

As our platform continues to evolve, we plan on incorporating numerous mechanisms that will ultimately allow the Commit GOOD platform to thrive without Commit GOOD Inc. serving as a primary facilitator of core interactions. In due time, we hope for Commit GOOD to become a self-serving ecosystem governed by those who are passionate about the greater GOOD of our planet.

As it currently stands, Commit GOOD is poised to be the leader in this new era of philanthropic fundraising. By building on the network we've developed through the Creative Chatter platform, we will continue to work with individuals, organizations, and non-profits around the world to build the world's largest charitable economy.

Our ecosystem brings a new level of trust that benefits worthwhile charitable endeavors and the less fortunate individuals within our society. Thanks to Solana, we can finally make charitable donations measurable, traceable and impactful at a global scale.

Commit GOOD - A new paradigm for transparent charity donations

Sources:

1 In-Kind Donation: Practices, challenges and strategies for Non-government organizations and donors, 2013

2 (Giving USA 2017 Annual Report on Philanthropy)