

Background

A whopping 40% of the population in Pakistan is poor. This 40% of people get stuck in a cycle of disadvantage leading to generational poverty. We need to **support one generation** to break the cycle of generational poverty. We will need to ensure that they have basic staple food, so they don't sleep hungry and that their kids get a good education.

Remember, we said that 40% of people in Pakistan are below the poverty line – this means that 60% of people are above the poverty line. For every poor family in Pakistan, there is at least one family who is not poor. So, if a family who has been blessed sponsors at least one family who is stuck in poverty by providing them with food and quality education, then, in theory, poverty in Pakistan can be wiped away. Only one generation of a poor family will need to be supported – the next won't need the support.

This was the model that our Prophet (P.B.U.H) first adopted. One Mahajir family was adopted by one Ansar family and poverty was sustainably eradicated.

Why 'My Impact Meter'

Even though, Pakistan is one of the most charitable nations in the world, charity in Pakistan is consumptive and fragmented. Whereas our charity may feed someone for a day, it does not provide a family with a long- term food security. It is also besieged with a lack of trust and visibility. The money given to support a family with food and education may very well end up in drugs, gambling, or something else for which it was not intended.

The other problem in Pakistan is that of unequal distribution of resources within the poor class. Some people beg and ask many to help them and others do not ask at all. As a result, some get a lot (they may be getting the school fee of their child from multiple sources) while others get nothing at all.

Why 'My Impact Meter'

My Impact Meter (MiM) is a social impact platform that will help break generational poverty in Pakistan.

My Impact Meter (MiM) connects three groups – Impactors (donors), Impactees (beneficiaries), and Impact Suppliers (commercial service providers e.g. grocery stores, and schools). Charity organisations are also kind of Impact suppliers.

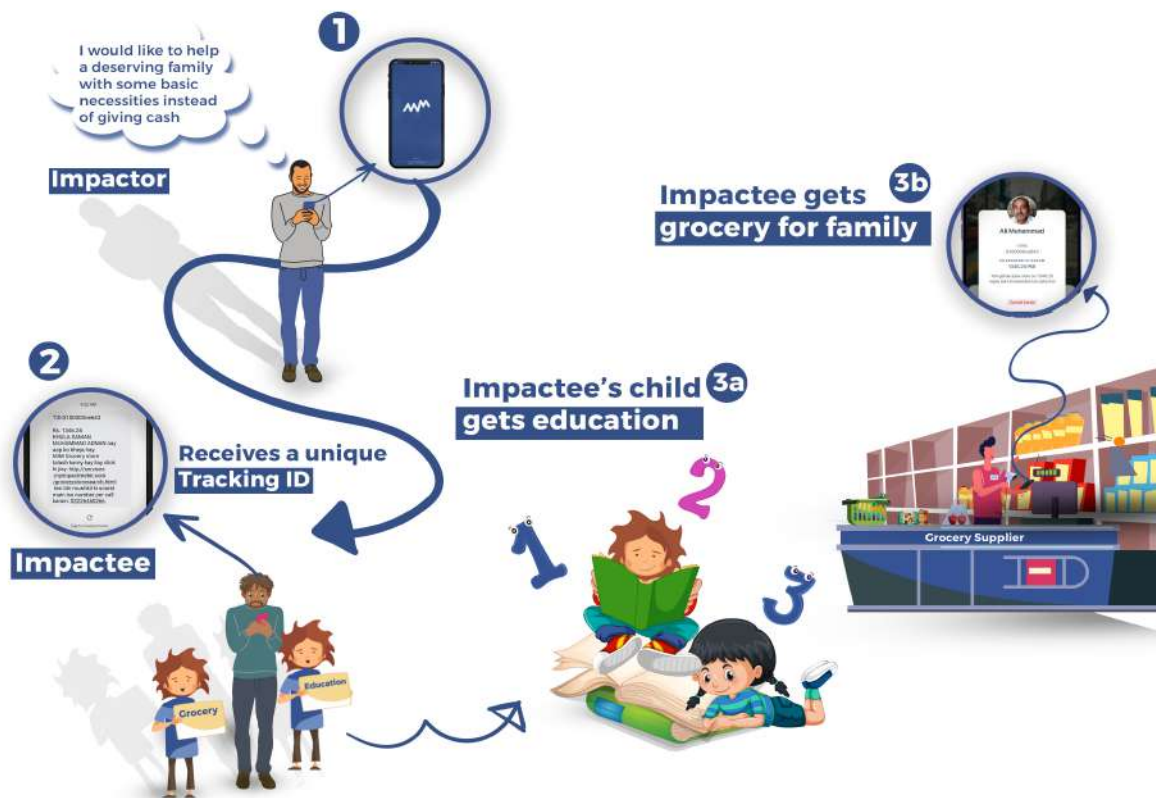
Platform Stakeholders

- 1) **Impactor (Donor)**
- 2) **Impactee (Beneficiary)**
- 3) **Impact Supplier (Grocery Stores, Educational Institutes)**
- 4) **Charity Organizations (NGOs, NPOs, etc.)**

Each group has their own App. The app for impactors is called "My Impact Meter". The app for Grocery Stores is called "MiM Grocery Supplier", the app for Educational Institutes is called "MiM Education Supplier" and the app for NGOs is called "MiM Not-for-Profit". The Impactees do not have an app. They receive a tracking ID via SMS on their phone to let them know whenever they have received a gift.

How it works

- The impactors (donors) can simply gift groceries and education to the Impactees (beneficiaries) instead of giving them cash.
- The impactees (beneficiaries) receive an SMS with a tracking ID and details of the gift.
- They can then go to Impact Supplier (any supported grocery store or school) and show the tracking ID to receive their gift.
- The grocery store or school gets paid through the MiM platform once the gift has been redeemed.
- The impactee (beneficiary) gets food or education instead of getting cash.



How to identify and/or choose impactees (beneficiaries)

There are three ways in which an impactor can identify and/or choose an impactee.

The Impactor (Donor) adds the Impactee (Beneficiary):

- The impactor will first register on the platform.
- The impactor can then simply add any deserving impactee to the platform.
- The impactor will need to enter the following information about the impactee:
 - Name
 - CNIC
 - Mobile Number

Start Your Impact
Please select a username & password to sign up

Full Name

Email Address

Select Your Gender

Male Female Prefer not to answer

Select your country

+92 Mobile Number

Password

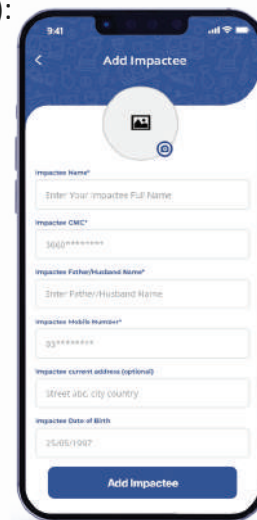
Confirm Password

I agree Terms of Service and Privacy Policy



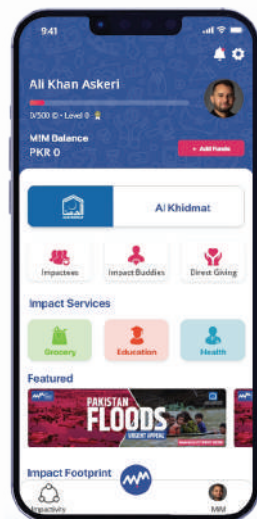
Impact Buddy (a trusted friend or relative) adds Impactee (Beneficiary):

- Just like there are friends on Facebook, connections on LinkedIn, and followers on Instagram, there are Impact Buddies on the MiM platform.
- Impactors (Donors) on the platform can become each other impact buddies.
- The impactor will need to enter the following information about the impactee:
- The impact buddies can share impactees (beneficiaries) with each other.



NGOs or concerned Government Agencies add Impactees (Beneficiaries):

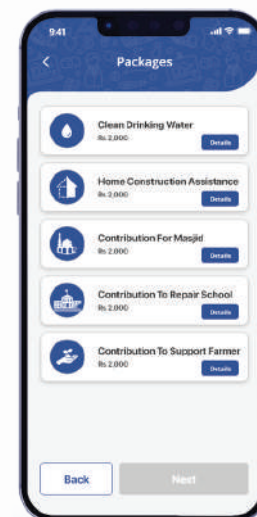
- Any reputable NGO or government body can add verified deserving impactees (beneficiaries) to the platform.
- Impactor (donor) can then choose any impactee from the list, they want to help.



How to donate to NGOs?

- There are many NGOs in Pakistan doing great social work. Many people want to donate to NGOs instead of supporting families directly.
- MiM provides a robust and easy-to-use facility for impactors (donors) to donate to their preferred NGO.

- Impactors can go to “direct giving” tab. All NGO’s on the platform are listed there.
- The grocery store or school gets paid through the MiM platform once the gift has been redeemed.
- An impactor can simply choose their favorite NGO, see their causes and packages and donate towards their favorite causes/ packages.



It measures your success in terms of your Impact

It also provides a framework to create motivation and accountability for the impactors (donors). Once you sign up as an impactor (donor), you start earning Impact Credits with every transaction.

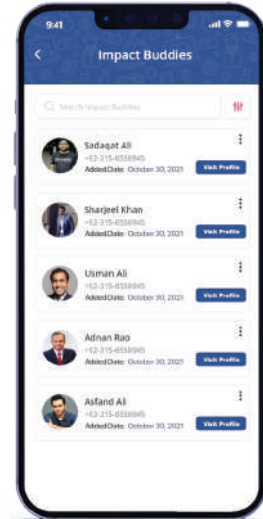
Your entire Impact history and Impact footprint are visible to you so that you can set goals for yourself, and you know exactly what legacy you are building– you know your “Net Impact Worth”.

Social Media of Impact

To create inspiration and trust through social connections, the platform is also a social media of Impact. You can make Impact buddies, share requests with each other, see each other's impact (depending on privacy settings), and inspire each other to create meaningful social impact to completely eradicate poverty from Pakistan.

Personalization, Transparency, and Trust

My Impact Meter platform provides personalization and transparency to charity giving. You know whom you are giving to, and you know that your money was used exactly for what it was intended to be used for.



The platform ensures equitable distribution of resources by proving full visibility to impactors. Once there is an impactee in your list, you can see the entire history of your own and others' contributions to that Impactee. If an impactee has already been helped with monthly staple food or school fee, then you can choose to help another impactee who has not been helped yet.

How do we cover our expenses and fuel our growth?

MiM has committed itself to the cause of ending poverty in Pakistan and then plans to expand to tackle global poverty eradication. The recurring expenditure including technology costs, cloud costs, operations and growth is met by charging an app fee which is 5% on average.



Scan to Download



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