



Outreach - Canyudo

Canyudo asks 'What can you do?' -

We're helping people organise better together.

Abstract

This paper explains Canyudo's community values and highlights how we will help volunteers and volunteering, onboard volunteer-using organisations and raise funds for good causes.

What Constitutes a *Good Cause*?

Anything from local sports teams and scout packs to a global NGOs and charities. Relief and environmental organisations, political parties, religious and campaigning groups. '*Any organisation engaged in the improvement of human society.*

Problem

Good causes need supporters. Charities need donors and football teams need coaches and drivers. In some countries like the UK, up to 40% of people volunteer and in some cultures, charity is a moral obligation for anyone with sufficient means.

So, raising money and people are the two key secondary objectives of *a good cause* - its primary objective is its mission - the football team, scout pack or charity goal.

Canyudo's Solution

Canyudo is for locating, and organising people then *learning who performed well*. The product's revenue-earning plan is focused on short lead hires market, but the product itself is useful in a multitude of organisational contexts. It was designed with volunteer-management in mind.

In 2019, Canyudo will incorporate a proprietary cryptocurrency - an *altcoin* called 'CanyudoCoin' (CYD). CYD has a sister coin called Kudos (KYD). KYD is an open-ledger coin which is used to distribute money to the Canyudo user's nominated good cause.

So Canyudo finds and organises people by location and interest and generates funds for good causes.

Talking to Good Causes about Canyudo

In early 2019 Canyudo will complete fundraising and begin a programme of outreach to Good Causes. It will become essential to tell this story to Good Causes.

A complex value proposition in bullet points:-

1. Organisational

- Locate and onboard interest/availability-matched local volunteers.
- Identify the most effective, reliable individuals.
- Organise volunteers to maximise effectiveness of the Good Causes primary activities.

2. Fundraising

- Find new volunteers with matched interests in the Canyudo user base.
- Each Canyudo user nominates a personal good cause favourite or favourites.
- Every transaction conducted by that user generates an income for their chosen good cause.

3. Kudos and Pay-it-forward

- Funds raised for good causes are paid to registered charities in KYD
- KYD is generated each time a smart contract is executed and a transaction processed.
- The open-ledger forms a public record of *value added per job done* and forms the basis of a social game based on **pay-it-forward** economics.

The intended result is that a good cause whose members use Canyudo in their everyday lives should benefit from better localised organisation and stronger fundraising.

When that organisation receives funding, it may choose to allocate in whatever ways it sees fit, by translating the KYD back into CYD to be sold at the exchanges for fiat currency, or paying KYD out to contractors volunteer helpers and/or beneficiaries within the framework of Canyudo's pay-it-forward model.

Intended impact of *Pay it Forward*

Pay it forward is a long-considered social idea dating back to 316-317 BC and Menander's comedy *Dyskolos*.

Benjamin Franklin famously described it as a way to 'do a lot of good with a little money'.

We have no way of tracking cash in real time and therefore no way to evidence how a charitable donation is utilised (prove how much good work was achieved), but with the advent of cryptocurrency this facility now exists and we intend to do that with the 'Kudos' (KYD) we provide to charities free of charge on a monthly basis.

Most of us don't like to talk about our good deeds, but to encourage this behaviour in others we should probably do it more. We think being able to demonstrate how many lives a donation has impacted positively would be a powerful motivational force, and tracking KYD as it is utilised by charities and then publicising this information will be of benefit to the charities individually and to society as a whole.

Partner Acquisition

We will network and connect with interested organisations to secure enthusiastic support and acquire pilot partner good causes.

These will see a vested interest in the success of Canyudo, and share our service reciprocally with their large user bases. They will understand that a partnership with Canyudo will contribute to their cause.

We will reach out via social media (primarily LinkedIn and Facebook) as well as attend events for the charity sector and produce press packs specifically for that purpose.

We will create a team to undertake outreach work from our UK office, networking with Charities fundraising and PR departments, organisational and executive offices.

Avocet Trust - an *early adopter*

Avocet trust in Yorkshire, UK is a pathfinding partner for Canyudo and will launch with the service in March 2019

- Founded in 1991 to provide 'lifelong support and companionship' for individuals with profound disabilities.
- Client challenges: learning disabilities, physical disabilities, mental health problems, autism, and brain injuries.
- **Avocet's 300 volunteers** help clients lead 'fulfilled and valuable lives' through offering 'high quality care and support.'
- Avocet operates 50 'family-feel' homes. Each resident has his own private bedroom.
- Long-term relationships between clients and volunteers are key to Avocet's positive results.

Avocet Trust sees Canyudo as a means to increase its pool of local volunteers, to plan volunteer schedules, to create long-term client/volunteer matches, to report volunteer metrics to the charity's executive and to raise funds, using these to pay for third party services and reward and motivate volunteers.

Avocet trust chairman Les Howell: *"We see an essential role for Canyudo in helping maximise the efficiency of volunteer resources. We are already keen to share Canyudo with similar organisations in neighbouring areas".*

The Canyudo ICO - winds of positive change

The Canyudo ICO commences in December 2018 (the public sale begins in January 2019). The ICO is structured so that 20% of the capital raised + 20% of the coin created is ring fenced to create the initial value of the KYD *KudosCoin* and will be shared over 5 years from launch with Good Causes who have already become Canyudo launch partners.

Invitation

We invite discussions with all interested good causes - we don't care if you are a 'household name charity' or a junior baseball team - and we invite you to consider Canyudo for your good cause, and to join us in our community of giving and doing.

Reach Us

Canyudo's Director of Charity is Tobi Doeringer. COO Jon Wray and CEO Steve Biddick are also happy to receive contact from interested organisations who can consider a structured pilot programme with Canyudo.

We look forward to hearing from your organisation!

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Reference: <https://avocettrust.co.uk/>

Dyskolos: <https://en.wikipedia.org/wiki/Dyskolos>

Ben Franklin: https://en.wikipedia.org/wiki/Pay_it_forward