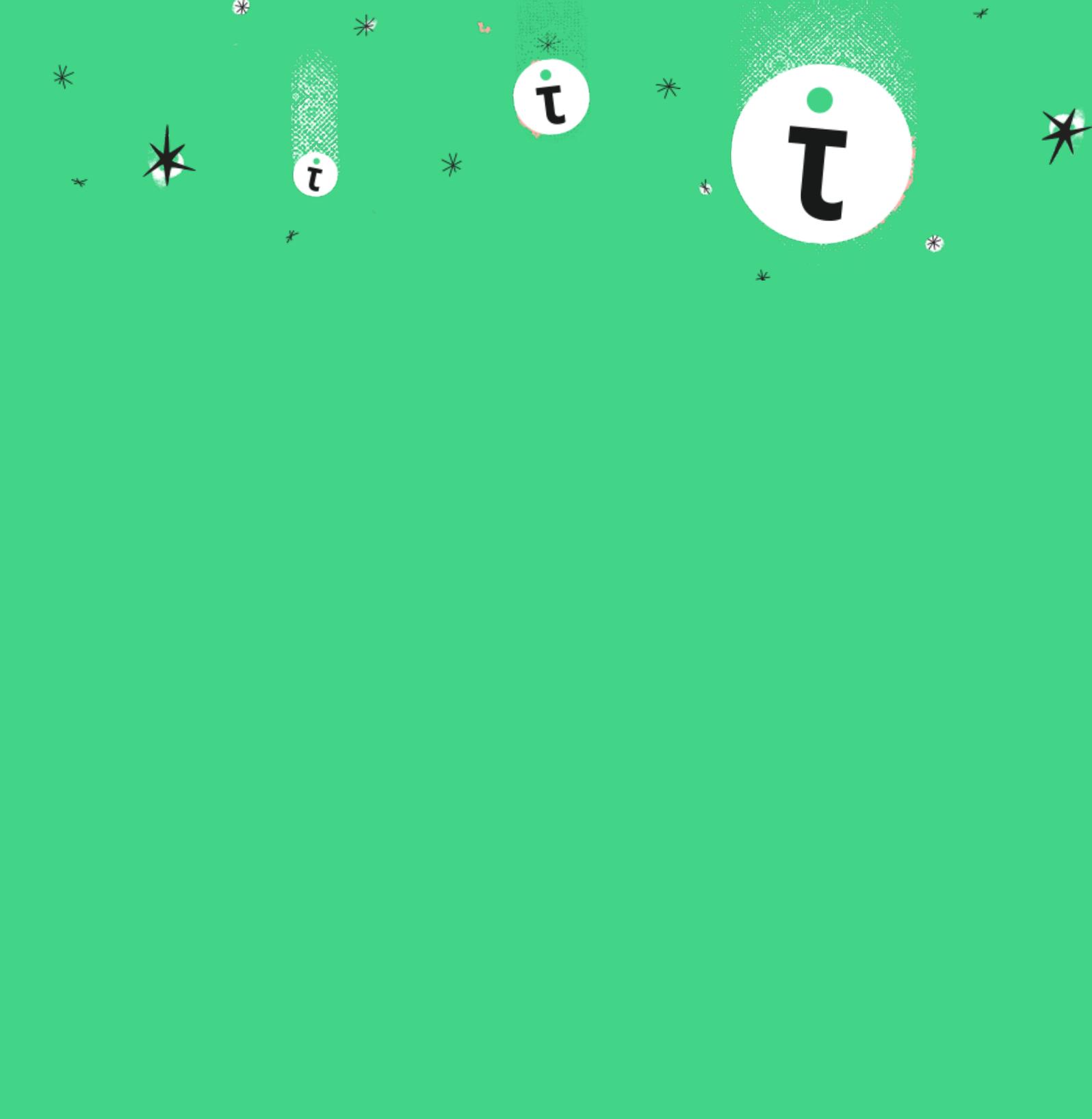




Revolutionizing

philanthropy



Document information

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| Organization: | Truhoma Fund |
| Responsible person: | Ana Lukner Roljić |
| Authors: | Ana Lukner Roljić, Matevž Caserman, Iris Sagi |
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1 Introduction

1.1 A foreword by our founder

I come from a family that sees serving others as one of the most important values in life. Already as a little girl, I dreamed of having a foundation for helping those in need. I believe that inside all of us, there is a desire to make a difference, to help others. Most people in this world are good people; very many of us have donated at one point or another. **Millions and millions are given to charities every year, but the impact is too low. How is that possible?**

This is the central question that I have been trying to answer most of my life. I studied business and have also been running my own charity, Ana's Little Star, for the last 12 years. It is operated exclusively through volunteers, in our free time, and fully without money. Over the years, we have helped over 280.000 families with food, hygiene and cleaning products, toys, and school items. We have learnt that helping one by one, family by family, does make a difference, and we have vetted and met all who received the donations. Our experience is a mosaic of seemingly small stories, but each of them is a milestone because it helped change what seemed a hopeless situation at that moment for the better.

Nevertheless, the need for help in my home country as well as in other countries around the world does not seem to get smaller despite enormous charitable efforts. In theory, it should be really simple. There is need on one end and willingness to help on the other. What is in-between, however, is often a black box. This is where the exploitation of generosity, kindness and helplessness can take place.

“Helping people help others” is a big business. Under the auspices of “Protecting” donors and aid recipients, charities funnel large donations through an often long and highly untransparent process, inclusive of intermediaries and red tape. As donors and donees, we have come to terms that it is best not to question this black box. If we question charity, we are un noble, ignorant, and unethical. We are told that problems are best solved by donating more under the guise that we can't help individuals directly, but only by contributing to organizations who will do it for us and that our help is never enough, so not everyone can be helped.

Charity is not just philanthropy and goodwill. It is an industry, and we can not have an industry without proper tools. A reliable charity industry needs effective technology, not shields. The only shields we need are those protecting the privacy of the donor and the donee if they so wish. The rest of the process should be fully transparent.

The concept of **TruHoMa (True and Honest Mankind)** came to me in 2009, at a walk on the Ljubljana Castle Hill. It was the birth of my life philosophy, which I knew would grow into something much bigger than myself. I was just not sure when and how.

I have been active in the technology domain for many years, setting up an innovation and technology bridge between Slovenia and Silicon Valley. The big break in the TruHoMa concept and one of the strongest incentives to start making it a reality came in 2016, when I met my future husband, Dejan Roljić, a startup entrepreneur specializing in new-generation technologies. He introduced me to **blockchain as the best tracking and transparency technology developed so far**, and inspired me in my efforts as my biggest support and critic. I was then able to envisage an organization with **technology based on a set of standards that would enable 100% of the donation to go to the selected donee (either an individual, a family or a charity project), with 100% trackability for full transparency and maximum effect.**

A short time after, I met Iris Sagi in San Jose, United States. Originally from Bosnia, she has been living and working in the US for the last 25 years, in the field of philanthropy, and has been just as eager to tackle the transparency issues in this domain. In 2020, Matevž Caserman joined the project. A physicist by education, a blockchain believer and a tireless analyst of business models, monetary systems and technologies, he combines a highly practical mind with a passion for charity work. That same year, the Truhoma project started to come to life through a number of developers, designers and other partners as well as advisors who generously joined our efforts. The first version of the Truhoma technology was created exclusively through our own endeavours, driven by our firm belief in the significance of what we were creating.

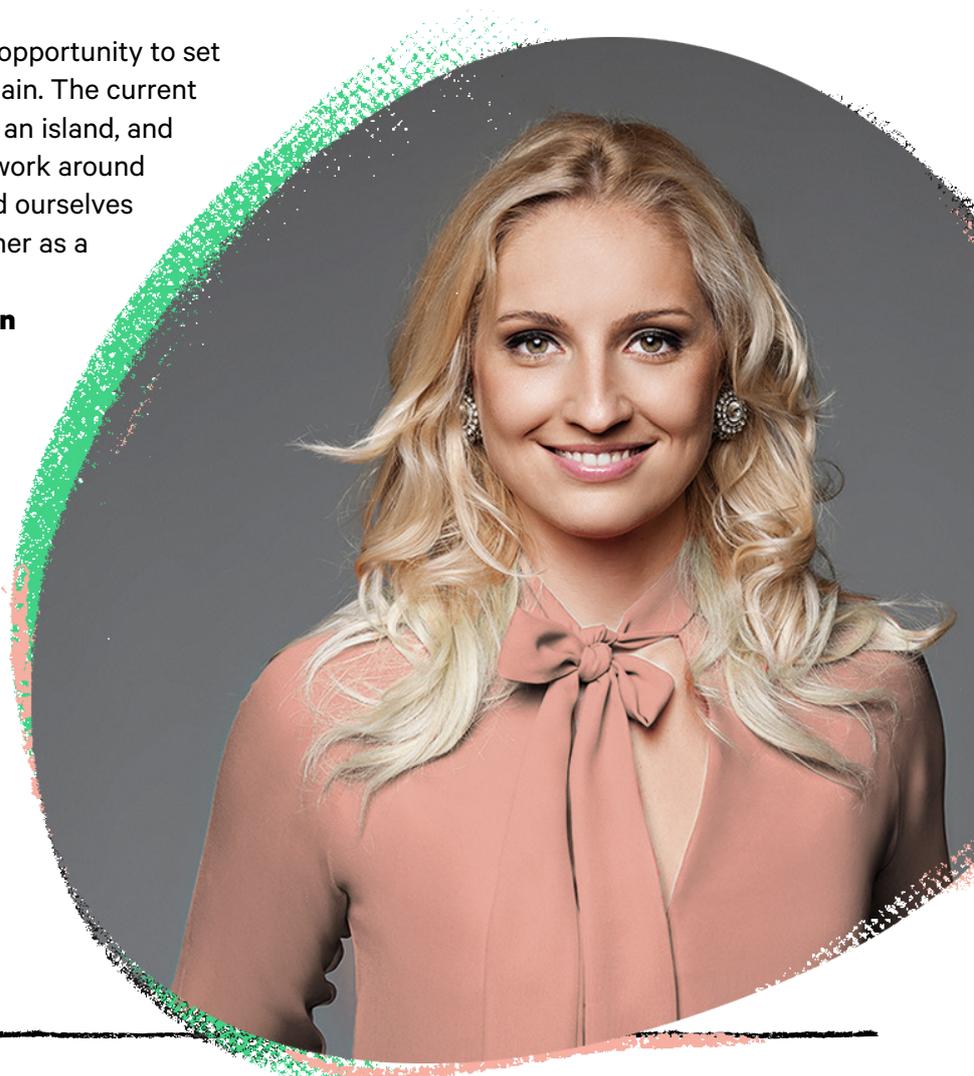
The TruHoMa project provides the technological foundation for setting, enforcing and tracking the basic transparency standards in philanthropy. The TruHoMa Platform enables a concrete donation request by an individual person or a charity project to be viewed by potential donors. When a donor decides to fund a particular donation request, **the donee receives 100% of the donation value given.** As the entire chain of events from the donation to the delivery of the care package is **100% transparent**, any interception, modification or redirection of what the donor donated would be visible. The help is delivered to the donee, and the delivery is tracked and confirmed by the donee upon receipt. In the first phase of our project, the donees will only be able to receive help in food, hygienic and baby item packages, with other types of help possible in future versions of the Platform. **Truhoma is an ongoing process, dedicated to the development of new tech tools for more effective philanthropy.**

Giving money to charity without the transparency of where your money goes, and without having a say on whom or what it should be spent in full, has proved to be ineffective. The solution is never to just throw money at things. **The solution is in the ideas of how to solve something in the most sustainable and effective way long-term. Technology can provide us with the tools that can help us do just that, saving donors, donees and organizations precious time and costs, and restoring the greatly needed trust in this sector.**

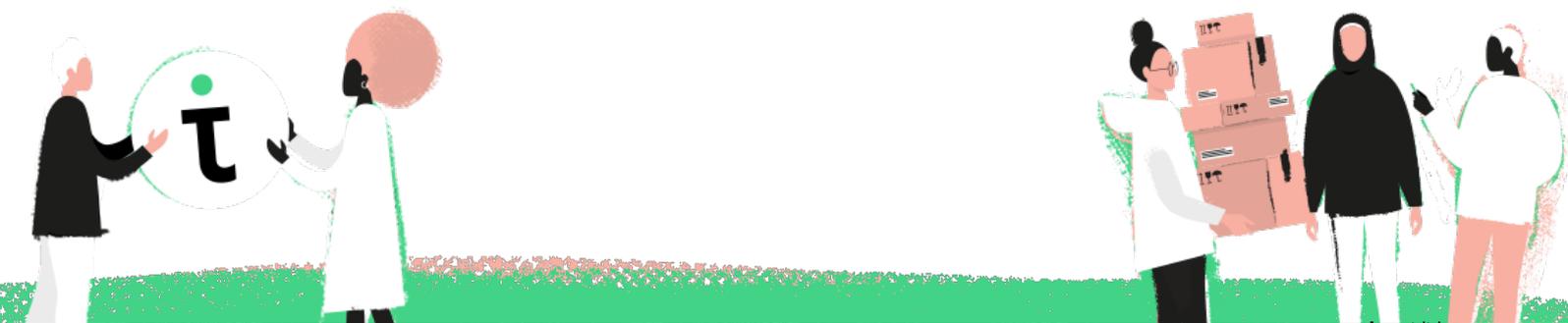
With TruHoMa technology, we have every opportunity to set transparency standards in the charity domain. The current situation in the world shows that no one is an island, and that a person is as rich as the support network around them when times get tough. We all can find ourselves in a position when we need assistance, either as a one-off or long-term.

I believe that helping others is our human duty, but it is important to connect the need and the help effectively. It is time to transform the charity field because we owe a straightforward, kind and better world to ourselves, our children and the generations who are still to come. A straight line from A to B is all it takes.

Ana Lukner Roljić, MSc
Founder & Chairman of the Board



Truhoma is dedicated to starting the conversation, shedding light on the current state of philanthropy, and working towards innovative technical solutions to disrupt the present status in this space. Too often, the cost of doing good gets doubled or tripled simply due to the aid industry's status quo.



2 The Problem

2.1 Key challenges of philanthropy

- Philanthropy and the Aid Industry face the following challenges:
- Systemic change for lasting impact;
- Decentralization of donation collection;
- Establishing trust with donors;
- Implementing tools for process optimization;
- The latest challenge: COVID-19.

2.1.1 Systemic change for a lasting impact

“2020 was a record year for Philanthropy. Americans gave \$450 billion to charity last year.” (Nonprofit Quarterly 2020)

Unfortunately, this record donation did not make a lasting impact on the growing social problems and inequality in the US and globally. Philanthropy and the Aid Industry in general have become a huge business and a facade for numerous financial schemes and corruption exploiting every social class and not resulting in a change for those in need. This facade seems untouchable because we are still living in the belief that philanthropy is sacred and always right. Indeed, philanthropy should be sacred; it should set the bar and teach us how to be better human beings. In modern society, philanthropy has been a driving force of change and social impact. It should represent the highest foundation for values and culture, providing an example for everyone to follow.

2.1.2 Decentralization of donation collection

Out of the 1.5 million registered non-profit organizations in the US (Urban Institute 2020), 111,797 charities provide what is described as Human Services. These organizations provide individuals and communities in need with food assistance, housing, health, and other basic needs services. In total, the human services organizations in the US reported spending on average \$234 billion annually on serving the poor. They also reported over \$370 billion in assets (Urban Institute 2020). It is important to note that over 100,000 organizations in the US replicate the same human services programs.

Non-profits now have a monopoly over a range of services like education, food support, child protection, welfare, and other human services that are far out of their level of expertise or jurisdiction. There is a vacuum – a growing need – for someone to take care of the basic social needs growing year after year as the result of the increasing income inequality in the US. Non-profits are filling this vacuum and thriving as service providers, not as problem solvers. This has profoundly changed the very core of philanthropy.

In addition, non-profit executives report to their stakeholders, not beneficiaries, and have one principal responsibility: to show success to the donor base and to keep the donations coming. There is no incentive to invest in innovative tech solutions that have the potential to solve some of the most pressing issues of our day like climate change, migration, poor healthcare, child protection and access to food and shelter.

For the past decade, philanthropy has also faced a challenge of loosely regulated donor-advised funds replacing direct giving. In the US, Fidelity Investments (a financial institution), knocked United Way (a non-profit organization) out of the No. 1 spot in this year’s Philanthropy 400 (The Philanthropy Chronicle’s annual ranking of charities). This is the first time in history that a financial institution rather than a foundation or a charity operates the largest amount of charitable donations. With \$15 billion in donor-advised trust assets under its management, Fidelity Investments awarded more than \$3 billion in grants to non-profits last year.

According to the Global Philanthropy Report (Harvard Kennedy School and Johnson, n.d.) (cf. Figure 1), private foundations had close to \$890 billion in assets in 2018. These funds are not distributed to charities, but held in private donor-advised and family foundation bank accounts.

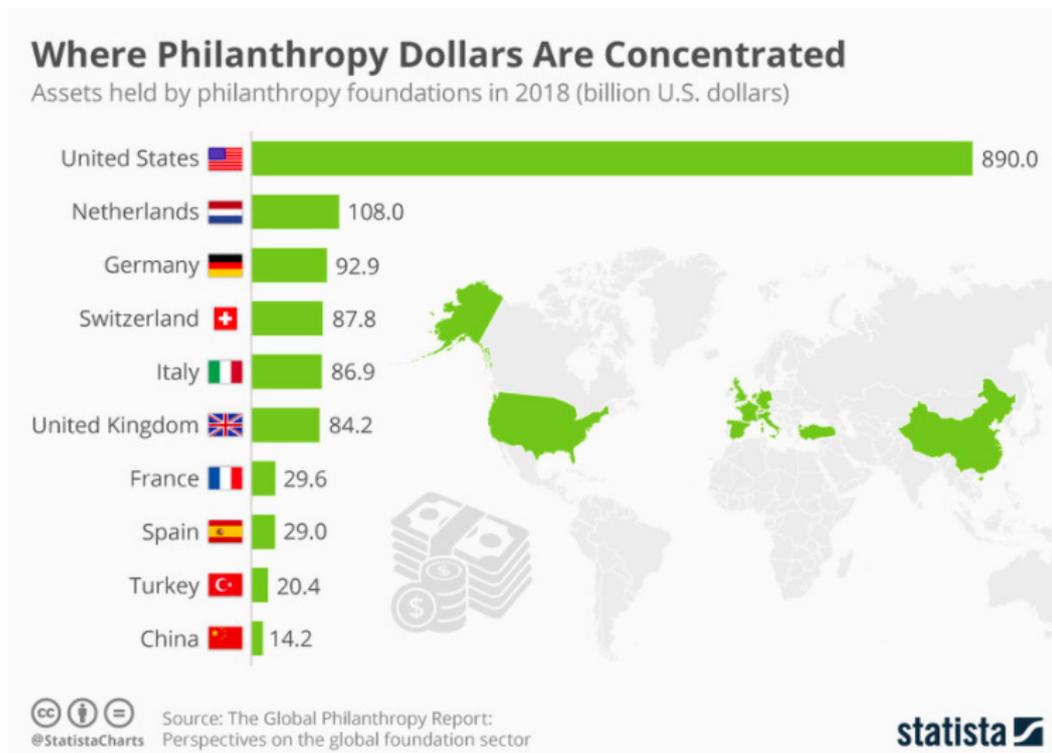


Figure 1. Assets held by philanthropic foundations in 2018 (Statista 2018)

Philanthropy has been taken away from the local and global communities by a small number of powerful individuals pushing their own social agendas in the non-profit work sector. We should rethink the charitable tax incentive: for decades, individuals have redirected billions in tax dollars away from government programs toward their private philanthropic foundations and the causes they chose to support. This represents a serious threat to the legitimacy of the charitable sector (The Conversation 2020). We feel that the current concentration of philanthropic dollars is stifling the innovation in the social impact space. Our goal is to decentralize philanthropy in order to scale its global giving and social impact. We hope to create a mind shift with the work of the Truhoma Movement among the leading philanthropists right now and bring about a realization that the concentration of philanthropy and the lack of transparency is counterproductive and affects everyone's philanthropic missions.

Banks now act as intermediaries between the donor and the charity. However, without an understanding of the intricacies and nuances of the non-profit sector, both globally and locally, there is a danger that the bank will not be able to give specific enough input on the giving, therefore diluting its potential impact. It is a well-known fact that bankers offering investment advice often work in a tightly regulated environment while those same bankers are completely regulation-free when offering philanthropy advice although the sums involved can be just as large.

Democratizing philanthropy

The issue of equality and democratization is closely connected to the question of power. Those giving and providing help are often regarded as those making key decisions as to how the donations should be spent rather than the recipients. Instead, more decision power should be given to the latter. This can be achieved by funding organizations with a broader base of mass support, or by means of participatory grant-making so that the donees can determine how the funds should be spent.

In this, technology can play an important part; the rise of movements like #BlackLivesMatter, the youth climate strikes and #MeToo is a powerful testament to that fact; empowering concrete communities and networked

movements through technology can be a highly effective way of bringing about democratic change. This also holds for the philanthropic sector.

2.1.3 Establishing trust with donors

Today, one of the biggest challenges that affects the impact of charity work is a lack of transparency. With few exceptions, philanthropy has encountered a loss in credibility and its fundamental purpose – to directly help those in need. It faces challenges in transparency, traceability and, consequently, trustworthiness. Moreover, current charity work is marked by high costs and, unfortunately, too low an impact. This raises a question why we have been placing our trust and donations with an industry that has such a poor record of managing capital and creating real change. Too often, the costs skyrocket due to the chain inefficiencies and financial intransparency created to protect the status quo. Truhoma is dedicated to starting the conversation, shedding light on the current state of philanthropy and its key challenges, and working towards innovative technical solutions to disrupt the present status in this space.

The recent public opinion data on philanthropy is discouraging. The 2020 Donor Trust Report (Give.org 2020) shows that more than 60% of people globally don't have faith that nonprofits can accomplish their missions; 63.6% of the respondents rate the importance of trusting a charity before giving as essential; only 16.8% of the respondents report a high level of trust into a charity; and one in three Americans doesn't trust charities at all. (Philanthropy.com and Perry 2015)

These statistics are truly alarming. Another sad fact is that, although donors feel uncomfortable donating due to a lack of trust, they somehow come to terms with that because there has simply been no other way. There has also been no real incentive to invest in innovative solutions with the potential to solve the trust factor and other most pressing issues of philanthropy.

Transparency and openness

Do you know where your charitable donation goes? How is it spent? How effective is it?

Openness and transparency are key components of trust building. While important rules apply to the protection of personal data (e.g. that of the donors or the donees), the transparency of the financial sources and flows in charity is key for maintaining the trust into and thus the relevance of charity. Data transparency can also contribute to further discovery and decentralized innovation.

The arguments above show that Philanthropy and the Aid Industry as we know them are not transparent enough, not efficient enough, entail tremendous costs and highly lack innovation. They are not sustainable. We believe that their role will change; it simply has to:

“There are clearly many challenges facing philanthropy right now. Some require greater engagement with wider technological or societal change, which philanthropy has so far been slow to address. Others, meanwhile, require a degree of introspection: looking at the structures and dynamics within philanthropy to see where problems lie and where it can evolve to become more effective and reflective of the people and communities it serves. None of these are easy, but all of them are possible. And if philanthropy can step up to the plate in this moment, its role as a positive force to shape our society can hopefully not only be retained, but strengthened.” (World Economic Forum 2019)

In order to establish trust with donors, Philanthropy and the Aid Industry should transparently share their impact and accomplishments.

In 2018 and 2019, the portion of the respondents that highly trust charities decreased moderately for charities overall (by 2.2% from 19.0% in December 2017 to 16.8% in December 2019). The respondents were also asked to rate their trust in 13 different charity types. While most charity types did not experience significant changes in the trust of their donors, the portion of the respondents that highly trust religious organizations and civil rights and community action organizations decreased significantly (by 5.8% and 12.3% respectively). (Give.org 2020)



Figure 2. Due to a lack of transparency, donors need to rely on third-party evaluation of the charity impact (Give.org 2020)

TOP 3 MOST IMPORTANT CONSIDERATION ITEMS FOR FUNDING

FOUNDATION REPORTING STUDY

Figure 1 illustrates what funders identify as their three most important considerations for funding. Impact (98%), mission (49%), and legal nonprofit status (37%) were the most common responses.

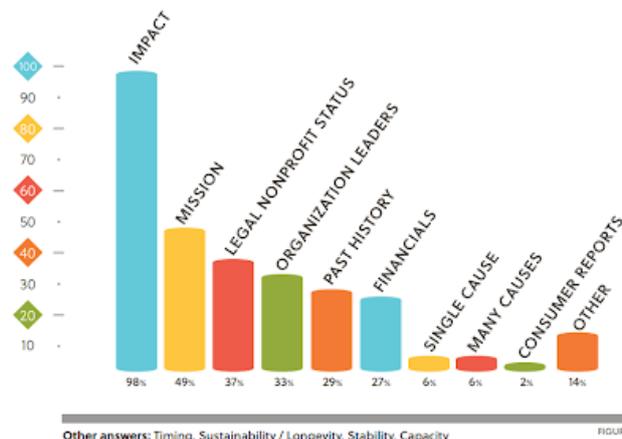


Figure 3. Top considerations for funding (Social Solutions 2020)

Efficiency and Transparency

In less than a decade, philanthropy offices have become an integral part of the world’s largest private banks and wealth management providers. Philanthropy has become a new battleground for private banks as they line up to offer rich clients methods to mimic charitable giving. According to the latest National Philanthropic Trust report, the average size of an individual donor-advised fund is estimated to be \$235,727. The total in bank-managed donor-advised funds is now nearly \$80 billion. And only 10% of that amount has been awarded to charities this year.

The “best practices” charitable standard is that a non-profit should direct a minimum of 75 cents of every dollar donated to its beneficiaries (donees), and keep a maximum of 25 cents of every dollar donated for the operational costs (salaries, fundraising, marketing, and other administrative expenses). Americans donated a record of \$373 billion to charities in 2015. Let’s assume that all those charities follow the industry standard; in that case, charities kept over \$93 billion, and \$280 billion was allocated for relief or other charitable efforts.

| Rank | Charity | Private Donations | Fundraising Efficiency |
|------|---------------------------------------|-------------------|------------------------|
| 1 | United Way | \$3.6B | 90% |
| 2 | Feeding America | \$2.8B | 99% |
| 3 | Direct Relief | \$2B | 100% |
| 4 | Salvation Army | \$2B | 88% |
| 5 | St. Jude Children's Research Hospital | \$1.8B | 84% |
| 6 | Habitat for Humanity | \$1.4B | 90% |
| 7 | YMCA | \$1.1B | 84% |
| 8 | Compassion International | \$993M | 89% |
| 9 | Boys & Girls Clubs of America | \$976M | 86% |
| 10 | Goodwill Industries | \$974M | 98% |

Table 1. America's top charities 2020
(Forbes, www.forbes.com/lists/top-charities/)

2.1.4 Implementing tools for process optimization

The non-profit industry dominates 80% of the family and human services market, with not much improvement seen in the last couple of decades. The costs of not having a centralized network and/or market in this sector are enormous, and the impact diminished by a thousandfold.

Philanthropy, at a crossroads in a rapidly changing world

The times we live in are marked by a questioning of the established notions, narratives and values, including those of philanthropy.

This is a challenging time for philanthropy. Issues like climate change call for collective action. Technology provides new tools to address the existing social problems, creating new ones at the same time. The shifting demographics and social trends are profoundly transforming our notions of community, society and nationhood.

For all these reasons, the narrative, role, model and approaches of philanthropy need to be redefined to remain relevant in these changing times.

It is not only relevance that poses a challenge; the very concept of philanthropy is under attack. Its critics are questioning its effectiveness, how to view it in the wider context of global inequality, and whether its legitimacy can continue within a democratic society. (World Economic Forum 2019)

2.1.5 The latest challenge: COVID-19

The latest issue to expose the limits of philanthropy is COVID-19. Here is a summary of the study by the Canadian Philanthropy Partnership Research Network (The Conversation 2020) and some other relevant sources.

Since the start of COVID-19, the world has been going through new, testing times marked by fear, uncertainty, and a loss of “freedom” and social life. Millions of lives changed basically overnight.

The COVID-19 pandemic has led to a dramatic loss of human life worldwide and presents an unprecedented challenge to public health, food systems and the world of work. The economic and social disruption caused by the pandemic is devastating: tens of millions of people are at risk of falling into extreme poverty, while the number of undernourished people, currently estimated at nearly 690 million, could increase by up to 132 million by the end of the year (World Health Organization). In the US, childhood hunger typically affects more than 11 million children. Because of the coronavirus pandemic, however, that number could reach 18 million (one in four kids). (The Conversation 2020)

Millions of enterprises face an existential threat. Nearly half of the world’s 3.3 billion global workforce are at risk of losing their livelihoods. Informal economy workers are particularly vulnerable because the majority lacks social protection and access to quality healthcare, and has lost access to productive assets. Without the means to earn an income during lockdowns, many are unable to feed themselves and their families. For most, no income means no food, or, at best, in lesser quantity and less nutritious in quality. (World Health Organization)

The COVID-19 pandemic has disrupted every aspect of life around the globe and exacerbated perennial challenges such as entrenched poverty, hunger, lack of access to healthcare and racial inequality. In spite of the challenge presented by the social distancing requirements, however, the US civil society has been mobilized to start meeting the historic levels of need for direct services. (National Committee for Responsive Philanthropy)

Social Progress Index

According to the Social Progress Index, we are working at the pace to meet the 2030 United Nations Sustainable Development Goals in 2094, more than 60 years too late. Moreover, COVID-19 has set back many efforts.



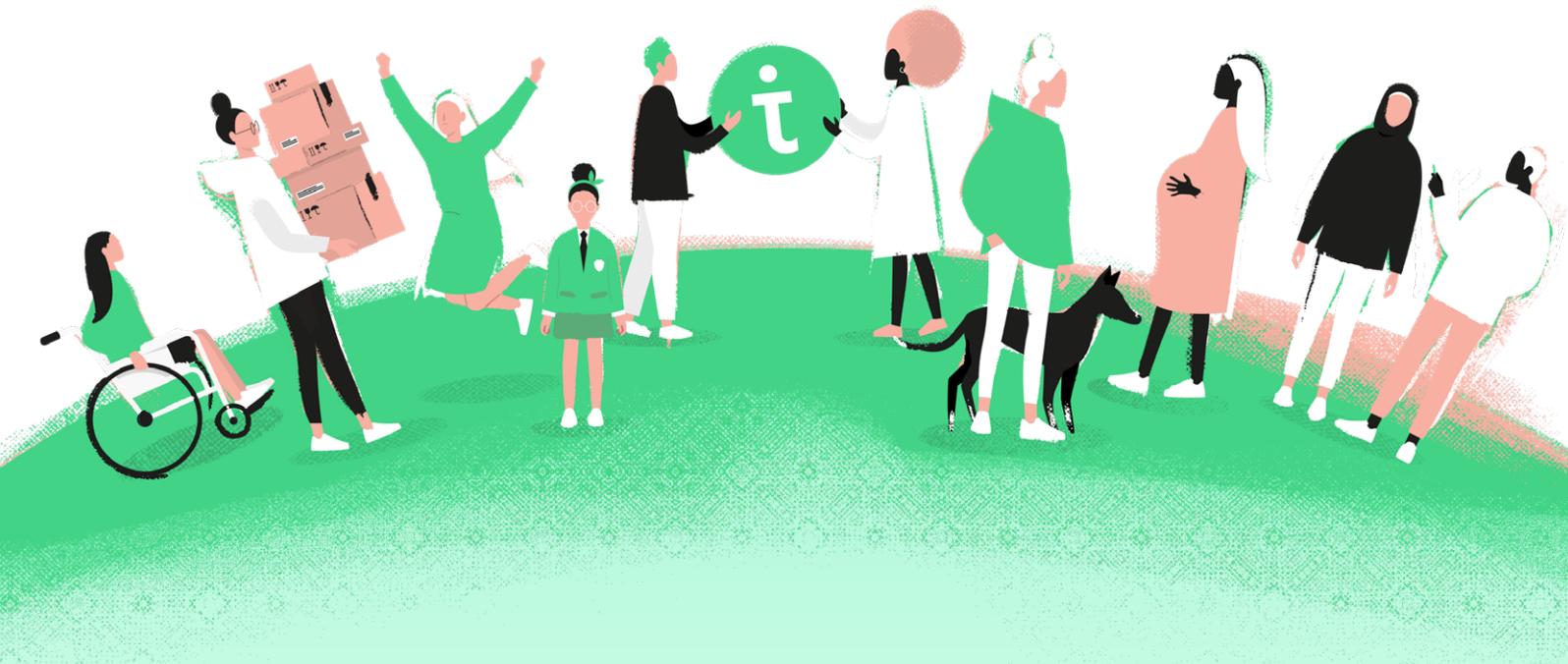
Figure 4. The global goals for sustainable development (United Nations 2015)

2.1.6 Conclusion

We believe that Human Services, Poverty Relief Programs and the entire Aid Industry can improve their trustworthiness, effectiveness, transparency, and decentralization by implementing innovative approaches and software tools. The standards for developing and implementing these tools need to be defined in order to reduce the overhead costs, provide traceability and offer insight into the donation process. The relationship between donors and aid recipients can be redefined by means of direct and traceable donations, with the charity services providing safe and reliable aid distribution and delivery.



The Truhoma Platform



3 The Truhoma Platform

3.1 Introduction

One of the goals of Truhoma Fund Inc. is to provide ready-to-use products and services that will enable philanthropy to overcome its present challenges and limitations.

We approach every solution with the following core beliefs in mind. We believe in:

- The ability of technology to solve the most pressing social issues today;
- Truhoma Standards in philanthropy;
- Giving everyone the opportunity to help and to be helped;
- The future of charity lies in direct, easy, efficient and safe giving.

The Truhoma Platform. The first product of Truhoma

The Truhoma Platform (hereinafter: “the Platform”) is our flagship project. It is the first philanthropy software solution that aims to empower everyone to use the power of philanthropy to improve lives worldwide, and it is the first step towards the decentralization of philanthropy. The Truhoma Platform is an ecosystem of donors, aid recipients, charities, and private businesses united through the Truhoma Movement values. This ongoing controlled experiment in philanthropy is funded and developed exclusively by Truhoma’s donors, volunteers and partners.

The Platform uses blockchain technology to ensure that each donation is fully transparent. We provide a Tracker tool that extracts and displays the blockchain-stored data and links it to the data stored into the database. With statistical tools, we provide insights into the impact of the philanthropic work through the Platform.

The Truhoma Platform concept could be explained as an automated online food bank.

The Platform:

- Matches people in need of urgent help with donors;
- Facilitates the purchase of care packages with essential items by means of the donated funds;
- Executes the delivery of these packages;
- Tracks all donations, and stores these records in a decentralized blockchain.

The Platform is designed according to the Truhoma Standards ([cf. 4.2 Truhoma Standards](#)) in order to solve some of the identified problems and challenges in philanthropy:

- Free use and access: The Platform is free for all users, including donors, donees and charity organizations;
- Efficiency: 100% of all received funds is spent on the purchase and delivery of care packages directly to the aid recipients;
- Traceability & Transparency: Each donation can be tracked from the point of payment to the final delivery of the care package. All transaction data is permanently and immutably recorded on the blockchain, and the records are accessible to everyone via our tracker tool;
- Establishing donor trust;
- Donee privacy and dignity;
- Identity and eligibility check of donation recipients — to prevent fraud, the donees will be vetted by authorized persons. Fair and clear eligibility rules will apply.
- Resolving end-to-end donation problems;
- Raising donations for direct needs;
- Cross-border aid relief.

The Platform is maintained by the Truhoma Fund, providing it with a legal and financial infrastructure that enables the collection, conversion and routing of the financial assets between donors and partnered online stores. The Platform development and maintenance cost, the cost of storing and analyzing traction data on the Platform, and the cost of the general operation of the Truhoma Fund are financed strictly through private funding completely separate from the donations for the care package recipients.

For more on the Platform, [cf. 6.1 Truhoma Platform – Concept](#).

3.2 Unique value proposition

The Platform is a global endeavor powered by the Truhoma Movement. Its aim is to transform and disrupt philanthropy, implementing innovative technologies and approaches. The donations are never collected and kept in a fund, but constantly flowing.

Unique aspects of the Platform:

- The donations are direct, with no additional costs for the aid recipients; the time delays are minimal; the people in need receive immediate help.
- The donations are tracked from the point when the donee creates a request to the point when the receipt of the care package is confirmed. The Platform measures the impact in real time: through our Explorer and Tracker tools, everyone can explore active requests or track past donations.
- Efficiency: The Platform runs on very low maintenance and running cost, due to the fact that identity and eligibility verifications are executed by partnered charity organizations. The supply chain, including assembly and delivery, are managed by partner merchants, which eliminates all logistics expenses.
- Traceability and safeguarding of personal data: the user (donor or recipient) can consent or withdraw

consent to reveal personal data, while the anonymized blockchain records stay intact.

- **Immutable data:** the data is immutably stored on the blockchain; even if the platform stops operating, the records will remain stored on a distributed ledger.

3.2.1 Benefits for aid recipients (donees)

Donees (aid recipients) are people that need immediate help in physical goods. They use the Platform to create user accounts, publish help requests and eventually receive essential items purchased with the financial donations from the donors. They expect an efficient tool that will provide them with help in the shortest time possible without additional obligations or expenses for transport or delivery.

The donees gain:

Privacy

The donees have control over their privacy. Their data is only shared with the vetting personnel in order to confirm their identity and eligibility for help. Their personal presence is not required at any process stage.

Time saver

There is no need to stand in lines at food banks in order to receive a care package. The package is delivered directly to the donee's home address.

Freedom of choice

The donees can choose between several types of available care packages and request those they really need. There are food, hygiene or baby care product packages available.

Dignity

We preserve their dignity and show them respect.

3.2.2 Benefits for donors

The Platform enables direct donations from a donor to a donee that he / she selects. In that case, besides full transparency and traceability, our platform completely eliminates all the usual logistical and operational costs, creating a much higher impact than we have today.

The donors use the Platform for exploring active help requests and projects in order to provide the funding for the purchase of care packages. By donating, the donors purchase preset care packages for people in need. The donors are engaged and informed about the impact of their donations. All donations can be tracked through direct access to the blockchain-stored data. The donors can reveal (or hide) their identity by keeping their philanthropic profile public or hidden respectively.

The donors gain:

Transparency and traceability: tracked proof of impact

In addition to the tax deduction, the Truhoma Platform enables full transparency and traceability of their donation. Today, corporations make big PR news about how much money they donated to charity, but there is not much stated about how this donation is really being used, how much of it is being used for what, and what its true impact is. With Truhoma, their philanthropic segment and PR drastically improves because they can immediately share the entire flow and impact of their donation and its distribution. They can emphasize that 100% of their donation was used towards help, and that none of it was kept by the charity organization. If corporations use the Truhoma Standards and technological solutions, they will be regarded by other corporations and the general public as 100% transparent and open in their charity activities, thus enhancing their philanthropic and business reputation.

Control: donate a care package directly to an individual or family in need

Donors choose exactly to whom they want to donate, and have insight into their donation from the very beginning till the end.

Amplify their philanthropic impact

By joining the Truhoma Movement and sharing their donations on social media.

3.2.3 Benefits for charity organizations

We kindly invite charities to join our movement and to become our partners. We know what kind of problems and challenges they face due to the current state of philanthropy. For this reason, we have created a completely free technological solution to optimize their every day operation / logistics costs and bring complete transparency to their charitable endeavors, making them not only more effective, but also more trustworthy. Truhoma should be their starting point to their transformation and improvement because they have nothing to lose; they can only gain a next-generation solution, making their operations so much easier. If, however, they are hesitant about using the Truhoma Standards and technological solutions, they should realize that such decisions could hinder their general progress in the technological age, including their progress in the area of transparency, which is becoming increasingly important both for the general public and their corporate collaborations, who wish to collaborate with charities of excellent reputation and good standards.

Charities are becoming important local partners in the identification of crucial problems and in verifying who really needs help. They onboard individuals and families in need that are unable to independently register on the Platform due to a lack of technical skills, IT-devices or Internet access. Organizations facilitate the donation process by vetting the recipients, identifying special needs and organizing projects focused on individual recipient groups.

Powered by Truhoma

Truhoma is a team player. We want to collaborate with everyone in the philanthropic field and search for solutions that bring transparency and traceability to all forms of donating / helping.

We are providing and developing an ecosystem with different tech tools, which will transform the current non-profit world and the effectiveness of the help provided. Using our tools means being powered by Truhoma and representing the belief in transparency.

Charities gain:

Efficiency

Cutting down the logistics costs of storage, distribution and delivery.

Free to use

Peer-to-peer online funding solutions offer 0% donation processing fees for non-profits in contrast to the fees charged by traditional donation processors (from 2% to as high as 30%).

Scalability of charitable missions

The platform enables charities to serve more people in need.

Adoption of the Truhoma Standards

The Truhoma Standards present clear guidelines for the charities that want to transform and digitalize their processes in order to become transparent and trustworthy.

3.3 Features

MATCHING

The platform is the place where we match the following charity participants:

- Individuals and families in need;
- Charity organizations that organize and facilitate fundraising projects for groups of individuals and household representatives who are unable to make help requests themselves;
- Donors who contribute financial assets to fund aid requests and charitable projects;
- Retail stores, online stores and delivery services that supply and deliver care packages.

With a few clicks, donors can help a family in need with a care package funded by their donation. And with a few clicks, individuals in need can request help and get basic goods packages delivered to their homes.

The Explorer tool is the main discovery feature of the platform. It enables donors to easily find donation requests from individuals and household representatives or charity organization projects. The donor can filter results to find a suitable cause to support, making a single payment for the donations selected (online store cart concept).

Local Truhoma operators will also recheck unfunded donation requests and projects that deserve help and distribute a portion of the care packages at their own discretion. These packages will either be provided by partnered online stores or sponsored by private donors.

CARE PACKAGES

To eliminate the possibility of fraud, the first version of the Truhoma Platform will only enable the donees to receive care packages with goods, purchased directly by the donors.

A care package is the basic unit of help provided through the Platform:

- it contains one or several physical items, mainly from the food, hygiene, cleaning and baby product categories (depending on the package type);
- all items contained in a single package are supplied by one of the partnered online stores while
- the nominal price of the package is negotiated between the local platform operator and the partnered online store, applying maximum possible discounts on products of acceptable quality.

The care package concept was introduced to simplify several processes, such as creating donation requests, ordering, price negotiation, delivery and tracking.

Individuals and household representatives can create a donation request, selecting one or several available types of care packages of different values, but can not edit or customize them.



Explore Projects

<
>

| | | | |
|--|---|--|--|
|  <p>Šolske potrebščine Anina Zvezdica's Project</p> <p>55% Funded 31 Days left</p> <p>DONATE</p> |  <p>Kozmetika Anina Zvezdica's Project</p> <p>30% Funded 21 Days left</p> <p>DONATE</p> |  <p>Otroške Igrače Anina Zvezdica's Project</p> <p>92% Funded 31 Days left</p> <p>DONATE</p> |  <p>Hrana za najmlajše Anina Zvezdica's Project</p> <p>7% Funded 31 Days left</p> <p>DONATE</p> |
|--|---|--|--|

Explore Donation Requests

Sort by: Newest Q

Filters

Reset Filters

Postal town

- All postal towns 3,321
- Ljubljana 480
- Bled 215
- Ivanačna Gorica 78
- Grosuplje 55

Household size

- All household sizes 2,321
- 3-members 490
- 4-members 215
- 6-members 78
- 8-members 55

Reasoning for help

- All reasons 2,321
- Reason number one 490
- Reason number two 215
- Reason number three 78
- Reason number four 55

Children

- All families 2,321
- With Children 480

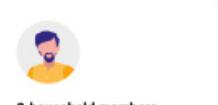
| | | |
|---|---|--|
|  <p>8-household members Postojna, Slovenia</p> <p>31 Days left</p> <p>DONATE</p> |  <p>3-household members Ljubljana, Slovenia</p> <p>11 Days left</p> <p>DONATE</p> |  <p>4-household members Ljubljana, Slovenia</p> <p>25 Days left</p> <p>DONATE</p> |
|  <p>3-household members Ljubljana, Slovenia</p> <p>11 Days left</p> <p>DONATE</p> |  <p>8-household members Postojna, Slovenia</p> <p>31 Days left</p> <p>DONATE</p> |  <p>4-household members Ljubljana, Slovenia</p> <p>25 Days left</p> <p>DONATE</p> |
|  <p>8-household members Postojna, Slovenia</p> <p>31 Days left</p> <p>DONATE</p> |  <p>3-household members Ljubljana, Slovenia</p> <p>11 Days left</p> <p>DONATE</p> |  <p>3-household members Ljubljana, Slovenia</p> <p>11 Days left</p> <p>DONATE</p> |

Figure 5. The Explorer tool screen (Truhoma, 2021)

Charities can propose customized care packages, but they must be approved by the local Truhoma organization and the online store partner in order to be included among the available care packages on the Platform.

| | | | |
|---|--|---|--|
|  <p>Cleaners package 15,00 EUR</p> <p>DONATE VIEW</p> |  <p>Fruit and vegetable package 15,00 EUR</p> <p>DONATE VIEW</p> |  <p>Kids package 15,00 EUR</p> <p>✓ DONATED VIEW</p> |  <p>Essential food package 15,00 EUR</p> <p>✓ DONATED VIEW</p> |
|---|--|---|--|

Figure 6. Care package containing physical goods (Truhoma, 2021)

By default, the care packages are delivered to the donee's home address. This applies to both donation requests and charity organization projects. Exceptions can be made if the donee does not have a home address (i.e. is homeless); in this case, the care packages are delivered to the charity's warehouse.

FACILITATING DONATIONS

The Platform accepts local currency and cryptocurrency donations through several payment methods. The payment fees are covered with discounts from our supplier partners. All acquired donations are exchanged into a suitable fiat currency (i.e. EUR or USD) and collected in the bank account of the local Truhoma organization in order to cover the care package and delivery cost. The bank accounts operate as segregated accounts so that a local Truhoma organization can only spend these funds on the purchase and delivery of the care packages. 100% of these financial assets are routed towards the online store partners after the care package delivery has been confirmed.

TRACKING

The Platform exports and stores crucial data about the donations and the care package delivery receipts on an independent data ledger. We identified blockchain technology as the best fit for ensuring the desired accessibility, transparency and immutability. Our Tracker tool ensures transparency by providing donors and the general public with free 24/7 access to the public data.

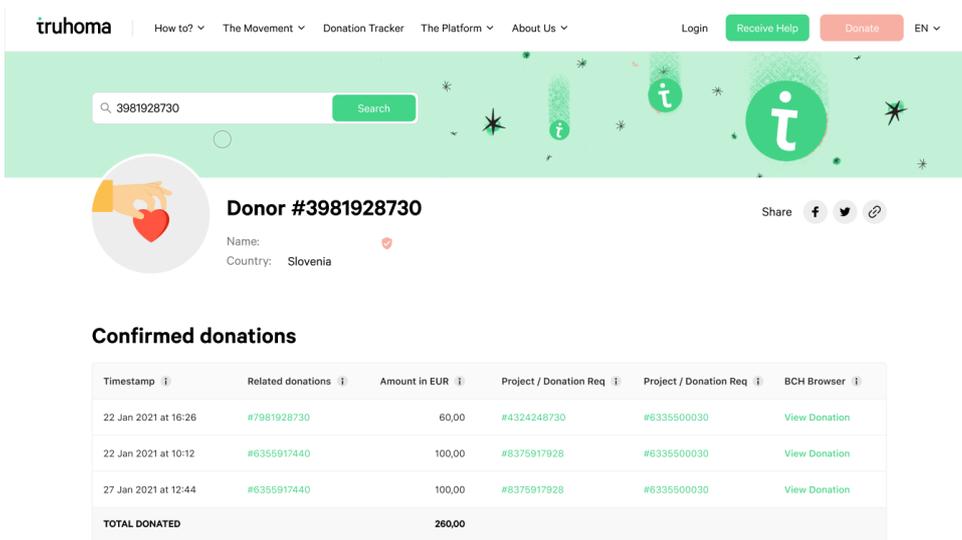


Figure 7. The Truhoma Platform Tracker (Truhoma, 2021)



For more on the Platform infrastructure, [cf. 6.2 Truhoma Platform – Infrastructure.](#)
 For more on the scalability of the Platform, [cf. 6.4 Truhoma Platform – Scalability study.](#)

Figure 8. The processes on Truhoma Platform (Truhoma, 2021)

3.4 How it works

The Truhoma platform was designed to be SIMPLE, flows are consistent and painless for Donors, Donees, and Charities. Registration and user flows were simplified to maximum possible extent in order to democratize, ease and speed up the processes of requesting for help and donating.

The main Truhoma Platform workflows are as follows:

- Donation requests: Individuals and household (family) representatives in need for help can register, pass the identity and eligibility check, and request care package(s);
- Projects: Charity organizations request care packages when organizing and facilitating projects. In the scope of the current version of the Platform, the care packages are distributed to individuals and household representatives that are unable to make help requests by themselves;
- Donors can explore the donation requests and projects and make a donation for one or several care packages, requested either by donees or charity organization projects;
- The Platform passes the orders for the care packages to the online stores and delivery services, which supply and deliver the care packages directly to individuals and families.

INDIVIDUAL DONATION REQUEST

How self-registered individuals and heads of households make a help request

1. Account registration, KYC, eligibility

Potential donees (individuals or household representatives) must:

- Register a user account and accept the Terms of Use;
- Provide personal data in order to pass the identity check (KYC);
- Provide a description of their personal situation and additional documentation in order to pass the eligibility check.

Truhoma administrators are responsible for reviewing the provided personal and eligibility data in order to perform the KYC and eligibility checks. Once the account is approved, the recipient can make the first donation request.

2. Creating a donation request

A donee can create one donation request per month, selecting one or several desired care packages available. The sum of the requested care package values is limited by the donee's monthly budget, calculated based on the number and type of the household members. The donation requests do not need to be approved by Truhoma administrators, but can be frozen or cancelled if they breach the Terms of Use.

3. Resolving a donation request

After the donation collection for an individual donation request has been concluded, the packages that received the funding are ordered at the partnered online stores. The order is processed and the packages are shipped to the donee's home address.

4. Delivery

The delivery of the care packages is executed by the partnered online store delivery service. The packages that could not be delivered are returned to the partnered online store. The delivery person sends the (un)successful delivery report.

5. Delivery confirmation

The donee is obliged to provide feedback on the delivery. Shortly after successful delivery, the donee receives a confirmation SMS to the mobile home number provided. By replying to the SMS, the donee confirms that the care package(s) has been delivered.

PROJECT

How a charity requests help and distributes care packages to charity-vetted recipients

1. Account registration, KYC, eligibility

A charity organization (its representatives) must:

- Register a user account and accept the Terms of Use;
- Provide the personal data of the charity representative (KYC);
- Provide data about the organization, incorporation data and board members (KYB).

Truhoma administrators are responsible for reviewing the provided representative (KYC) and organization (KYB) data in order to perform the mandatory checks. Before starting our collaboration with a charity organization, their representatives must submit organization data in the KYB process. Truhoma administrators vet a charity to see if their intention is aligned with our main standard – transparency. If yes, we sign a collaboration agreement and an agreement for their free use of our platform. Once the account is approved, the charity can create the first Project on the Platform.

Each charity organization must additionally create a List of Recipients who will be able to receive the care packages in the scope of their Project(s). The persons on the list are checked (vetted) offline by the charity organization; the charity enters their personal data and addresses manually into the Platform without additional procedures.

2. Creating a Project

Charity organizations can publish one or several concurrent Projects that need to be approved by Truhoma administrators. The Project collects donations for several care packages of the same type; if they are sufficiently funded, they are delivered to the donees selected by the charity representative from the List of Recipients. Projects are therefore intended to cover the same need for several recipients listed by the charity organization.

3. Resolving a Project

After the donation collection for a Project is concluded, the amount of the packages that received a donation is displayed to the charity. The charity states the recipients from the List of Recipients that will receive a care package. The care packages are then ordered at partnered online stores. The order is processed and the packages are shipped to the addresses provided (by default: the recipient's home addresses, alternative: the charity warehouse).

4. Delivery & Delivery confirmation

The delivery and the delivery confirmation processes are the same as in the case of individual donation requests (see above).

DONATION

How donors discover individual donation requests and projects, and how they can donate

1. Discovery

Donors can discover donation requests and projects through the Explorer tool. They can decide to donate funds for one or several packages for various donation requests and projects. The donor can pay for several donations with a single payment.

2. Register or not?

Donors can decide to donate anonymously or to register a donor account first. Except for their email address, they are not obliged to provide any data before the payment execution, but in order to share their account to the public, their personal data must be reviewed and approved by the Truhoma administrator.

After registering the account, donors are able to attach payments (donations) to the account and build their philanthropic profile. Donors can also attach anonymous donations to an account registered after the donation.

3. Payment

The donor can execute the payment through several payment methods, either instant (i.e. card payments) or postponed (i.e. wire transfer). The payment (and donation) confirmation can thus be instant or subject to later manual confirmations by Truhoma administrators. If donation requests or projects receive excess funds due to time delays, the platform transforms these funds to vouchers that enable donors to redirect their funds to other donation requests or projects.

TRACKING

How everyone can track donations and care package receipts

The donations and delivery confirmations are stored on a public ledger, i.e. on the Bitcoin Cash (BCH) blockchain. We have created and implemented the Truhoma Charity Protocol, which takes advantage of the Simple Ledger Protocol (SLP) in order to store records of the crucial data on events. All these records are publicly available to anyone, either through the Tracker tool, which is integrated into the Truhoma Platform, or through independent access to the BCH blockchain. The blockchain data is immutable and will remain untouched and publicly accessible even if the Platform ceases to exist.

Blockchain records are immutable, permanent and unambiguous. They can not be reverted or erased, but their effect can be negated with reverse transactions in case of human errors.

1. Data storing on blockchain

The following events are recorded and immutably stored on the blockchain:

- Payments by donors;
- Donations to donation requests / projects;
- Order of a care package at a partnered online store;
- Delivery receipt from the recipient.

Using the SLP token concept, we move digital tokens between addresses that represent entities, i.e. donor, donation request / project, online store and recipient.

2. Exploring

Using the publicly accessible Tracker tool, everyone can track a single transaction or a chain of linked events, each recorded with a series of chained transactions. The Tracker tool already indexes, interprets and visualizes the relationships between the linked transactions; while direct access to the blockchain records is possible, the interpretation of the data there requires an understanding of the technical documentation of the Truhoma Charity Protocol.

3. Combining with public data

Transactions on the blockchain are completely anonymized, partly due to the personal data handling restrictions and partly due to the immutable nature of the blockchain.

All personal data is safeguarded on the database of the Platform. Some of this data, e.g. descriptions of the donation requests and projects, is completely public while some personal data can only be revealed with the user's consent (e.g. the personal data of the donors or donees).

The Truhoma Platform has established public APIs that provide additional publicly disclosed information on each entity; the data can be paired using a public blockchain address that identifies each entity.

3.5 Future development & Roadmap

Truhoma is an ongoing process in philanthropy.

For more details about future development of the Platform, [cf. 6.3 Truhoma Platform – Future versions \(detailed\)](#).

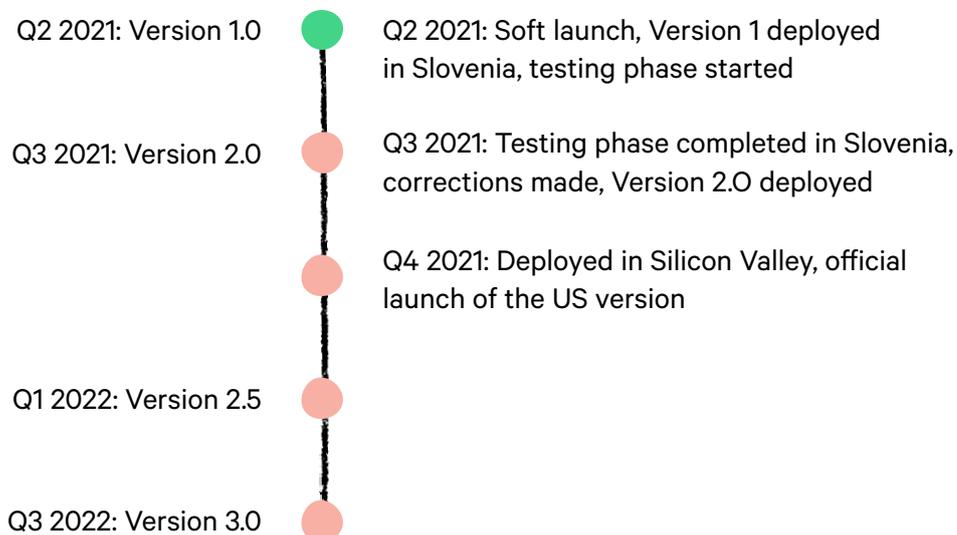


Figure 10. Truhoma Platform version roadmap (Truhoma, 2021)

The Truhoma Movement

The Truhoma movement welcomes
individuals and organizations
that want to join us on our path to
revolutionize philanthropy
and spread our values and standards.

4 The Truhoma Movement

The Truhoma Movement (hereinafter: the Movement) consists of a community of supporters, honorary advisors, volunteers, Donors and Donees who help Truhoma to grow in all aspects. This global, transparent movement towards sustainability in philanthropy will promote and realize basic values, too often absent in our everyday world. The Movement is not bound to Truhoma legal entities or their activities, but can provide a valuable contribution through volunteering, ideas, feedback, promotion, marketing, social media activities, etc. The merits of individuals and organizations for the Truhoma Movement are recognized through the Truhoma Fund Awards .

The Truhoma Movement is an ongoing process, with the Truhoma Platform being a technological solution setting completely new standards in philanthropy by making it fully transparent.

Truhoma is a state of mind. TruHoMa stands for True and Honest Mankind. It is our duty to become the best version of ourselves; only in that way can this world become a better place.

Our **vision** is transparent and ultimately decentralized philanthropy, compliant with the Truhoma Standards for true and honest philanthropy.

Our **mission** is to provide innovative technological solutions for transparent philanthropy.

Truhoma implements new, high-tech standards in the world of philanthropy, making the supply chain between the donor and the donee and/or the charity organization fully transparent and trustworthy.

Through our global movement towards transparency, sustainability and scalability, we honor one of the most profound purposes of human existence – to reach out and help others. You can make a profound difference in today's world when your help is applied 100%.

Truhoma consists of two building blocks: tech and human. They are strongly interconnected, driving and supporting each other to manifest our vision.

We believe in the power of technology to solve the most pressing social issues of today, in setting new transparency standards in philanthropy, and in giving everyone the opportunity to help and be helped. We believe that free, easy, efficient and safe giving is the future of philanthropy and that the Truhoma Movement is the catalyst of change.

SLOGAN

From transparency to a better world.

MANIFESTO

From where **to** where does good reach in the world?

The earth is round, so good has no end or place.

And **from** where **to** where can potential unfold?

From insignificant beginnings and all the way **to** the stars.

Recently also literally.

From whom **to** whom can a warm word or the first encouragement go?

From one who can **to** the one who has the will.

Because we believe in a good world.

From all our hearts. So we provide all 100% of the donations **to** all who just need a chance.

And all this openly to our donors.

Because we only want a good intention

between those who need support and those who give it.

That is why we introduce Truhoma.

From transparency to a better world.

VALUES

Truth, Honesty, Compassion, Innovation, Dedication, Empowerment, Responsibility, Leadership, Collaboration, and Love

COMMITMENTS

- Revolutionize the world of philanthropy
- Scale the impact of donations and charity work
- Invest in technology for quality research and development
- Rally communities worldwide around those in need while preserving their dignity
- Work in equal partnership with donors, donees, charities and private businesses
- Provide free, transparent and safe charity service to donors and donees



4.1 Scaling Truhoma Movement

The Truhoma Movement welcomes individuals and organizations that want to join our path to revolutionize philanthropy and spread our values and standards. There are several ways to join Truhoma:

AS A **DONOR** FOR CARE PACKAGES

- Donate through the Truhoma Platform for the purchase and delivery of care packages for people in need.

AS A **SUPPLIER / MERCHANT** OF CARE PACKAGES

- If you are an online store offering food and hygiene products, and have your own delivery service, then you can join Truhoma as a provider of care packages.

AS A **TECHNOLOGY PROVIDER**

- Innovative tech companies can contribute to our vision and products with their skills and software solutions.

AS A **SERVICE PROVIDER**

- Financial institutions, marketing agencies, payment processors, etc. can help us with their services.

AS A **VOLUNTEER** WITH TECHNICAL SKILLS

- If you are an IT expert, developer or a designer and would like to contribute with your volunteer work, we will be glad to connect you with our development team.

AS AN **AMBASSADOR**

- You can start supporting Truhoma by sharing and representing Truhoma values and standards.

AS A **CHARITY ORGANIZATION**

- Charity organizations can register on the Truhoma Platform, list individuals and families and start issuing Projects. With the collected donations, you will provide these individuals and families with care packages.

4.2 Truhoma Standards

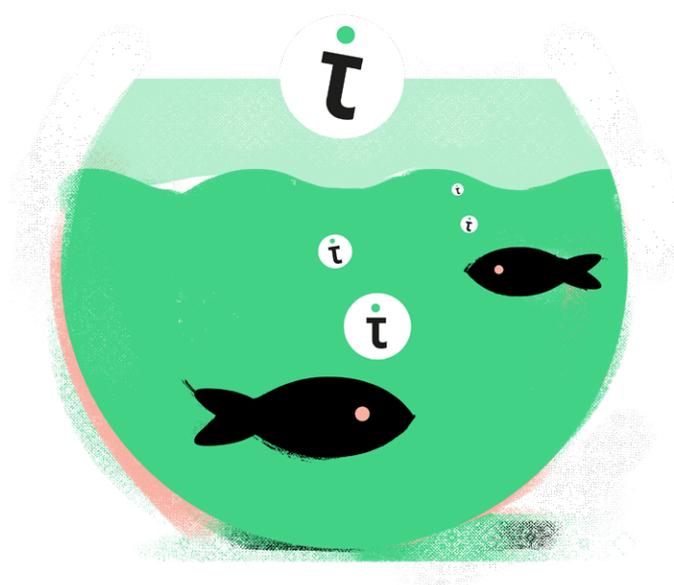
The Truhoma Movement advocates the vision of philanthropy based on new Truhoma Standards:

TRANSPARENCY

The donation data is stored permanently, with access to everyone.

Philanthropic organizations should implement a transparent accounting and reporting system in compliance with the following guidelines:

- **Separation:** There must be no mixing between the donations received from donors for people in need and the donations received for the organization itself. The operational costs of philanthropic organizations should not be covered by donations for people in need. We advocate restricted funding, where the donor decides how they would like to designate their investment and the charity is obliged to spend the donation in full for the designated purpose and is responsible for reporting back to the donor on how the funds were spent. This is already done through “restricted” and “non-restricted” funding. For example, a donor can make a donation that has to be spent exclusively on a specific project or group of beneficiaries. Or, they can make a non-restricted donation for a charity organization to spend as needed. The charity is responsible for reporting back to the donor on how the funds were spent.
- **Integrity:** All records must be provable with bank statements, financial documentation and receipts.
- **Clarity:** The reporting systems must eliminate ambiguity or false interpretation of the data.
- **Measurability:** The data must also be available in an aggregated, summarized form, grouped by suitable time periods or defined with indexes in order to track the progress and performance.
- **Human-readable:** The data must be presented in human-readable form, enabling all interested parties to extract and understand the reports. The data must be supported with suitable statistical methods and BI tools for summarized overviews.
- **Personal data is linked but not revealed:** All records must be linked to actual persons, organizations and businesses, whose data has been properly vetted and confirmed. Personal data must be linked to actual records, but should be encrypted and stored separately.
- **Feedback:** The organizations must provide a channel where interested parties can receive explanations regarding the accounting and reporting.



TRACEABILITY

The donation process can be tracked although all personal donee data is anonymized.

The tracing system enables forward- and reverse-tracking of the financial and material assets from the source (donor) to the actual recipient (donee) through all relevant intermediate entities, projects or steps.

Furthermore, a tracing system should be implemented that enables end-to-end tracking of the impact of all donations.

The tracing system must be:

- **Complete:** all financial and material assets that are donated toward the end recipients must be tracked.
- **Accessible and free to use:** publicly and freely (without cost) available to all interested stakeholders, also those who are not involved in the transaction.
- **Immutable:** the records can't be editable once stored.
- **Permanent:** the records must be stored permanently, with implemented restore procedures to prevent data loss. The master data must stay intact and available even if the philanthropic organization ceases to exist.
- **Real-time:** the records must be time-stamped and recorded in real time – the time gap between the actual event and the record in the tracing system must be minimized.

An important goal of the tracing system is to leverage the trust in philanthropic work and to accelerate the engagement of all stakeholders in the donation process. It is recommended that the tracing system also enables the recording of stakeholder feedback and measures the actual impact of each donation.

To provide proof of this efficiency, the Truhoma Standards foresee the implementation of a decentralized system with tracking ability: blockchain is our tool of choice.

The Truhoma Fund sees an opportunity in providing tracing ability through public distributed ledgers, such as public blockchain technology. Although storing records might attract network fees, the record storage is decentralized and permanent as long as the public ledger exists. The Truhoma Fund will provide free tools and platforms to establish tracing systems for non-profit charity organizations, narrowing the gap between innovative distributed technologies and non-profit organizations.



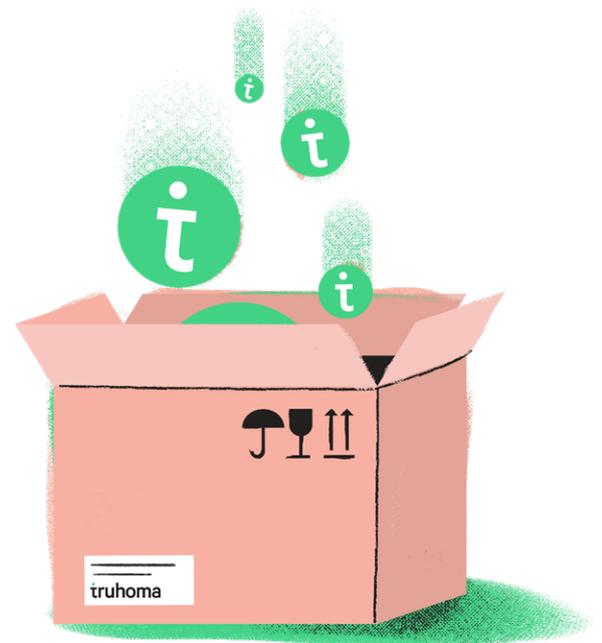
EFFICIENCY

High impact: We believe in direct charity without intermediaries, who represent friction or take a part of the donation for their own organization, marketing, etc.

100% donations: Financial donations (in fiat and crypto) intended for people in need must have a 100% impact. The assets must be either:

- directly transferred between the donor and the donee or
- facilitated through a charity organization or
- directly spent on the purchase of goods that the donee requires, with direct delivery to the donee's address.
- Please note: The costs of financial transactions and currency conversions can not be avoided in many cases and are therefore excluded from this definition. The applicable payment costs must be transparently presented to the donor.

To provide proof of efficiency, the Truhoma Standards foresee the implementation of a decentralized system with tracking ability: blockchain is our tool of choice.



ELIGIBILITY

Eligibility standards for individuals and families

Identity check: Each help recipient, either an individual or a family representative, is vetted in order to confirm the validity of the personal data and delivery address. A personal identification document check is obligatory. Fraud prevention procedures must be applied to prevent profiteering and exploits.

Eligibility check: Each potential donee is obliged to provide the reasons or circumstances that led to their need for help; in order to protect their privacy, they can also choose generalized reasons like “health problems”. The donees are able but not obliged to provide additional documents or statements that support their claim. The reasons must be vetted / checked before the donee's account on the Truhoma Platform is activated.

Eligibility standards for charities

Charity organizations that use the Truhoma Platform to facilitate the process of raising and distributing help are obliged to implement basic Truhoma Standards for individuals and families into their own standards, but can also broaden them at their discretion. These standards must be:

- **Clear and transparent:** the rules must be clearly stated, public and accessible.
- **Enforced:** the rules must apply to all levels of philanthropic work of the organization.
- **Localized:** the rules must be customized to local standards and customs, economy status and needs of the local population.

The local Truhoma organization is responsible for overseeing the implementation of the Truhoma Standards and their observance at charity organizations.

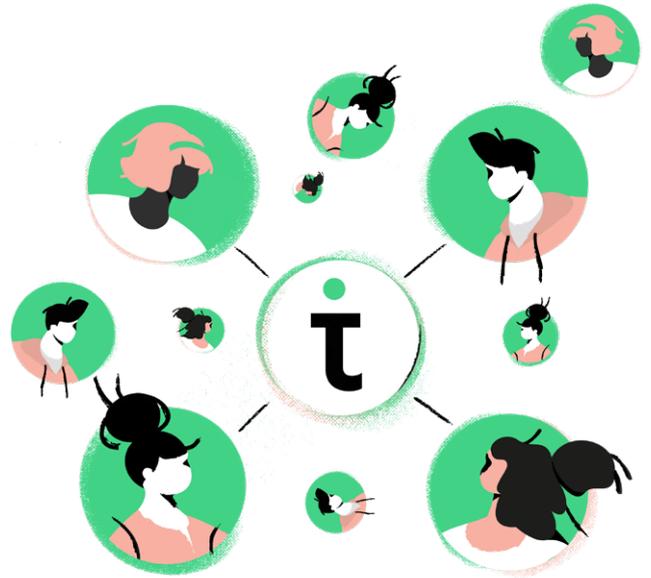


SCALABILITY

Truhoma solutions are designed to scale easily to a large number of participants.

Truhoma processes and applications are developed in a way that can ensure:

- **Geographic scalability:** the philanthropic activities must apply to larger geographical regions, applying solutions that do not force the donees to travel longer distances or wait for longer time periods in order to receive help.
- **Donation scalability:** the organizations should provide solutions that are not limited to a certain number or volume of donations.
- **Recipient scalability:** the donation processes (except for the vetting) must be extendable to a large number of donees and must therefore not depend on available human resources, physical warehouse location or capacity, etc. The applications and network resources provided must enable concurrent access to a large number of users.



FREE AVAILABILITY

All software products and services are completely free of charge for all stakeholders: donors, donees and charities. No platform fees, surcharges or hidden costs are applied to any philanthropic platform or discovery, tracing or transparency tools. Donors must have a clear understanding of how their donation was spent and what its impact was.

Charities should also not charge donees or donors for their services or subtract for their own operations any percentage from the donated assets dedicated for the donees.

Charities should not be burdened with the associated costs that arise from philanthropic platforms, such as the costs of aid storage, distribution and shipping.

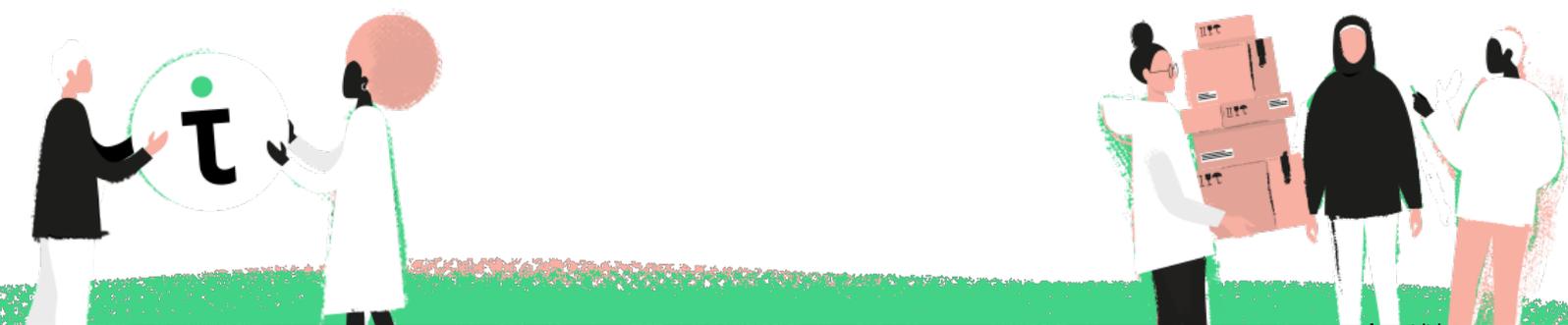
The financing of the Truhoma Fund and the operational costs of charities should be covered through separate donations specifically designated for this purpose and should not intertwine with the donations.

The security of the financial transactions and personal data must be flawless:

- access to the financial assets is tracked and restricted to trusted officials only,
- the personal data is shared only with trusted administrator staff, all access is tracked,
- the communication and storage of personal data is safeguarded with encryption and multi-level security procedures to prevent data interceptions or unauthorized data access.



We are bringing philanthropy back
to people in its purest form,
based on our TRUHOMA
(true and honest mankind) values.



The Truhoma Fund



5 The Truhoma Fund

Truhoma is a global charitable movement supported by Truhoma Fund Inc. (EIN 86-2598263), a US-based non-profit organization, dedicated to erasing poverty and inequality through innovative technological solutions. Truhoma is an ecosystem of donors, donees, charities, and private businesses united through the values and standards of the Truhoma Movement. The Truhoma Fund supports the development of the Truhoma Platform, ensuring that all our standards are met in the real world of donations.

The Truhoma Fund is an embodiment of the Truhoma Movement, advocating the vision of a decentralized philanthropy with new standards on:

- Transparency – The donation data is stored permanently, with access to everyone;
- Traceability – The donation process can be tracked although all personal data is anonymized;
- Efficiency – 100% of the received donations is spent on the purchase and delivery of care packages;
- Eligibility – The recipients of the care packages are carefully vetted;
- Scalability – The solutions are designed to scale easily to a large number of participants;
- Free availability – All Platform services are free of charge for all donors, donees and charities.

The Truhoma Fund is our foundation, which executes the following:

- Identifies, measures and analyzes underlying problems in philanthropy and charity processes and the real causes of poverty in different countries;
- Searches for innovative approaches and high-tech applied solutions to solve the identified problems;
- Streamlines raw anonymized data, analytics and visualizations to governments, decision makers, philanthropists, charity organizations and the general public;
- Funds the development and maintenance of the Truhoma Platform as a software;
- Funds the operations of the Truhoma Platform.

5.1 Finances

5.1.1 Truhoma Fund Inc.

The Truhoma Fund is a 501(c)(3) non-profit organization, supported by private donors. All donations made to the Truhoma Fund are tax-deductible as allowed by United States law.

INITIAL FUNDS

Version 1 of the Truhoma Platform has been entirely funded by the Truhoma Fund and our generous partners. The founders provided the initial capital for the operational costs. We would also like to thank Eligma d.o.o. (Slovenia) and Evolt (BiH), which helped us with their human resources on the development, maintenance, design and legal aspects. Pristop d.o.o. (Slovenia) also helped us with their copy and marketing strategies. We would also like to thank numerous individuals who helped us with their volunteer work and professional skills.

FINANCE MODEL

The donations for the Truhoma Platform development are not intertwined with the donations for helping aid recipients.

The Truhoma Fund funds:

- Maintenance of the current Truhoma Platform and future Truhoma products and services;
- Further development of the Truhoma Platform (versions 2.0 -> 3.0);
- Storing & analyzing the traction data on/from the blockchain;
- General operational costs of the Truhoma entities.

The costs of the general operation of the Truhoma Fund are financed strictly through separate donations and incomes that are not intertwined with the donations for the aid recipients.

Truhoma Fund Inc. is financed through:

- Private donations: separate earmarked donations from private donors, dedicated for operational costs and the development and maintenance of the products and services of Truhoma;
- Merchandise sale: we will deploy a separate website for selling Truhoma T-shirts, hoodies, hats, bags, badges, cups, etc.;
- Public appearances: all team members will donate all their received fees and royalties to the Fund.

REPORTING

Truhoma Fund Inc. (US) was established in 2021. For now, it would be really hard to show or predict any financial data because we do not know how much we will be able to raise and spend on the development and operations. After we manage to collect the first donations, we will issue an interim report. Once the financial reports for 2021 have been made, they will be publicly available through our websites.

5.1.2 Local Platform operators

Local Platform operators are financially independent entities, established in each country or region where the Truhoma Platform will operate. The Truhoma Fund will grant country-limited licenses for using the Truhoma Platform and facilitating financial transactions to local Platform operators. These entities will operate and perform administrator tasks on the Platform, perform identity and eligibility checks, and maintain a segregated bank account, designated only for collecting donations through the Truhoma Platform for the purchase and delivery of the care packages. 100% of the donations received into these separate bank accounts will be spent exclusively on the purchase of the care packages for the donees in the local environment.

The delivery costs and fees for the payment methods will be compensated by supplier discounts (online store partners). Negligible operating costs like government agency fees and mandatory finance report disclosure fees will be covered by the private donations to a separate bank account, dedicated for the operations.

We granted our first license in Slovenia to Zavod Truhoma. For the US, Truhoma Fund Inc. will also act as a local Platform operator.

5.2 Strategic plan for development

Our 5-year strategic plan is to increase the philanthropic investment return to scale by 1000x, with the development of technological solutions that:

- Identify, measure and analyze the underlying problems in philanthropy and charity processes and the real causes of poverty in different markets;
- Search for innovative approaches and high-tech applied solutions to solve the problems identified;
- Streamline the raw anonymized data, analytics and visualizations to Truhoma's global ecosystem, including governments, decision-makers, philanthropists, charity organizations, and the general public worldwide.

Supporting transparency and scaling social impact through technology

All charity transactions must be fully transparent, completely free of charge, verified and instantaneous.

Watchdog organizations like the Better Business Bureau Wise Giving Alliance, the American Institute of Philanthropy, CharityWatch and GuideStar are supposed to help inform donors by grading, monitoring, and measuring how donations flow into and out of non-profits in relation to the goals they report. However, these organizations rely on member charity organizations to internally gather, organize and report on these metrics. There is no one shared and decentralized data source to examine and re-evaluate the impact. Truhoma applies blockchain technology in the philanthropic ecosystem in order to provide the donors with a previously non-existent level of transparency and efficiency while ensuring that the donees receive 100% of the funding.

The future of philanthropy lies in real-time tracking of the funds and impact. The Truhoma Platform streamlines the process of identifying people in need, partnering with charities and directly funneling the funds to bring the donees the help that they require. Truhoma is using its innovative technology to set a completely new standard in philanthropy by making philanthropy fully transparent. We are bringing philanthropy back to people in its purest form, through our Truhoma (true and honest mankind) values.

In order to achieve these high standards, the Truhoma Platform was designed to:

- Democratize philanthropy;
- Scale the charitable impact;
- Connect communities worldwide around those in need;
- Work in equal partnership with donors, donees, and charities;
- Facilitate convenient and easy use: the tools are simplified to the maximum extent possible in order to reach the widest scope of potential users;
- Be applicable to different environments: it is designed with respect to future localization and internationalization requirements;
- Enable scalability: The platform will grow continuously. Our ultimate goal is to decentralize it completely and enable direct peer-to-peer financial transactions between donors and donees / charities;
- Offer robustness: The platform is designed to withstand high network traffic demands and high user activity.

5.3 Team

FOUNDER



Ana Lukner Roljić, MSc

Founder & Chairman of the Board

Ana is an internationally recognised entrepreneur, network/relationship builder, visionary, inspirational speaker and a passionate philanthropist with 10+ years experience.

Educated at San Jose State University with a major in international business (full athletic tennis scholarship), Ana went on to receive her MBA. In 2012, a Slovenian national newspaper named Ana National Person of the Year, and in 2013, she was named National Woman of the Year by an eminent Slovenian magazine. Her outstanding achievement in philanthropy and ethical leadership was honored by the Slovenian President in 2012. In 2015, she received the Ethics & Social Responsibility award from the European Union, and in 2017, she was nominated for the Veuve Clicquot Business Woman Award.

Ana serves as an Advisor at Eligma and Urban Catalyst and is a Founding Member at Cryptonite Ventures.

In 2010, Ana founded Anina zvezdica / Ana's Little Star, now the biggest transparent non-profit organization in Slovenia. Sporting a team of 150 volunteers and run without money in their free time, it has helped over 280,000 families with food, hygiene/cleaning/baby products, school supplies and toys. As Founder and President of the Board of the TruHoMa organization, Ana draws her inspiration from her TruHoMa life philosophy, which is now becoming a global movement transforming the entire philanthropic ecosystem.

She is an active member of the Silicon Valley Capital Club and the Rotary Club of San Jose. She provides a strong entrepreneurial, network & philanthropic bridge between Europe and Silicon Valley.

TEAM



Iris Sagi

CEO Truhoma Fund & Board Member

Iris Sagi is a Social Impact Executive and Philanthropic Advisor with a successful track record in assisting social ventures fundraise and develop new sources of revenue. Iris began her professional career in fundraising and international NGO management with the United Nations, where she worked as the PR and Government Liaison Officer.

For over a decade, Iris provided consulting and management services to a variety of international agencies, helping them transform their fundraising and catapult their impact. Her portfolio of clients and investors has spanned the United States and included organizations and social investors in Europe, the Middle East, and Southeast Asia. Presently, Iris is managing a

portfolio of Silicon Valley based philanthropists and social investors and is a Co-Founder of Truhoma, a tech-for-good blockchain platform. Iris was born in Tuzla, Bosnia, and is a mother of two. She speaks three languages (Bosnian, Hebrew and English), enjoys exploring majestic hiking trails in the Los Gatos and Santa Cruz Mountains, and is passionate about connecting and sharing her social impact experience with corporate executives and social change agents in Silicon Valley.

Sašo Kuntarič

Product Manager

Sašo has gained a wealth of experience during his 15 years of project and product management. During his time at SDL, he managed large translation projects for clients like Microsoft, Google, Adobe and others. In search of new knowledge, he joined the Eligma startup where he led the development of products built on modern technologies, e.g. artificial intelligence and blockchain. For the last two and a half years he managed the development of the eGovernment portal, one of the largest Slovenian state websites. Besides acquiring practical experience, he is a big proponent of lifelong education and has completed internationally renowned certificates PMP and CSPO. He has been emphasizing transparency and honesty as the two main values since the beginning of his career path, so he immediately saw himself as a natural fit with the Truhoma platform.

Alma Kovač

Project Development Lead

Alma is a true rock star. Since getting her engineering diploma, she boasts a number of high-profile projects. She excels at attention to detail and delivering everything in time. She is very responsible and dedicated to her tasks.

She has been working as a QA engineer for a long time, which helped her get a unique perspective on products. She knows how to break and analyze each complex product. She now works as a product manager and her experience makes it easier for her to plan for problems in advance, and manage the risks accordingly.

Alma is a top organiser with height attention to detail, which makes her a great person to manage any project and assure the quality of the products developed. Beyonce once said that girls run the world, and Alma definitely proves her point.

Kemal Hrelja

CTO

Kemal is a software engineer and a technology enthusiast. Since the very beginning, he has been fascinated by creating and delivering value through code. Since he loves technology so much, he made it a challenge to learn as much as possible. For this reason, you can see him working on a mobile application one day, on a website the next, and the day after on a complex animation UI.

You can say that this guy is the benchmark for a tech agnostic engineer. Motivated by diverse challenges, he enjoys solving problems on multiple tasks at once. A look at his current projects reveals that he works on developing mobile applications while time doing core backend work in Python and cool frontend animations in React. He is a geek at heart, an expert at multiple technologies, but don't let that fool you. He has never met a stranger; just give him a couple of minutes for a few jokes and anecdotes. All in all, one of the great builders of our future.



Edin Tabak

Development Advisor

Edin is an entrepreneur and a true believer that good people and hard work can disrupt the industry and deliver revolutionary products. He has been working in IT for years, changing different roles and learning the job inside out. Now, he is the founder of one of the best development companies that rapidly create products and experiences that shape the future in a meaningful way. Edin is passionate about building solutions that start new market trends. He helped launch several market-disrupting products, like a new “cryptoy” payment solution for traditional stores as well as many different neo-banks and payment solutions that combine new ways of payment with traditional banking. He is also dedicated to growing young talent. His company has specialised mentorship programs; run by him and his co-founders, they help juniors grow into domain experts. When not at work, Edin enjoys spending time with his family and is devoted to promoting healthy work-life balance.



Maša Purger

Donee and Charity Expert

Maša is an expert in back-office administration with over 12 years of experience in different banking fields. She specializes in the processing of court and tax decisions, preparing loan contracts for corporate clients, monitoring collaterals, running archival databases, and optimizing applications. She also represented Addiko Bank at the international archiving conference in Italy. Her childhood dream, however, was to help in a charity organization; in September 2014, she joined Ana's Little Star, participating as an active volunteer ever since.



Maša Rupnik

Legal council

Maša Rupnik originally trained as a lawyer. She has an LLB from the Faculty of Law, University of Ljubljana, and is a PhD Candidate. She has worked in startups for the last 10 years as general counsel, mainly in the IT industry, where she has managed all legal aspects of fast company growth, including preparation for the entry of professional investors. She takes every project as an opportunity to learn a new business model, technology or something

else that is interesting. She enjoys working on a wide variety of business and legal matters that not only test her legal acumen but also her creativity. She has worked on a wide array of different, demanding legal projects, and also strived to put the gained knowledge to good use at her own company - Orderly d.o.o. (the contract management system based on the SaaS model). She has worked as in-house and outside corporate counsel to clients in a variety of industries. In 2013, she joined Outfit7 as senior legal counsel and helped make the 'Talking Tom' franchise a multi-billion download hit with over 200 employees. She has advised numerous small and large companies (Hooray Studios, Cryptix, Eunex...). Her expertise principally lies in IP protection, contract negotiation, corporate structuring, and building the legal function in startups in a way that facilitates exponential growth while ensuring legal compliance throughout the organisation.



Ljubo Bratina

Art director

At the age of 19, Ljubo Bratina switched from college to his first design job and began a successful career as a self-taught artist. Since then, he has designed a number of established brands. As a modest individual, he suggests that you find more about him online, including about the numerous domestic and international awards he has received.



Gregor Pečar

SEO & Analytics Specialist

His 15 years of experience in the computer software industry, linguistics, SEO, digital marketing, and analytics has led to his involvement with multiple successful brands in the tech space. He continues to help organizations to scale their reach and sales and meet their KPIs. Even before joining Truhoma, he was a very active member of the animal rights movement and continuously supports causes that benefit those less fortunate. He believes that a decentralized open-source network like Truhoma will benefit humanity long-term.



Aljoša Jagodic

SEO & Research Specialist

His years of experience in the translation and copywriting industries has led him to a full-time career in the SEO and digital marketing space. As an entrepreneur and a business owner, he now spends his time helping companies increase their sales, traffic, and brand recognition online. He joined the Truhoma project because he honestly believes that it will revolutionize the charity space as we know it. He also believes that the cost of running charities should not be borne by those who need help the most.

We also have a team of 8 developers from our partner companies.

They are covering the following segments:

Eligma: payments, Eligma Labs: blockchain development , Spartan Solutions: blockchain development, Evolt: general platform development

BOARD OF DIRECTORS



Susan Burrus Arrillaga

Board Member & Board Secretary
Philanthropist

Susan Burrus Arrillaga graduated from Stanford University with a degree in Human Biology. After working at the Stanford Medical Center in public relations, she was enticed by technology and moved to Oracle Corporation, where she worked for 10 years in a variety of positions including finance, product marketing, and worldwide sales training. When she had children, she became involved with community work at local schools in many roles including tutor, mentor, PTA President, and track and field coach. She is excited to continue giving back to the community with her involvement in TRUHOMA.



Danny Bozzuto

Board Member & Board Treasurer
Partner & Carrier Relations Manager, Bozzuto & Associates

Danny Bozzuto is a Partner and Carrier Relations Manager at Bozzuto & Associates. Danny entered into the insurance industry in 2010 and has earned a designation as a Certified Insurance Counselor (CIC). Bozzuto & Associates, as an Acrisure Partner, is part of the 9th largest brokerage in the world. Danny brings his expertise to developers, property portfolios, and cannabis businesses. In 2016 he co-founded Cannabis Connect Insurance to tackle the complex needs of the emerging cannabis industry. Danny believes in making an impact at the local and regional level. He participates and organizes speaking events, is a board member of the San Jose Rotary Club, and a committee member of the Retail and Distribution committee for the California Cannabis Industry Association. Danny works with his clients to develop an action plan around their insurance and operations to reduce risk and turn insurance from a burden to a benefit. Danny uses his expertise in policy language and business management to help his clients succeed.



Josh Burroughs

Board Member
Partner & COO, Urban Catalyst

Josh Burroughs is a real estate developer, leader and strategist in Silicon Valley. He co-founded Urban Catalyst, which is developing over \$1 billion in real estate projects in the San Francisco Bay Area; he supervises and directs all aspects of land acquisition, forward planning, design, construction, partnerships and finance. Josh is a true connector and advocate in Silicon Valley. Josh serves on the Advisory Board of Eligma, People Assisting The Homeless (PATH California), the Bellarmine College Preparatory Alumni Council, the Silicon Valley Board of the Urban Land Institute, the Board of Directors for the San Jose Downtown Association, and the Urban Confluence San Jose Advisory Board. He is also a member of the Rotary Club of San Jose and the Saint Claire Club. As Chair of the Silicon Valley Chapter of the Wheelchair Foundation, he has raised over \$500k and personally delivered over 5,000 wheelchairs to those in need in 10 different countries.



Dejan Roljić

Board Member & Board Treasurer
Founder & CEO, Eligma

Dejan started his entrepreneurial path as very young. In his twenties, he founded ABC Accelerator, connecting startups all over Europe and in Silicon Valley. ABC Accelerator has invested in more than 150 startups worldwide. Three years ago, Dejan founded Eligma, a company for smart commerce solutions.

Eligma has created two very interesting products for merchants and consumers. The GoCrypto infrastructure enables merchants to accept crypto – currently in more than 60 countries. Eligma also built the Elly multi-functional wallet; it allows users to buy, sell, transfer and spend crypto while getting a token-back for every purchase. Eligma is becoming a global facilitator of seamless and secure crypto payments. It utilizes blockchain technology to establish communication standards for crypto payment networks, and runs an infrastructure of more than 60.000 stores and services accepting cryptocurrencies.

Eligma is now releasing its holistic product, which processes all kinds of payments: card payments (Visa, MC, Diners), digital payments (WeChat, Alipay) and of course crypto payments through their own solution, GoCrypto. Eligma closed a series A round in Nov. 2020, invested by Bitcoin.com, on a 50 MIL EUR valuation. Dejan is still very active on the startup scene and continuously invests into promising individuals and startups that want to leave a mark on the high-tech industry. He is also a founding member, an industry advisor and a thought leader at Cryptonite Ventures, a community of world-leading blockchain developers and industrials.



Linda Lawrence

Board Member
Strategic Advisor / For Profit & For Impact / Worldwide

Linda Lawrence, is a successful global business leader & advisor -- both for profit (Netscape/AOL, SynOptics/Bay Networks, Apple Computer, Trustworthy AI, OwlEye Media, Think Technologies, Infocom and Dogfight LLC, producers of the film Speed & Angels) and for impact (Zero1, Open Media Network, American Leadership Forum, Friends of Franklin Scholars, Computer Museum/Computer Bowls).

Linda has held various executive level positions for technology organizations. She has worked for AOL, as Vice President & General Manager for Netscape International, as well as leading international efforts at Bay Networks and Apple Computer. Linda has held various marketing and sales positions at startups like LiveWorld Productions/TalkCity, Presto, ICM/Breakpoint, Think Technologies, and Infocom.

Linda is a Senior Fellow in the American Leadership Forum Silicon Valley; and a founding member of the Cryptonite Society. Her contributions to impact companies include leadership roles with Open Media Network, Zero1, The Computer Bowls, and the Friends of Franklin Scholars. She has served as an advisor to Media Development Investment Fund, and Kids & Art Foundation



Manly Danh

Board Member
Founder & CEO Fund.me

Manly is a 12+ year real estate professional who invested in 200+ commercial and residential properties between 2010 and 2020. For the last five years, he has also been building real estate tech companies; first a brokerage, then PlacesHQ – a transactional real estate tool, and currently Fund.me, a tech-enabled private money lender helping brokers, flippers, and developers with finance deals.



Douglas Park

Board Member
Founder Park Legal, PC

Douglas Park is the founder of Park Legal, PC. He advises innovative companies who operate in challenging business and legal environments. Doug applies his business and legal acumen to help companies and individuals tackle issues in blockchain, cryptocurrency, decentralization, sustainability, ESG, investments, and startups.

His expertise is in corporate and securities law, corporate governance, complex financing and business transactions, and business strategy. Using his unique combination of academic, business, and legal experience, Doug delivers uncommon, high value ideas and solutions.

Doug has given talks to and taught these subjects to entrepreneurs, executives, board members, and other professionals at Stanford University and around the world. Before becoming an attorney, Doug was an Assistant Professor of Management at the School of Business and Management, Hong Kong University of Science and Technology.

Doug has been named several times to the Super Lawyers list in Business/Corporate and America's Top 100 Bet-The-Company Litigators. He received his A.B. magna cum laude with highest honors in Sociology from Harvard College, his Ph.D. in Business from Stanford Graduate School of Business, and his J.D. from the University of Michigan Law School.



Nicholas E. Adams

Board Member
President & CEO, NINICO Communications

Nicholas E. Adams is an international award-winning publicist, strategist, and advisor. He has served as president and ceo of NINICO Communications® since 2011 and champions the motto Power of Partnership. For over a decade, the firm has created campaigns, developed messaging, and served as publicist to some of California's most storied brands and business leaders.

Mr. Adams is a member of the Public Relations Society of America and board member of the San Jose Chamber of Commerce and Symphony San Jose. He is an active member of the Silicon Valley Capital Club, Sovereign Order of the Knights of St. John, and Rotary Club of San Jose – the region’s oldest service organization. In 2009, he took the oath of office and was appointed to the San Jose Arts Commission, where he served as cultural ambassador on behalf of Northern California’s largest city for eight years. In 2019, the Silicon Valley Business Journal named Mr. Adams among the 40 most influential people in the region under the age of 40. Mr. Adams has been featured as an industry thought leader in stories by NBC, ABC, The Mercury News, Crunchbase News, VentureBeat, PR Week and the US Chamber of Commerce.

Under Mr. Adams’ leadership, both the Silicon Valley and Los Angeles Business Journals have named NINICO Communications® among the top public relations agencies throughout the regions. Named a Power Player by Silicon Valley Magazine in 2021, Mr. Adams has been recognized for his professional accomplishments and stewardship of the PR and Ad industry and wider community by the Academy of Interactive & Visual Arts, Association of Marketing Communication Professionals and Public Relations Society of America who, in 2019, named him a top agency leader of the year.



Tony Perkins

Board Member
Founder & Editor, Cryptonite

Tony Perkins was born and raised in Silicon Valley and is best known as the founder and editor-in-chief of Red Herring, a magazine that chronicled the entrepreneurs and investors who pioneered the Internet boom in the 1990s and reached a paid subscriber base of over 600,000 entrepreneurs and venture investors. The Wall Street Journal described the Red Herring as the “bible of the Internet.”

During the 2000s, Tony was the founder and editor of the global events and blog brand, AlwaysOn, which produced entrepreneurial summits at Stanford University, NASDAQ’s headquarters in New York City, Hollywood, and the World Economic Forum Davos, Switzerland, where he served as a Media Leader for ten years.

Currently is founder and editor of, Cryptonite, a social network connecting entrepreneurs and investors operating in the ‘global Silicon Valley.’ Before becoming a media entrepreneur and writer, Tony joined Silicon Valley Bank (SVB) at its inception and cofounded its Technology Group. He also founded the 10,000 member non-profit Churchill Club, Silicon Valley’s most prominent speaker’s forum.

Anton Marinovich
Board Member
VP Sales & Success, HoloBuilder

A native of Mountain View, California, Anton kicked off his professional career by working on the first incarnation of the Google Shopping platform. Combining

data-driven decision-making with strong interpersonal skills helped him grow into a highly effective sales executive consistently beating sales targets. In the last 14 years, Anton has led sales teams across the US and Europe at Meltwater, Equilar, Aon, Contentful & now HoloBuilder, developing deep expertise in SaaS sales. Anton holds degrees from University College Dublin & San Diego State.



Anton Marinovich

Board Member

VP Sales & Success, HoloBuilder

A native of Mountain View, California, Anton kicked off his professional career by working on the first incarnation of the Google Shopping platform. Combining data-driven decision-making with strong interpersonal skills helped him grow into a highly effective sales executive consistently beating sales targets. In the last 14 years, Anton has led sales teams across the US and Europe at Meltwater, Equilar, Aon, Contentful & now HoloBuilder, developing deep expertise in SaaS sales. Anton holds degrees from University College Dublin & San Diego State.

PARTNERS

Truhoma is a living project impacting the entire philanthropic ecosystem. We are constantly evolving in order to make philanthropy trustworthy again.

We are first introducing Version 1, where we are solving the basic need problem – that of food.

Version 1 has been entirely funded by the Truhoma Fund and with the help of our generous partners, who provided invaluable support and time:

Eligma

 **EVOLT**

PRISTO9

 **Delavska Hranilnica**

 **DS Smith**

Eligma
LABS

 **DAVIDOV HRAM**
okusite našo storitev


SADJEVPISARNI

BTC

 humanfirst

iCONSULT
TAX • LEGAL • FINANCE

Anina
☆ ZVEZDICA


SPARTAN
solutions

 **PARK LEGAL**


BOZZUTO
INSURANCE SERVICES
SINCE 1978

ÑINICO
COMMUNICATIONS®

stripe

 **CRYPTONITE**

We believe that the future of charity lies in direct, easy, efficient and safe giving.

The Truhoma Platform,
the philanthropy software
solution based on blockchain,
empowers everyone to use
the power of philanthropy to
improve lives worldwide.



6 Appendix I

GLOSSARY

Truhoma Platform:

a web-based server-client application with separate environment settings, users and administration for each country. Capable of redundantly storing crucial information on the BCH blockchain.

Blockchain-secured data:

each donation transaction is saved redundantly on two storages: into a centralized journaled database and on a decentralized blockchain-based immutable ledger.

Bitcoin Cash (BCH):

a public blockchain network – a publicly accessible distributed ledger primarily established for hosting cryptocurrency (Bitcoin Cash) and SLP token transactions. Taking advantage of blockchain storage features, the ledger is used for storing donation-related data in the form of short encoded messages.

Truhoma Charity Protocol:

a set of standardised rules of storing donation-related data on the Bitcoin Cash public blockchain ledger. The protocol was designed to store records of financial transactions and receipts of care packages with physical goods.

6.1 Truhoma Platform - Concept

The Truhoma Platform is a web-based application where the donors donate for the purchase and delivery of the care packages requested by individuals or or charity-supervised projects. The Platform moderates and facilitates the donation process and holds the financial assets in an escrow. It combines several concepts into an unique set of features:

- Fundraising concept: Although the aid recipients or charities never receive financial assets, the concept of raising funds for charitable causes had been integrated;
- Online store concept: The donors can donate to several individual donation requests and projects at the same time, collecting their donation orders into a single cart;
- Peer-to-peer donations: We maintain the concept of direct help between individuals; the platform only facilitates the process;
- Explorer tools: We enable full trackability through tools that could be established independently;
- Marketplace: Individuals and charity organizations can make their needs known, and donors can discover and decide which cause they wish to fund;
- Public data storage: To enable independent access to public data, we redundantly store the public part of the data onto a public blockchain data ledger accessible to anyone.

6.2 Truhoma Platform - Infrastructure

To ensure the best trade-off between accessibility, scalability, sustainability and data immutability, we have designed a hybrid server-blockchain infrastructure with centralized business logic and additional decentralized data storage on the blockchain.

The infrastructure consists of the following layers:

- Client layer: what the platform users can see, either through their browsers or mobile devices;
- Server application layer: the business logic of the Platform;

- Database layer: the server-side application storage;
- Middleware layer: the server based services for reading and writing data onto/from the blockchain;
- Blockchain layer: the redundant permanent data storage ledger.

CLIENT LAYER – WHAT PLATFORM USERS CAN SEE

Two client user interfaces (frontend) are available:

- Main interface: for all registered and unregistered users, such as donees, donors, charity representatives and the general public.
- Admin interface: for Truhoma administrators.

Further versions of the Truhoma Platform will also introduce a mobile application for Android and iOS smartphones, which will complement the existing web-based client.

APPLICATION LAYER – WHERE THE PLATFORM’S BUSINESS LOGIC IS EXECUTED

The server-side application (backend), written in .NET Core technology (C#) and consisting of several services that support the business logic of the Truhoma Platform. The application runs on the cloud platform, enabling high availability and scalability of the service.

DATABASE LAYER – WHERE ALL DATA IS STORED

The database layer stores all relevant platform data. The database is duplicated, the data tables are journaled and all changes are logged. In case of malfunction, the databases can be restored from a security copy, stored in a geographically separate location.

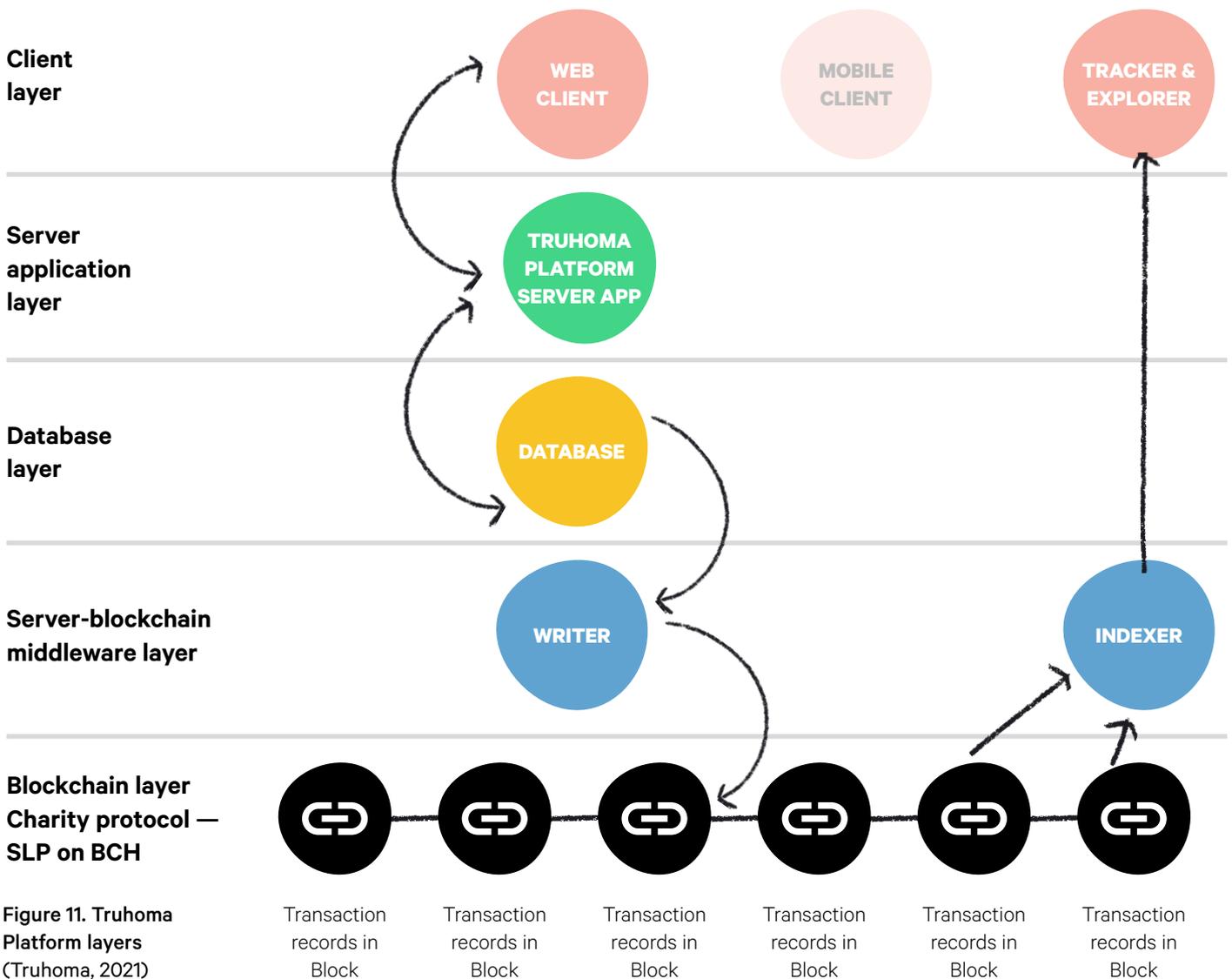


Figure 11. Truhoma Platform layers (Truhoma, 2021)

MIDDLEWARE LAYER – LINK BETWEEN CENTRALIZED SERVER AND DECENTRALIZED BLOCKCHAIN

The middleware is a server-based service that connects the centralized database layer and the decentralized blockchain layer. It is responsible for:

- Sending data to the blockchain in compliance with the Truhoma Charity Protocol, generating and signing blockchain transactions;
- Reading, indexing, interpreting and visualizing the blockchain records so they can be viewed through the Tracker and Explorer tools;
- Enriching the anonymized compact blockchain records with public records into a database by means of mutual entity identifiers.

BLOCKCHAIN LAYER

The records of the projects, donation requests, donors, recipients and packages are redundantly stored on the Bitcoin Cash blockchain. The customized Truhoma Charity Protocol has been developed in order to implement the rules for attaching the wallet addresses to entities (e.g. to each donor) and the blockchain transactions of the digital tokens between these addresses represent individual actions (e.g. a donation).

The records can be read either through the tools provided by Truhoma (Explorer, Tracker) or independently with direct access to a Bitcoin Cash node. It is important to note that the records are stored on the blockchain only when the action is confirmed or finite on the database layer. In practice, this means that the donor, who is represented with a wallet address, will only be trackable on the blockchain after their first donation has been confirmed and thus stored on the blockchain.

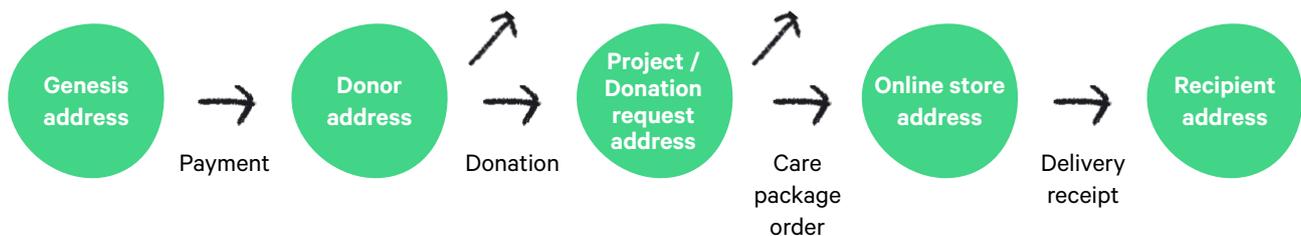


Figure 12. Entities and actions stored on the blockchain (Truhoma, 2021)

6.3 Truhoma Platform - Future versions (detailed)

VERSION 2.0

Scalability improvements

- To improve the availability of the service, the Platform architecture will be run on several production instances in geographically distributed locations.
- We will improve the superadmin abilities to modify the settings and flows for each separate country. This will enable us to modify the ordering and delivery flows, budget calculations, identity and eligibility check flows, etc.
- We will introduce several new languages and fiat currencies.
- To improve the reliability of the blockchain layer, we will add new blockchain nodes and simultaneously check the transaction confirmations.

New features

- Automated donation generation: the user will be able to specify the total amount of their donation and use filters in order to generate a cart of individual donations that will be funded with a single payment.
- Accepting donations in physical goods: the donors will be able to donate items / goods that will be delivered directly to the donees.

- Donor's philanthropic profile: the donors will be able to generate and publish their profiles, compete with other donors, receive badges and achieve milestones.
- The donors will be able to get direct feedback / a thank you note from the aid recipient.

VERSION 2.5

Crossborder donations

- The Explorer will be upgraded in order to enable the donors to search through donation requests and projects in other countries.
- Currency conversions will be supported.
- The number of transfers between bank accounts will be optimized (minimized).
- The card payment processing will be optimized by onboarding several PSPs and payment gateways.
- The cryptocurrency donations will be expanded by integrating services that accept BIP21 payments from mobile wallets.

Customized care packages

- Administrators will be able to create custom care packages from the list of available items on the price list of each online store partner.
- Retail store partners will be able to connect to our platform automatically and upload their price lists.

Automated identity and eligibility verification

- ID documents and eligibility proofs will be processed automatically.
- Several check modes will be developed for each supported country.

VERSION 3.0

Mobile app

- Mobile applications will be developed for Android and iOS with features similar to those of the web-based version.
- New payment methods will be developed: digital payments, SMS payments.
- Care package receipt: the recipients will be able to send feedback or a word of appraisal to the donor(s).

6.4 Truhoma Platform - Scalability study

This chapter describes the expected roadblocks that we anticipate when expanding the Platform.

LACK OF WORKFORCE DUE TO MANUAL PROCESSES ON THE PLATFORM

Problem description

With an increased number of users and activity on the Platform, the amount of the manual processes and interventions will linearly increase.

The most critical processes are:

- Identity and eligibility verification of Individual donees;
- Project approvals;
- Fraud management: fraud prevention, fraud detection and penalization in case of fraud confirmation;
- Admin work: troubleshooting user- and payment-related problems on the Platform;
- User support: help with the use of the Platform and troubleshooting.

How do we plan to solve the problem?

Automatization: we plan to automate the identity and eligibility checks by integrating third-party solutions for automated personal ID verification and social status documentation verification.

Fraud detection will also be automated by developing automated checks to constantly monitor

our database and search for any irregularities. Costs for third-party services for automated document processing (0.10\$ per document) will be covered by the Truhoma Fund.

Trusted charities: organizations with a spotless track record will gain the status of trusted organization and thus the right to publish new projects without mandatory approval by the Admin.

Recruit administrators: within charity organizations using the Truhoma Platform, we will recruit volunteers to help with the administration and user support. Trusted volunteers will gain Administrator rights.

MAINTENANCE COSTS

Problem description

The software (i.e. the Truhoma Platform) needs an infrastructure to be deployed on as well as a steady, reliable maintenance. The maintenance is required for reviewing logs, performance monitoring, handling network errors, intrusion and DDoS attack prevention, environment maintenance and security, blockchain node and middleware maintenance, etc. These repetitive tasks are generally not affected by the activity and number of users, so we can consider them as fixed maintenance costs.

When covering countries geographically distant from each other, scaling solutions must be provided:

- Multiple instances: a separate instance of the Platform is run and maintained in each country. This kind of architecture prevents the possibility of introducing international (cross-national) donations;
- Centralized architecture: a single internationalized instance is run and maintained for all countries.

How do we plan to solve the problem?

The Truhoma Fund will provide a single centralized instance for all countries.

It will be internationalized and customizable for the following features:

- Language: the initial language will be set based on the user's IP, but the user will be able to change the language. If unknown, English will be set as the default language;
- Identity and eligibility check: different documents, KYC/KYB procedures, automatization approaches;
- Packages and online store partners: for each country, a separate list of partners and customized packages will be available;
- Budget calculation: taking into account different standards, budget calculation for individual donees will be tailored to each country;
- Delivery settings: based on availability, the delivery modes and the delivery confirmation features will be customized according to the country or region.

Running, monitoring and maintaining a single web application will lower our software-related costs and improve the control and security of the Platform.

REGIONS WITHOUT COMPUTER AND/OR INTERNET ACCESS

Problem description

A prerequisite for using the Truhoma Platform is Internet access. In some developing countries, access to computers and the Internet is still scarce or difficult, especially among populations in need (i.e. donees). On the other hand, smartphones and mobile Internet are often more accessible to the general population.

How do we plan to solve the problem?

We plan to either:

- Upgrade the existing web-based Truhoma Platform with progressive designs, which will provide an app-like interface for smartphone users or
- Develop a mobile app for Android and iOS smartphones with similar features like those of the web version of the Truhoma Platform.
-

FINANCING OF OPERATIONS, DEVELOPMENT AND EXPANSION TO NEW REGIONS

Problem description

The maintenance and further development of the Truhoma Platform will be connected with significant costs. The Truhoma Fund therefore needs an independent stable source of revenue and/or donations to cover these expenses.

How do we plan to solve the problem?

The Truhoma Fund will establish two income flows:

- Donations: we will partner with donors and social impact investors with a long term vision, ready to commit to multi-year funding;
- Merchandise store: we will establish a Truhoma Fund merchandise store on the Truhoma Platform. All the income from the sold merchandise will be used for financing the maintenance and further development of the Platform.

COSTS OF PAYMENT TRANSFERS AND BLOCKCHAIN RECORDS

Problem description

To facilitate the donating and purchasing process, the Truhoma Platform relies on the local bank account infrastructure. Although the whole platform was designed so that minimum financial transfers are required, the costs of maintaining the bank accounts and paying the online store bills (bank fees) still need to be covered. If we want to maintain a 100% donation efficiency for the care packages, we need to find another source for covering the payment method and bank-related costs. For each bit of information (record) stored on the blockchain, we need to pay a small network fee in cryptocurrency ('transaction gas', in Bitcoin Cash). These amounts can add up and are linearly related to the activity on the Platform.

How do we plan to solve the problem?

We will establish partnerships with banks and payment service providers that will offer us zero costs for our bank account subscription and 0% bank fees for payments and transfers. The remaining costs will be covered by the Truhoma Fund. For the blockchain costs, we will look for long-term sponsorships from blockchain evangelists that promote the use of Bitcoin Cash.

LACKING OR UNRELIABLE DELIVERY SERVICES

Problem description

In the regions where online stores are either non-existent, unreliable or do not offer a reliable delivery service, the care packages will have to be prepared and distributed to the donees in a different manner. Our future go-to-market strategies will include vertical or supply chain partnership development.

How do we plan to solve the problem?

We will adjust the ordering and distribution model to each country according to the availability of the services:

- Online stores with affective delivery service;
- Online stores and delivery through partnership with charity organizations;
- Regular stores, with the donees picking up their care packages at the nearest store.

In order to establish different models, we will upgrade the ordering function with a search and match feature, enabling the Platform to look for the most suitable pick-up store for each donee.

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Join TRUe and HOnest MAnkind, the movement revolutionizing philanthropy.

If you want to become a partner or a private donor for the Truhoma Fund,
please contact us at ana@truhoma.com.

We are looking forward to hearing from you!

