



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

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Table of contents

Abstract	5
Problem	7
Introducing Commit GOOD	8
Our Story	9
How It Works - Disrupting Volunteerism?	10
Campaign Registration Process	11
Three User Groups	12
Project Completion	13
\$GOOD Token Economy	14
Governance & Dynamic Rewards	15
Annual Rewards Reduction	16
Token Burns	16
Token Distribution	17
Token Rewards	17
Team Tokens	17
Token Generation Event	18
Use of Funds	18
Competitors	19
Go to Market Plan	20
Roadmap	21
Technology Decisions	22
Our Committed Team	23
Our Committed Team	24
Conclusion	25

Abstract

Commit GOOD is a philanthropic ecosystem built on the Ethereum protocol. 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.

"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 Ethereum protocol, 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.



How It Works - 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.

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
- **All Campaigns will be funded in two ways** - through Bitcoin (BTC) and GOOD Token (\$GOOD). The monetary hard cap will utilize BTC and the volunteer hours hard cap will utilize \$GOOD.

Three User Groups

The Commit Good platform will have three user groups that will be active participants in each charitable campaign project.



Charity Coordinator

Charity coordinators most important role is to verify that a participating charity is a legal entity and that it's operating in an appropriate manner. They will also manage and promote the campaign projects of the charities that they have approved. Also Campaigns must be approved by the Charity Coordinator before being released to the general public. Once a campaign project has been completed they provide the necessary documentation to prove the campaign was performed to the best of the charities ability.

Charity Coordinator Milestones:

- Successfully Register 10 Charities and 2 Fully Funded Campaigns (BTC and \$GOOD Hard Caps).
- 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.

Charity

Charities from around the world will be able to post charitable campaign projects that will benefit local communities. Charities will be responsible for coordinating and performing the stated goals and objectives of the campaign and verifying volunteer hours. Once a campaign is completed the Charity must present written and photographic supporting documentation.

Charity Milestones:

- 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)
- In the event that \$GOOD is donated to a charity they are still held in escrow until they have reached the first milestone.

Volunteer

Volunteers will associate themselves to a campaign based on area of interest and volunteer hours needed to complete the project.

Volunteer Milestones:

- Successfully complete 40 hours of verified service by the Charity and Charity Coordinator (\$400 GOOD).

All funds will be held in escrow via smart contracts during the fundraising process. Commit Good will receive 6% of donations raised to support the Commit Good platform with Charity Coordinators receiving 1%.

Project Completion

When a project has been successfully completed, the charity in question will receive recognition from Commit GOOD in the form of an ERC721 token badge. Badges will be displayed on charities' public profile to signal their ability to deliver on their promises.

\$GOOD Token Economy

In order to properly incentivize different actors on our network, we've created a native ERC20 token, \$GOOD, that will serve as the primary medium of exchange between volunteers and charities on our network. In short, \$GOOD is used to fuel donations, volunteering and listing on the Commit GOOD platform. Furthermore, we've introduced a number of GOOD-based roles to monitor, maintain and govern charity campaigns from start to finish. Commit GOOD's primary revenue stream will be 6% of all BTC donations raised on the platform.

As part of the \$GOOD token ecosystem, materials produced by charities will also be available for purchase on the Commit Good platform. The \$GOOD token will be utilized to purchase charitable educational materials, video content, and other similar type offerings.

According to the National Council of Nonprofits these offerings account for 49% of revenue for charities. The \$GOOD token economy will not only increase volunteerism but material distribution for charities around the world as well.



Governance & Dynamic Rewards

How It Works

The Commit Good Platform has Four Registered User Groups: **Charity Coordinator, Charity, Volunteer, and Donor**. Charitable projects are funded with Bitcoin to provide immediate monetary access and with \$GOOD as a reward for Volunteers.



Annual Rewards Reduction

In order to extend the lifetime of the platform token reserve, the per-action rewards will be universally reduced by 25% every year. Similar to proof of work “halving” mechanisms, this reduction in rewards will instill a deflationary token supply while simultaneously granting our early adopters with larger rewards.

Token Burns

All unsold \$GOOD from the Token Generation Event/Token Contributor pool have been burned and can be referenced here.

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

Token Distribution

Total Supply: 200,000,000 GOOD

Contract Address: 0xfB0deBCd4f59561d7c4d7D96204584447CF5efBF

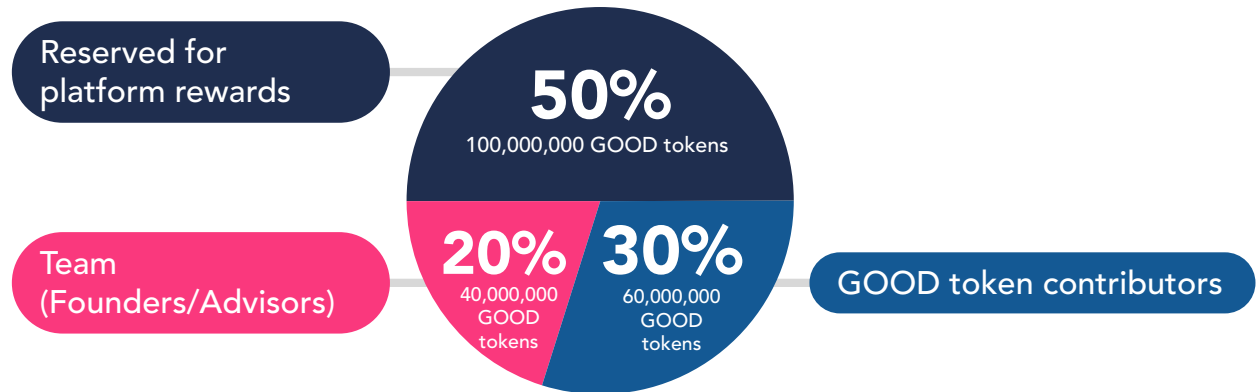
Ticker Symbol: \$GOOD

Decimals: 18

Token Rewards: 100,000,000 GOOD

Team: 40,000,000 GOOD

Token Generation Event: 60,000,000 GOOD



Team member tokens will be locked for 6 months.

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 on the platform will be granted \$GOOD tokens. In order to ensure that this token pool will be of sufficient size in the long run, Commit GOOD has implemented three mechanisms, Rate of GOOD, Annual Reward Reduction and Token Burns, to gradually reduce the issuance rate of GOOD rewards.

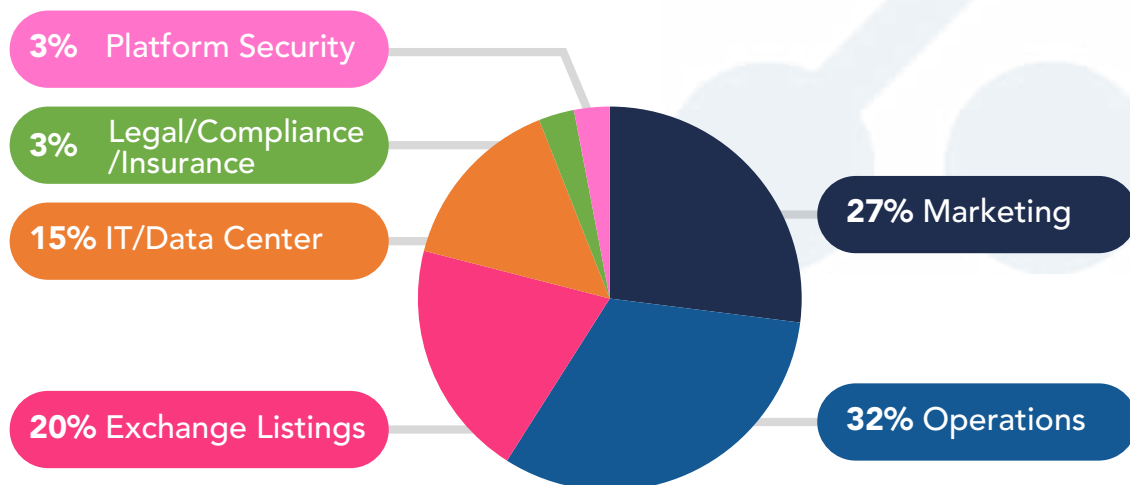
Team Tokens

40,000,000 GOOD will be retained by the Commit GOOD team for future funding rounds. Team tokens are subject to a 6 month vest prior to 5,000,000 GOOD being unlocked each quarter for the following two years. Team tokens may also be used as an option pool for future employees or as leverage for forming new partnerships.

Token Generation Event

- GOOD tokens were initially offered in a private round to accredited investors at a base rate of \$0.10/token.
- Our private sale reached our hard cap of \$100,000 within two weeks of offering.
- A total of 1,000,000 Commit GOOD tokens (0.5% of total supply) were issued in the Token Generation Event.
- 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.
- The new circulating supply between team and contributor tokens totals 41,000,000 Commit GOOD tokens with an estimated value of \$0.10/GOOD.
- The new total supply is 141,000,000 GOOD with team tokens being subject to a minimum 6 month vest.
- Out of the 200,000,000 GOOD tokens initially generated, only 141,000,000 GOOD will have the ability to make its way into the circulating supply

Use of Funds



Competitors



Provides technical services to charities so they can receive Bitcoin and other cryptocurrency donations.

AIDCOIN

Strongest competitor to date. Heavy reliance on CharityStars involvement for long term success.



Allows users to create smart contracts for charitable giving or fundraising campaigns. Underlying currency is affected by actions outside of the platform.



Charities are only paid all or nothing based on results. No soft cap or phases



Token incentives incur heavy sell pressure with little buy side support.

ROOTPROJECT

Trying to implement a completely new model for giving, which is based on financial benefit for donors.



Serves as a repository for funds that are earmarked for charity, guaranteeing donors that their money does not devalue over time. Limited traction.



A blockchain donation platform using Bitcoin. No incentives and transactions can be slow and costly relative to GOOD



Trying to align with the UN's 2020 goals but have not shown little to no progress



Looking at the recipient part of the equation, creating a smart crypto-wallet for donations to people in need. Only solves one piece of the puzzle.

Go to Market Plan

While many blockchain startups are entirely new businesses, Commit GOOD is an established company with a vetted system backed by many years of experience within the charitable space.

Commit GOOD benefits from first mover advantage by combining blockchain technology with a tested corporate social responsibility programs. Along with a strong pool of charitable organizations, our existing corporate clients outnumber the vast majority of our competitors.

We plan on leveraging our established user base to create a suite of digital and multimedia marketing campaigns to become a market leader. As the platform provider, Commit GOOD's primary mission is to deploy the core framework stage by stage, while simultaneously allowing third-party developers to create additional applications and services that further enhance existing philanthropic fundraising solutions.



Roadmap

- 1 Concept design and whitepaper release Q4 2017.
- 2 Token Distribution Event for accredited investors scheduled for Q1 2018 successfully completed on March 5th.
- 3 Beta version of the Commit GOOD fundraising launched in Q1 2019.
- 4 Enhanced token economy and fundraising process redesign in Q2 2019.
- 5 First Project Completed in Botswana with \$GOOD Cryptocurrency.
- 6 \$GOOD listed on secondary markets in Q4 2019.
- 7 First \$GOOD issued as rewards for positive behavior in Q4 of 2019.
- 8 Volunteerism Reward Ecosystem launched Q4 2020.

Technology Decisions

Blockchain technology is beginning to reach a stage where it can effectively act as a strong governance value exchange for maximum distributed computing. By leveraging the Ethereum protocol and the upcoming release of Serenity, Commit GOOD can scale to millions of transactions per second while maximizing security and minimizing transaction fees.

We studied various blockchain platforms like Stellar and Bitshares before making the choice to build on Ethereum. In an effort to further examine Commit GOOD ecosystem scalability, we have read up on various off-chain solutions including but not limited to Matic, Raiden and Loom. Seeing as most of these projects are all in nascent stages, we have decided to forego implementation until Ethereum upgrades to Ethereum 2.0 via Serenity in early 2020.

Our choice to utilize the ERC20 standard for GOOD tokens was based on strong market and community adoption including secondary exchanges and DeFi applications. Eventually, Commit GOOD may opt out of Ethereum in favor of our own native blockchain. For the time being, our team is following the latest industry trends in an attempt to make gametime decisions if and when the benefits clearly outweigh our proposed system architectures.

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 Ethereum, 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)