

# The Point: Crowdsourced Philanthropy

The Point ([www.thepoint.com](http://www.thepoint.com)) is seeking visionary philanthropists as partners in the rollout of a new model for charity we are calling *Crowdsourced Philanthropy*.

## An innovative new form of charitable giving

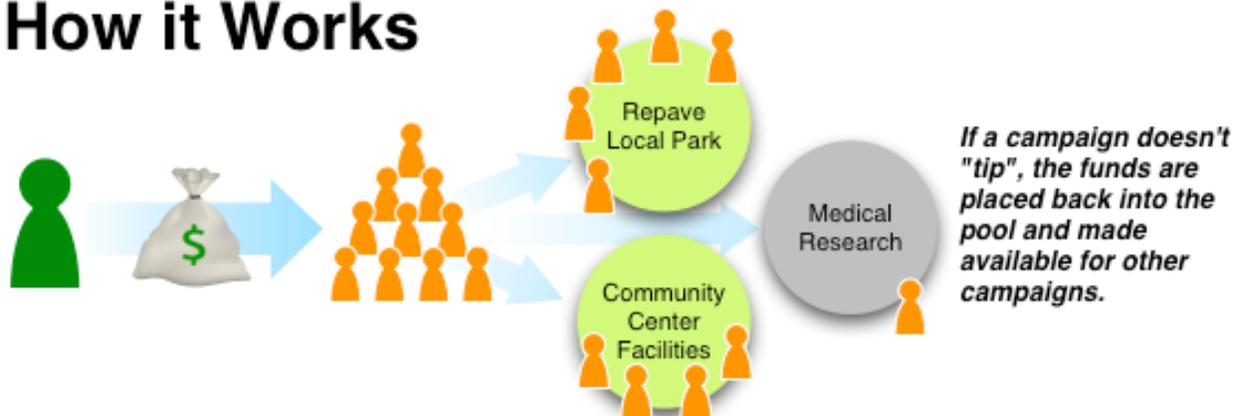
We've seen the power of crowdsourcing through sites like Wikipedia. Now, The Point brings the wisdom of crowds to philanthropy. Through this new program, The Point helps philanthropists make an impact by using The Point's member base to "outsource" the time-intensive process of distributing funds.

Limitations of time and resources usually prevent one person from determining the most effective way to distribute their donation. Organizations have arisen to help manage that process, serving as middlemen between philanthropists and those in need. But such organizations have their own costs, and by the time the money reaches its destination, there's often far less of it than there was in the beginning.

But phenomena like predictive markets have shown that groups are far more adept than experts at making certain kinds of decisions, decisions like, "how can my money get the most bang per buck?"

Instead of an individual donor giving a large sum of money to an organization, The Point puts thousands of individuals in control of small increments of your donation, who will distribute it to the causes that matter, filling the cracks of our national prosperity. By enlisting thousands of individuals in the micro-distribution of funds, The Point brings an unprecedented precision to charitable giving.

## How it Works



*Your donation is credited to members of The Point...*

*Who are each responsible for allocating a small amount to their choice campaign...*

## The "tipping point" model assures the success of your donation

On The Point, donations are only collected when a fundraiser reaches a "tipping point" -- a target amount necessary to achieve the goal. As a result, it takes many people agreeing that a campaign is worthy for it to receive any funds. In a sense, people vote with money, but none is collected until a enough votes are accrued to achieve the end goal. A natural effect of the model is that funds are only given to winning causes.

## Details

The Point is looking for a select group of forward-thinking philanthropists to become founders of the Crowdsourced Philanthropy program. Founders will provide initial seed funding for the program. We will closely track the dispersion of these funds, and work with the donor to make the experience as rewarding as possible.

We view the present initiative as an experiment in crowdsourced philanthropy. The amount of the contribution is flexible and input into the shape and details of the program is welcome..

The Point will feature the founding members' names and/or organizations alongside all mentions of the initiative, including on the website and in public relations materials.

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