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Narrative Description of Activities for Homeless Services Organization

Current State of Homelessness in the United States

The United States has been facing another, severely overlooked, pandemic that has been affecting our nation for decades, homelessness. We have over half a million homeless individuals in the United States on any given day or night. In addition to that already unsettling statistic, 30% of our homeless population have children they need to support.

This national issue is uniquely disproportionate to similarly developed countries in the world. The United States has a higher rate of homelessness than any European country. Within this country, homelessness has become a nationwide issue spanning larger, highly populated cities as well as rural towns.

From a position of homelessness, one must focus all their energy on basic survival, prioritizing food, safety, shelter, and warmth. It is very difficult for a person experiencing homelessness to build themselves back up to a point of stability. Achieving goals such as re-entering the workforce seem unattainable for those who do not know where their next meal is coming from.

Introduction to Eyes of the World inc.

Eyes of the World inc. has been established to provide the vital resources our homeless communities need for proper nutrition, hygiene, warmth, and beyond. No human being deserves

to be in a position of homelessness or disregarded by society. Every human, regardless of gender, race, or socioeconomic position, deserves nutritious food and warm clothing.

Eyes of the World inc. focuses its attention dominantly on food donation but offer all essentials including but not limited to clothing, toiletries, and vitamins. By providing homeless communities with essential items, we strive to facilitate a more comfortable state of being for these individuals to better help themselves. We facilitate the growth of these individuals by supplying vital resources. We provide the initial and necessary stepping stones for the homeless population to recover from their socioeconomic position.

Current options for public support of the homeless population are dismal and impersonal. When one donates to a shelter, they are contributing a dollar amount with no understanding of where their money is allocated. There is no follow up with the donator or clear accountability that funds donated are used toward the homeless community. Blind donations leave donors feeling uninspired to continue contributions. The donating process has become impersonal and therefore ineffective in creating long term or recurring support.

Website & Mobile Application

Eyes of the World inc. provides an innovative approach, unlike any other donation platform, for supporting homeless communities. We have taken our passion for providing relief and assistance to the homeless by developing a 21st century solution. Eyes of the World will provide a website and mobile application in support of the organization where the general public can donate to homelessness like never before. This uniquely transparent donation process allows donors to feel and know the direct benefits of their contributions.

Homelessness often times feels like an issue close to home, witnessed on a daily basis throughout your own city. We offer users of the website and mobile app the option to choose their exact city of donation. This allows users to choose from a list of participating cities, which will inherently expand as the website/app grows. We intend to expand throughout the United States but will initially start in North Carolina. Donors do not have to choose the city where they live, they can choose from any available city, whether it be where they live or an area they want to support. Choosing an exact city of donation cultivates a more meaningful donation experience for the donator.

Unlike a typical dollar value donation, donors instead can select exactly what items they want to donate from a large catalog of options. Items will be grouped into categories ranging from canned and dry food to clothing, toiletries, hygiene bundles, and more. Through the platform of

our website or app, donors can then choose any items, customize the quantity, and add the selected donations to their “Shopping Cart”. Picking specific items to donate is a key feature in what makes our website and app unique. Deviating from any other homeless donation program currently available in the United States today, Eyes of the World inc. nurtures a personalized donor experience.

Donors experience the comfort and knowledge of seeing exactly where their money is being allocated. Our donors are not just contributing a dollar amount with the blind trust that food, for example, will be bought and donated. Users of the website and app are able to select the monetary value of their donation by picking specific items which will be bought and given directly to homeless communities.

This selection process also provides a unique website/app experience as users are able to hand pick specific items they deem to be beneficial. Donors are able to hone in on specific causes, whether it be nourishment (such as specific health-conscious foods), protection against the elements (such as a rain jacket), or even hygiene (by selecting any number of toiletries). Users will be able to monitor the cost of whichever supplies they choose before being prompted to pay for the items within the app/website’s checkout.

The website and mobile app will be free to access and will be free of any monthly fees or advertisements. Once users finish the donation process, they receive a confirmation email of their order. This email will include an itemize receipt in addition to the location and date where their chosen contributions will be distributed.

Weekly Donation Event

All donations are received and compiled for a weekly donation event occurring in every participating city. Each participating city will have representatives who stocks items for the upcoming event. These representatives work in tandem with local volunteers to physically distribute all donated goods directly into the hands of those in need. Each city’s donation location will be fully approved and permitted by that city. Each location will be specifically placed in an area that is accessible to the local homeless population. Representatives will work to ensure that donation events comply with their respective city’s ordinance.

All donations received will be organized collectively by the designated city of donation. Once a week, representatives located in each participating city will receive an itemized list of what items have been donated. Eyes of the World inc. will manage and stock storage units in each

participating city. Storage units will maintain necessary stock of all items available for donation. Shipments and management of stock will be maintained by each representative.

These representatives will access storage units with itemized lists of all donated goods and take out what is needed. Stock quantities will be electronically documented throughout this process. Goods will then be distributed at the city's weekly event. At the donation event goods will be organized into categorized booths including, but not limited to: food, clothing, toiletries, blankets, and vitamins. Homeless individuals will have the option to select which booth to receive donations based on their prioritized personal needs.

At weekly donation events, representatives and volunteers will work together to collect images and document footage of the event. This media will be compiled into weekly recap video. Weekly event videos will be made for every participating city. These videos will be sent to every donor by email, specific to the city they selected for donation. Full transparency is vital to the values of Eyes of the World inc. We want every donor to know their items have been distributed at a public event, with specific time/location, and video outlining the event.

Allocation of Funds

Eyes of the World will allocate 100% of its time toward this single activity. This activity is funded by the donors purchasing items to be donated on the website/app. Each item will be marked up 15% from purchasing cost. This extra 15% will cover all necessary operating costs for the organization. Operating costs include maintaining the website and application, paying each city's representative, and any additional cost in running weekly events.

The remaining 85% of gross revenue are paid out to cover costs of items purchased for donation. As an example, a user of the website/app chooses a container of toothpaste to donate. The toothpaste is marked at \$4.00 on the website/app, which is the total price the user pays. The cost for the organization to buy the item is 85% of the total price (\$3.40). This 85% (\$3.40) is paid out to purchase the product for donation. The remaining 15% of the total price (\$0.60) is used to cover all necessary operating costs for the organization. Eyes of the World inc. has no connections to any food or goods distributors. Outlets where goods are purchased are based on pricing and availability.

Eyes of the World inc. strives to establish an unmatched, intimate, and rewarding donation experience for the public. We want to facilitate a future that nurtures consistent and reliable donations to alleviate the disadvantages of our homeless population. With this accessible and

transparent donation process, we are now at the forefront of a future that will effectively support homeless communities in the United States.