



Donation Platform

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Why Donify?

A 2019 study of the Reuse Sector in New York City found that:

- The maximum potential to divert waste through recycling is usually saturated at 66%
- We need auxiliary strategies like reuse to achieve zero waste to landfill ambitions
- Boosting the role of reuse in the circular economy is critical to increase diversion

Source: <https://journals.sagepub.com/doi/abs/10.1177/0734242X20919496>

The study showed that 19% of organizations in the reuse sector were non-profit organizations or government agencies, and 81% were commercial operations.

The existing large community of organizations facilitating reuse, recycling and resource rescue of every sort everywhere is often overlooked when we imagine promoting sustainability.

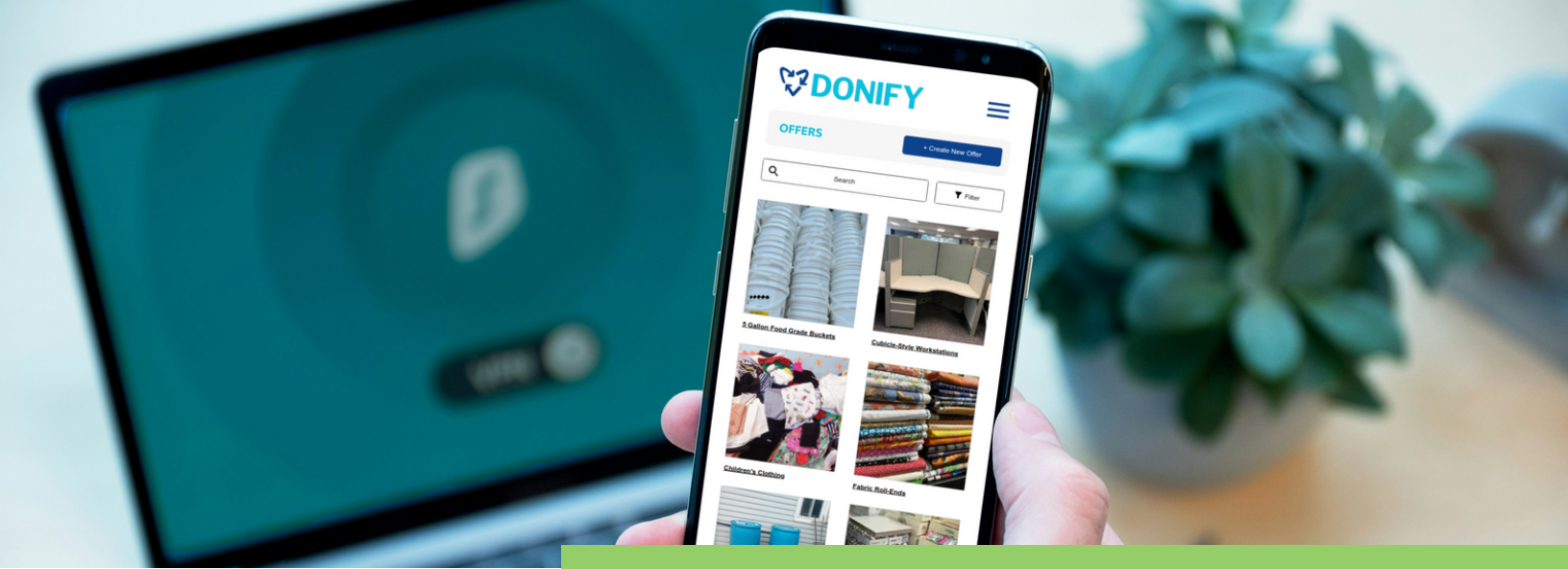


What if?

- What if instead of trying to invent new 'disruptive' ways to generate a more sustainable economy - replacing or competing with existing reduce, reuse recycle channels - we came up with a way to strengthen and support these community organizations?
- What if we gave organizations in the recovery and reuse sector - the thrift stores, the food rescuers, the clothing depots, the homeless shelters, the ReStores - the same type of technology that Amazon deploys?
- What if residents could visit one website to offer all manner of items and materials, including food rescue for donation?
- What if we supported and strengthened the Reuse Sector to do better what they're already struggling to do with limited resources; support the circular economy and help their communities move toward Zero Waste?
- How much more waste could be diverted, how many local charities could be helped, how many local jobs could be created, and how many CO2 emissions could be avoided if we did that?

Let's find out.

iWasteNot Systems introduces Donify, an online tool to make these 'what ifs' real.



Enter - Donify

Donify allows residents to easily offer donations to multiple charities and reuse organizations in one simple step.

Our mission is simple: to make it easy for people to donate items they no longer need and for charities to find the resources they require to support their valuable work.

How it works



People and businesses create a 'Donation Offer' with details and photos. Charities can also create 'Wishlist' requests for people to respond to.



Reuse charities and non-profits can then Request the Donation if it's suitable.



Pick up or drop off is negotiated through the integrated scheduling system.



Donify benefits residents, businesses, governments and other organizations

Donify makes it simpler, more convenient and more efficient to make in-kind donations.

Simple



- Provides a convenient single point for all in-kind donations.
- Users can visit one website to donate a wide range of items, including food for rescue and donation.

Convenient



- No need to research which organizations accept specific donations.
- Donations are offered to multiple organizations simultaneously, ensuring items move quickly.

Efficient



- Donors can arrange for pickup or drop-off of donations directly from their phone.
- Instantly receive tax receipts for donated items.

Transparent



- Donify ensures that donations from schools and government entities are offered to all eligible organizations, preventing any perception of favoritism.



Donify benefits charities, non-profits and schools

Donify empowers charities, non-profits, and schools by maximizing the relevance of donations, allowing them to select donations that best suit their needs.

Charities are able to preview donation offers, with photos, before they agree to accept them.

This allows them to:



Choose donations that align with their specific needs and mission



Increase the volume and quality of donations



Avoid receiving unwanted items that require costly disposal



Track data on type, sources and volume of donations



Save costs on donation acquisition and management



Donify benefits communities

✓ **Serving Social Justice**

Donify provides free or low-cost items and materials to those who need them.

✓ **Reducing Waste**

Donify significantly reduces the amount of waste ending up in landfills through reuse.

✓ **Creating Jobs and Economic Activity**

Donify supports community organizations that are part of the circular economy and stimulates economic growth by creating jobs within the reuse sector.

✓ **Reducing Hunger**

Donify helps alleviate hunger through food rescue.

✓ **Providing Valuable Insights**

Donify offers comprehensive tracking and reporting. We provide communities with valuable insights into reuse activities, including diversion rates, reuse stream characterization and gap analysis.

About Us

We're a family owned business. We've been working since 2003 to help people reduce the ecological impact of the overuse of items and materials on our planet.

We've already helped people in over 100 communities, states and provinces reduce, rescue, and recycle!



Norm Ruttan, President



Waste is only waste, if it's wasted. Leaves can be made into a mulch. Scraps can form the basis of an art lesson at school. Socks with a hole in them, can be recycled into fiber and re-spun into new cloth. Everything is a circle of life.

Some of our clients



Ready to get started?

Want to know more?

Get in touch



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