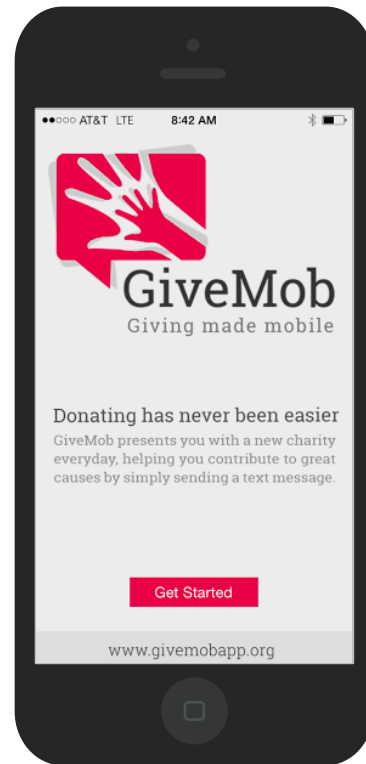


GiveMob: GIVING MADE MOBILE



Giving back has never been easier. With the popularity of mobile devices, charities are now able to reach out to users and provide them with opportunities to donate to causes they support. One such app is GiveMob (givemobapp.org), now available for free on the App Store and Google Play, by young advocate Hiraa Khan.

Freelancer.com chats with Hiraa to find out what motivated her to develop a charity donation app and how the platform helped her widen the reach of charitable institutions.

Have you always been keen on getting involved in charitable causes? I have been working with and for non-profits since high school. In high school I volunteered for local Bay Area, CA, homeless shelters and food banks. After enrolling as an undergraduate at UC Berkeley in 2003, I worked closely with social justice organizations, serving on the Board of Directors of the American Civil Liberties Union. After graduating I worked at Google, Inc. for a few years and continued to volunteer with local organizations in my free time.

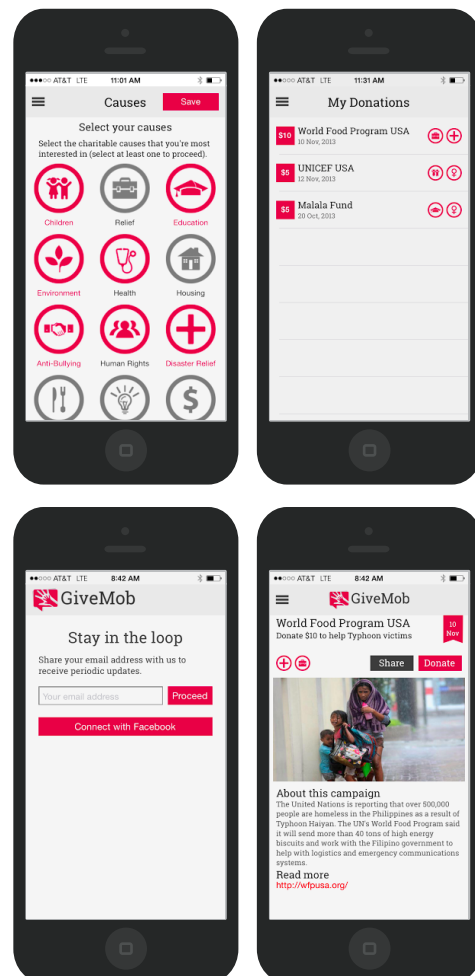
Since leaving Google I have worked for non-profits in Pakistan (Acumen Fund) and India (UNICEF). I also graduated from a two-year, full-time Masters in Public Policy (MPP) program at UC Berkeley in 2013. In graduate school I studied non-profit management and professionally consulted for a number of local and international organizations.

I'm interested in a number of charitable issues, ranging from women's rights to job creation, and I felt that GiveMob was a great way for me to raise awareness about a number of causes.

The app is a natural progression of your active involvement. I realized how little awareness there was in the industry about the use of mobile technology for engaging donors and supporters. I set out to create this mobile app to make it easy for anyone to give to charities through their smartphone.

I haven't officially launched yet, but have been sharing the app with personal/professional contacts in the non-profit community. At this stage I am interested in getting feedback and input before I begin pushing to the general public. I have about 60 users at this time and they tell me that donating through text is extremely convenient.

Organizations that have been featured on our app have indicated their enthusiasm for reaching new audiences. Other non-profits have been reaching out to us through our website to request features.



Tell us more about GiveMob and the charitable institutions it supports. GiveMob, which spotlights a different nonprofit organization everyday, helps users make charitable contributions of \$5 or \$10 (in US currency) via text-to-donate. Organizations showcased on the app span a number of charitable causes and are domestic and international in focus. The app also encourages users to share their favorite campaigns with their network through social media.

We hand-select non-profits and charities throughout America. Since we track our users' cause preferences we have the ability to tailor the non-profit campaigns on our app.

The app was built on the Freelancer.com platform. What convinced you that Freelancer® was the solution you were looking for? I tried a few different sites before finally deciding on Freelancer®. The biggest deterrent to using other sites was the number of false or inauthentic developers that were contacting me. I got very sketchy responses. For example, they lacked the technical knowledge they

claimed they knew, or would offer me an unrealistically low contract price. On Freelancer®, however, I received a number of competitive offers from well-qualified developers around the world.

Also, the milestone payment method made me feel safe and secure in engaging a contractor I had never worked with before. Before we began work, the developer clearly outlined at what stages the payments would be made. After a few quick and easy negotiations we settled on a payment schedule that was mutually agreeable.

You have only good words for Fourspan Tech, the team behind GiveMob's development. Fourspan Tech (www.fourspan.com) was extremely professional throughout the experience and helped me work with Apple's rules and guidelines on charitable apps. They were so committed to the project that they volunteered to help me implement two features that Apple asked to be added—the SMS donation and 'Read More' links should open outside of the app—on the original budget.

“On Freelancer®, I received a number of competitive offers from well-qualified developers around the world.”

They were even able to recommend key product features to help maintain the app's original user experience.

When I originally posted my project I received dozens of responses. However, Freelancer® quickly filtered and recommended a developer based on the technical requirements of my project. I ended up going with the team recommended by Freelancer®.

How would you describe your Freelancer.com experience? I had a fantastic experience using the platform. It's efficient, effective, and secure. I am excited by the prospect of using Freelancer® for other projects in the future.

