



**Kindful** ⇄ **POINT**



**Made for Kindful  
by Madison Mikhail Bush  
POINT Founder & CEO**



# Madison Mikhail Bush, CEO

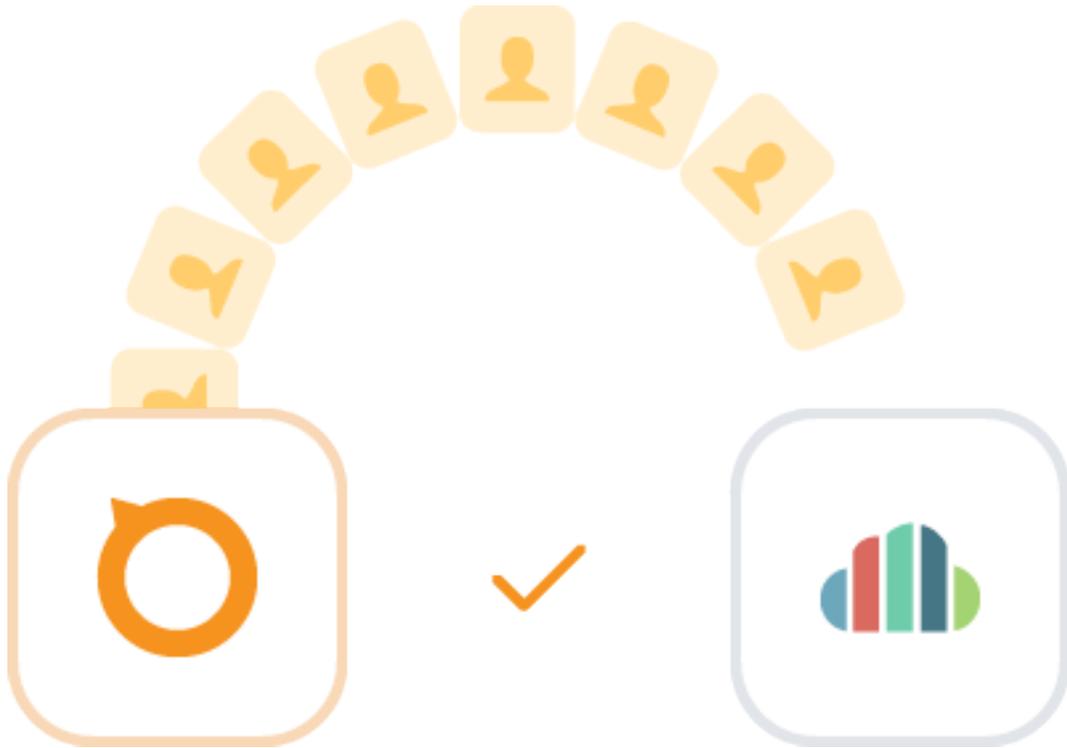
# Stephanie Page, Head of Partnerships



[pointapp.org](https://pointapp.org)  
[stephanie@pointapp.org](mailto:stephanie@pointapp.org)

# Who Cares?

Volunteer platform + Donation CRM



79 percent of volunteers also donate to the organization.

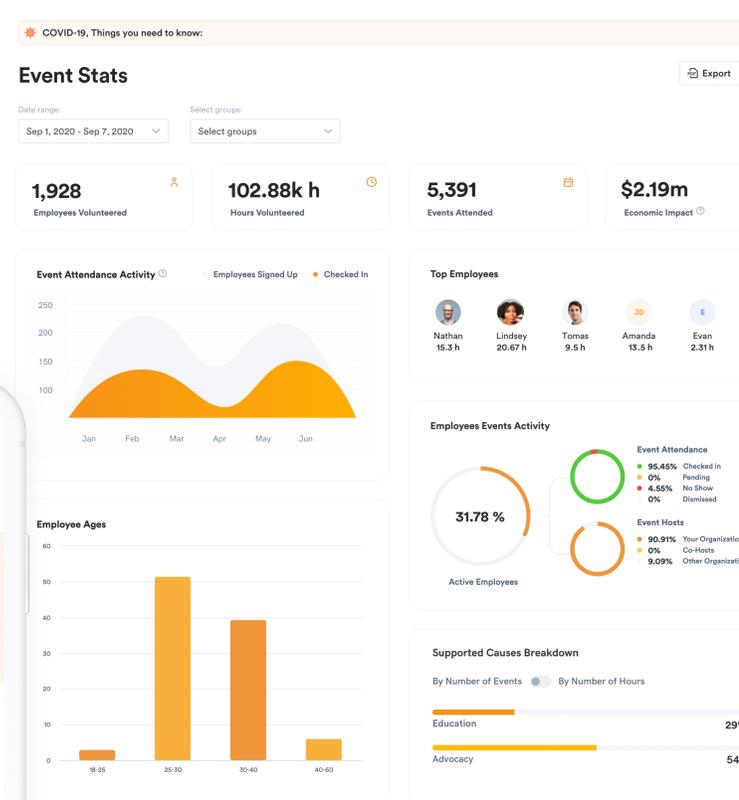
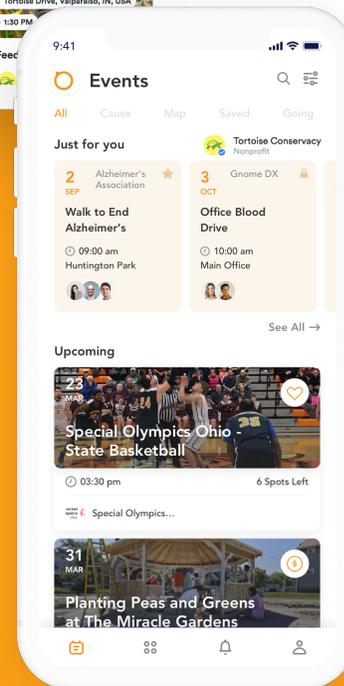
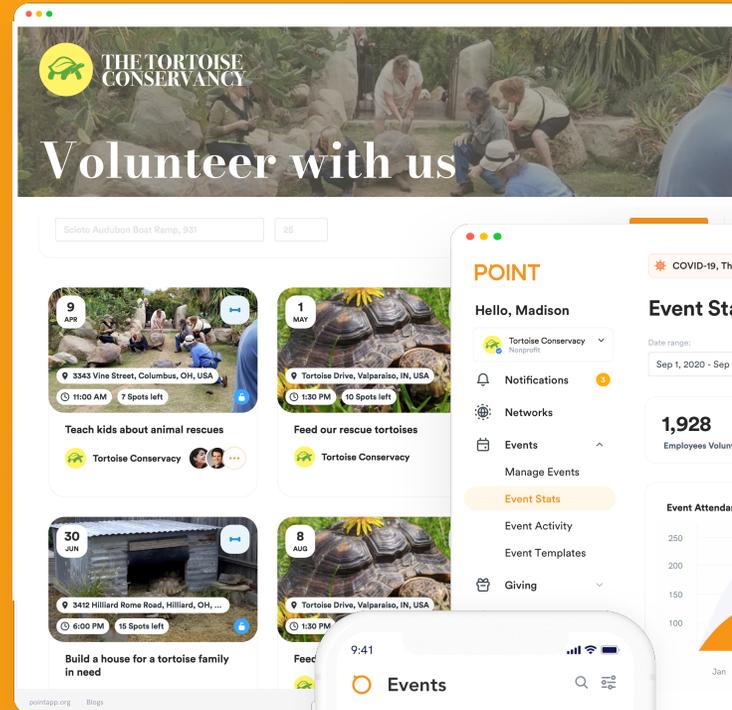
Volunteers donate 10x more than non-volunteers.

# What's POINT?

POINT is an all-in-one *free*\* volunteer management platform.

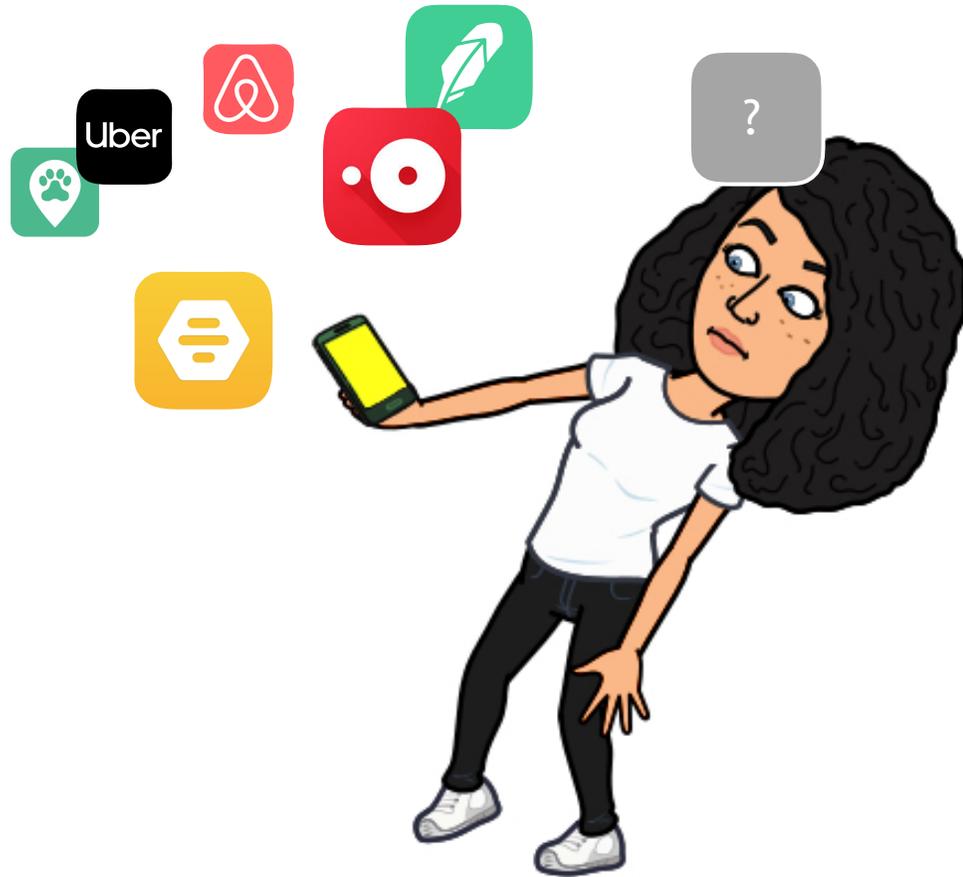
POINT's cloud-based system provides all the tools for your volunteer program: powerful admin dashboard, website integration, and volunteer iOS + Android app.

*\*If your nonprofit is a corporate foundation, religious institution, regional, national, or multi-organization conglomerate talk to us about a discounted enterprise Network subscription.*



# Why POINT

We started with a volunteer app



Create a starting point  
for people to help local  
nonprofits.

(There's an app for everything else).

# Case Study

**“When the pandemic started, we needed 3 times the amount of volunteers we had previously needed in order to be able to serve community members safely and efficiently.”**  
– Jess Grady

Community Development for All People  
Columbus, Ohio

“Before I found out about POINT, volunteers emailed or called me to sign up for shifts and I kept track of the schedule in a spreadsheet. **POINT has saved me 15 hours a week on volunteer management.**”

POINT is unbelievably simple for me and my volunteers to use and is the tool we needed during COVID to find low-risk volunteers.”

The screenshot shows the POINT dashboard for 'Community Development for All People'. It features a sidebar with navigation options like Notifications, Event Stats, and Event Activity. The main area displays 'Stats' for the period of Apr 17, 2020 - Jun 30, 2020, with key metrics: 178 Volunteers Volunteered, 1.5k Hours Volunteered, 51 Events Attended, and a \$37.5k Economic Impact. Below these are several charts: 'Event Attendance Activity' showing a bar chart of attendance over time, 'Volunteers Events Activity' with a 100% completion rate, 'Volunteer Ages' showing a distribution across age groups, and 'Supported Causes Breakdown' showing 74.51% for Food and 25.49% for Poverty.

**106** ▲ 12%  
EVENTS

 Courtney Barnes created event Distribute Food at the All People's Fresh Market  
🕒 8:30 PM

| Date               | Donor   | Amount |
|--------------------|---|--------|
| Sep 29th, 12:00 AM |  Hui Yin<br>huiyin@gnomedx.com           | \$25   |
| Sep 28th, 9:21 PM  |  Jamal Adams<br>jama_l_adams@gnomedx.com | \$15   |
| Sep 27th, 10:12 PM |  Angela Sparks<br>angela_sparks@g        |        |



### Food Safe Disposable Gloves

**\$4.99**

Gloves are an essential to our community kitchen for our staff and volunteers.

[Fund Item](#) | High

# Our Buy+Give Model

When a company buys a subscription to POINT, we gift the nonprofit POINT platform to registered 501(c)3 nonprofits for free.

The screenshot displays the POINT platform interface. On the left is a navigation sidebar with the POINT logo at the top, followed by the user's name 'Hello, Madison' and their account type 'GnomeDX Business'. Below this are menu items: Notifications, Event Stats, Event Activity, Events, Event Templates, and Donation Stats. On the right is the 'Nonprofits' section, which includes a search bar labeled 'Search Nonprofit' and a list of nonprofits. The list has a 'NAME' header and contains five entries: Hilltop YMCA Nonprofit, Habitat for Humanity Nonprofit, Special Olympics Nonprofit, and Girls on the Run Nonprofit. Each entry includes a small circular logo to its left.

| POINT          |                  |
|----------------|------------------|
| Hello, Madison |                  |
|                | GnomeDX Business |
|                | Notifications    |
|                | Event Stats      |
|                | Event Activity   |
|                | Events           |
|                | Event Templates  |
|                | Donation Stats   |

| Nonprofits       |                                |
|------------------|--------------------------------|
| Search Nonprofit |                                |
| NAME             |                                |
|                  | Hilltop YMCA Nonprofit         |
|                  | Habitat for Humanity Nonprofit |
|                  | Special Olympics Nonprofit     |
|                  | Girls on the Run Nonprofit     |

# Demo

**THE TORTOISE CONSERVANCY**

## Volunteer with us

Scioto Audubon Boat Ramp, 931 28 Apply

- 9 APR** 3343 Vine Street, Columbus, OH, USA. 11:00 AM. 7 Spots left. Teach kids about animal rescues.
- 1 MAY** Tortoise Drive, Valparaiso, IN, USA. 1:30 PM. 10 Spots left. Feed our rescue tortoises.
- 9 JUN** 3412 Hilliard Rome Road, Hilliard, OH, USA. 6:00 PM. 15 Spots left. Build a house for a tortoise family in need.
- 30 JUN** 3412 Hilliard Rome Road, Hilliard, OH, USA. 6:00 PM. 15 Spots left. Build a house for a tortoise family in need.
- 8 AUG** Tortoise Drive, Valparaiso, IN, USA. 1:30 PM. 10 Spots left. Feed our rescue tortoises.
- 14 AUG** 3343 Vine Street, Columbus, OH, USA. 11:00 AM. 12 Spots left. Teach kids about animal rescues.

**POINT**

Hello, Madison

**Event Stats**

COVID-19, Things you need to know: [Dropdown]

Date range: Sep 1, 2020 - Sep 7, 2020 | Select groups: [Dropdown]

- 1,928** Employees Volunteered
- 102.88k h** Hours Volunteered
- 5,391** Events Attended
- \$2.19m** Economic Impact

**Event Attendance Activity**

Employees Signed Up | Checked In

Jan Feb Mar Apr May Jun

**Employee Ages**

| Age Group | Count |
|-----------|-------|
| 18-25     | ~2    |
| 25-30     | ~80   |
| 30-40     | ~40   |
| 40-60     | ~5    |

**Top Employees**

- Nathan: 15.3 h
- Lindsey: 20.67 h
- Tomas: 9.5 h
- Amanda: 13.5 h
- Evan: 2.31 h

**Employees Events Activity**

31.78% Active Employees

- Event Attendance: 95.45% Checked in, 0% Pending, 4.55% No Show, 0% Dismissed
- Event Hosts: 90.91% Your Organization, 0% Co-Hosts, 9.09% Other Organizations

**Supported Causes Breakdown**

By Number of Events | By Number of Hours

- Education: 29%
- Advocacy: 54%

9:41

**Events**

How to help during COVID-19 [Dropdown]

All Causes Going

**8 Apr**

**Produce Give-A-Way**

3:00 pm 14 Spots Left

Hilltop YMCA

**Food for and Deliveries**

1 Spots Left

Source Pantry

Support Girls Education

Sign up at [dash.pointapp.org](https://dash.pointapp.org)

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