WIDEAWAKE.ORG™

WideAwake.org is a non-profit collaboration working to increase the impact of overseas giving.

PROBLEM. Charity dollars are not getting to the people who need them.

Fraud, inflated salaries and ballooning overhead have crippled many international giving organizations. Over 50% of a donation can be lost before it ever has an impact.

SOLUTION.

Freedom in the Free Market

We use free-market principles to create a charitable project marketplace that empowers donors. We allow only the best aid organizations to post projects on our site. Donors choose exactly which projects to support. As donors choose to fund only the best projects, only the best projects are completed. Better work at a better price.

Power in the Dollar

We do not favor any political or religious agenda, or focus on any one country, region or race of people in the world. Our focus is simply on the cost to provide a good or service to a person in need. U.S. dollars have greatly enhanced purchasing power in impoverished areas overseas, so that is where we go for value.

No Middlemen

There is a big difference between overseas aid workers and international charities. Aid workers are the people on the ground with their sleeves rolled up getting dirty. International charities often just act as middle men receiving donations, taking a cut, and then passing them on. We are different. Every penny given through WideAwake.org goes directly to aid workers on the ground getting their hands dirty.

Ultimate Accountability

WideAwake.org is fueled by the collaboration of talented professionals, volunteers and others working together to help those in need – for free. From our President on down, none of us are paid a penny. Our overhead is funded solely by our Board of Directors and other donors who give specifically for that purpose. Donors never have to worry whether their gifts really reach those in need because there is nowhere else for their gifts to go.

RESULTS. We strive for value over volume. We measure success simply by the cost to provide a service or good to another. Call it the gift of liquidity.

$3	Cost to feed a child for a month
$150	Cost to educate a teen for a year
$150	Cost to build a childcare center
$1000	Cost to plant an acre of trees

WHERE.

QUICK FACTS.

- » Founded in 2007
- » Beta website launched in 2009
- » 100% volunteer run
- » 100% of overhead paid by Board
- » 100% of gifts go directly to aid organizations
- » Financial statements audited annually
- » Personal relationships with all aid organizations
- » All aid organizations subject to reporting
- » Official WideAwake.org launch set for Q4 2011

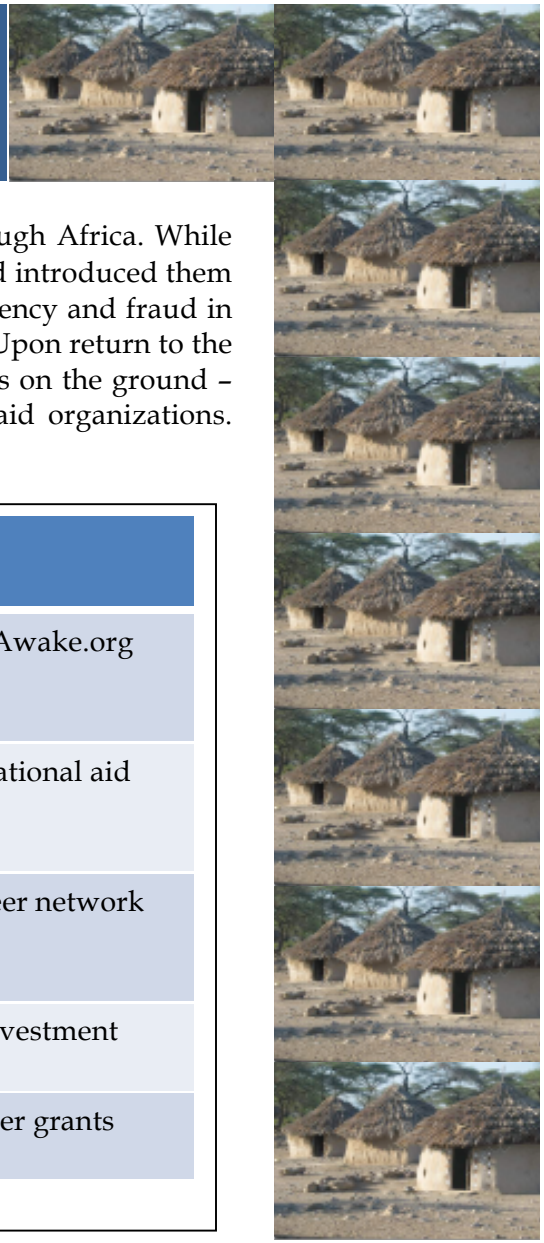
COUNTRIES.

KENYA |

PROGRAMS.

EDUCATION | HEALTH & HUNGER | WOMEN | COMMUNITY DEVELOPMENT

PAST. We strive for value over volume. We measure success simply by the cost to do or provide a gift to another. Call it the gift of liquidity.



Story. WideAwake.org was founded in 2007 when two of our founders spent a summer trekking through Africa. While camping on the shore of a remote lake, they met a handful of children who led them to a nearby village and introduced them to the director of the community organization that supported it. Having been jaded in the past by inefficiency and fraud in international charities, they were astonished by how little money was truly needed to support the village. Upon return to the United States, the pair began building a system which would allow donors to give directly to aid workers on the ground – cutting out the middlemen, unchecked salaries and bureaucracy prevalent in traditional international aid organizations. WideAwake.org is the result of that effort.

2007-2008	2008-2009	2009-2010
Develop corporate structure and policies	Bid and develop WideAwake.org website	Beta launch of WideAwake.org website
Create and screen intercontinental aid worker network	Assemble volunteer network	Integration of international aid workers
Approve international grant-making system	Build strategic donor base	Integration of volunteer network
$0 in capital investment	$63,000 in capital investment	$26,000 in capital investment
$[20,000] in aid worker grants	$63,000 in aid worker grants	$43,000 in aid worker grants

FUTURE. Add New Countries | Add New Programs | Add New Partners

MANAGEMENT. Given over [$150,000] for capital investment & grants since inception.

Frank Victor-McCawley, Founder | President
General Counsel of Strike, LLC. Former corporate attorney at Fulbright & Jaworski L.L.P. with focus on globalization, finance and international business. Graduated with honors from the University of Texas School of Law and holds a Bachelors of Engineering Degree from Vanderbilt University with majors in Mechanical Engineering, Psychology, and Communication Studies.

Brian Manning, Founder | Executive Director of International Operations
Diplomat for U.S. Department of State. Former attorney at [_____]. Holds a degree in Political Science from Oklahoma State University and earned his Juris Doctorate from the University of Minnesota Law School. Speaks three languages and is working on his fourth.

Megan Pate, Founder | Executive Director of U.S. Operations
Former revenue management strategist in the Marketing and Network Planning Division of Continental Airlines. Conducted financial and business valuation analysis for Mercer Capital Management. Holds a degree in economics from Vanderbilt University.

[Meyling Lau | Marketing Consultant]
Consulting services donated free of charge by a for-profit organization. Former Marketing Manager for Expedia, Inc. Former Marketing Manager for Hotels.com.