REQUEST: WEB DEVELOPMENT SUPPORT FOR OUR
NON-PROFIT CROWD-SOURCE
WEB PLATORM/APP

WEattitude.org

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Our Needs

Summary of Volunteer Project Request

WEattitude.org is seeking your assistance through contribution of your web development expertise to optimize our *philanthropic crowd-source web platform/app*. We anticipate that this *crowd-source web platform* will positively impact hundreds of millions of people all over the world including, but not limited to, people facing issues related to humanitarian crises, corruption, poverty, trafficking, abuse, social integration, terrorism, and personal realization of underprivileged children, young people, adults and families.

Up till now, despite being faced with limited financial resources, we have successfully self-funded and bootstrapped our way to efficiently design our web platform, analytics, and overall strategy. We have currently exhausted our resources; hence we are seeking experienced volunteers in several expert niches to help us in the final phase of the development process. The requirements include, but are not limited to, volunteers with skills related to: UI/UX Designers, Database Design, Content Specialists, Web Developers, Website Load Testing, Marketing Strategists, Multimedia Specialists and Editors.
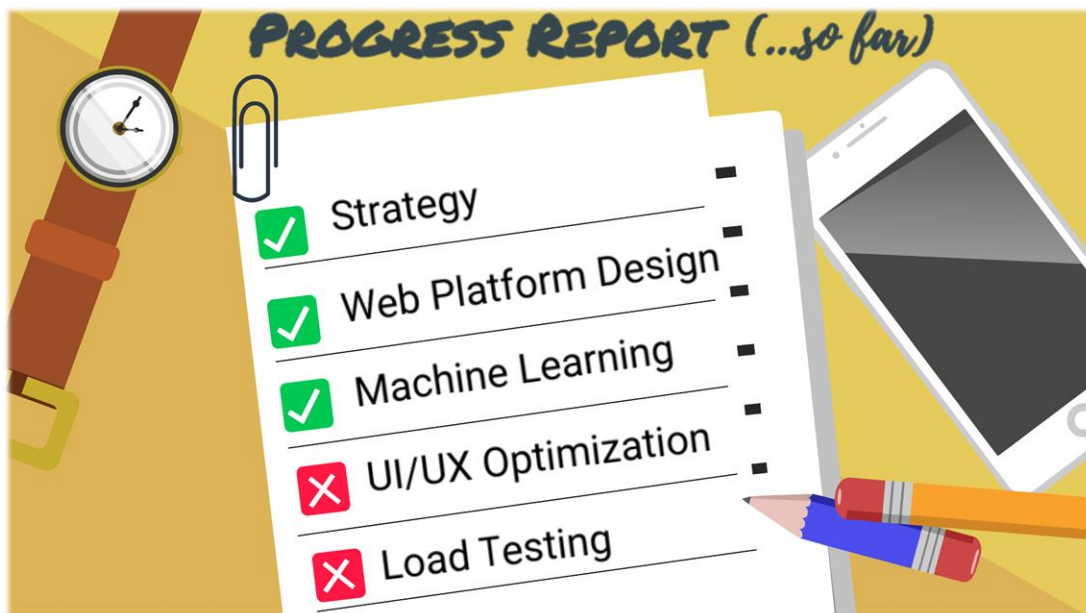

Figure 1: Our Needs (Summary)

ABOUT WEattitude.org

Why? (Problem We Solve)

- **Motivation 1: Suffering** Around the World
  - o World suffering is on the rise. This includes, but is not limited to, issues related to humanitarian crises, corruption, poverty, trafficking, social integration, terrorism, and personal realization of underprivileged children, young people, adults and families.
- **Motivation 2: Cluelessness** of People Who Genuinely Want to Help
  - o Most people want to help but are clueless about what to do
- **Motivation 3: Inefficiencies** in the Status Quo
  - o The status quo of multiple charity organizations pursuing overlapping objectives is collectively inefficient.

The single most contributing factor, and common denominator, to the issues highlighted above is arguably *a lack of concrete and actionable information in the hands of the right people*, especially in remote areas across the world. This web platform/app seeks to tackle this in perhaps the most effective way possible with today's technology.
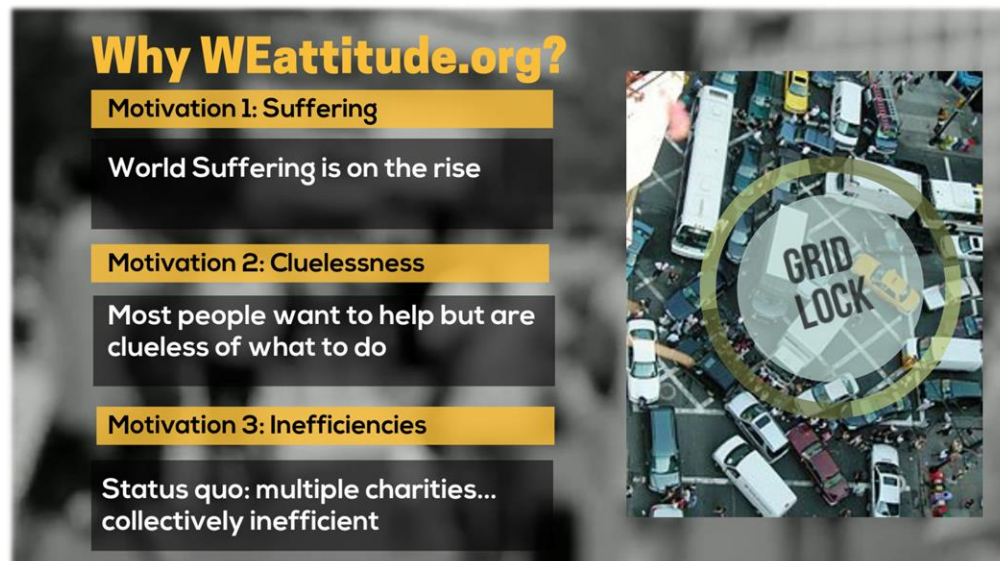

Figure 2: Why WEattitude.org? (Summary)

How? (Our Solution)

The overall aim of the WEattitude solution is to efficiently channel the skills and knowledge of people from all works of life across the world to significantly address the issues mentioned above by creating a crowd-source web platform/app through which people can outline their skills, mention issues that they are intimately aware of in any part of the world, suggest solutions to listed issues and implement actionable initiatives. In addition, analytics and machine learning algorithms will be used to rank issues, solutions and initiatives in order of priority. These algorithms will also be used to match people with the appropriate skills to the appropriate initiatives, and to estimate the overall impact of each person's contributed skill and time.

In essence we will be linking volunteers, and lightly paid individuals, to troubled sites across the world where they can make the most impact. The web platform will also provide a constantly up-to-date database of issues, solutions and initiatives across the world. It will not only provide people who are genuinely willing to make the world a better place with the information they need, but also how to go about it.

Figure 3: Our Solution (Summary)

The project success will be measured with indicators such as:
- Number of volunteers and skill types that sign up
- Number of issues, solutions and initiatives listed in the database
- Number of initiatives that get implemented to address issues
- Estimated impact of initiatives
- Level of active participation by volunteers
- Financial independence of the non-profit organization (i.e. ability to not depend on self-funding or donations)

With this project, victims of insurgency/terrorism, corruption, poverty, flood, earthquakes, famine, drought, abuse, human trafficking and virtually a broad range of crisis can get the help that they desperately need.

Who/What? (Organizational Profile)

The idea of WEattitude.org, together with the mission to implement a crowd-source strategy to effectively make every corner of the world a better place, began to hatch since the spring of 2012 when the founder, Mr. Nnaemeka Akpunonu, partook in a philanthropic-focused nationwide $70,000 business case competition hosted by Exxon Mobil. Nnaemeka was a member of the two-person team that won the first prize by developing strategies for strengthening ties between corporations and minority non-profits.

Bolstered by confidence from the award whereby he realized his potential to design effective solutions, and a lifelong desire to alleviate world suffering, Nnaemeka formed WEattitude.org to serve as a platform that brings people together from all works of life to pursue philanthropic endeavours. Thus today WEattitude.org is a coalition of individuals who contribute their career/life skills to enable the organization achieve its mission.

Over the years the strategy and accompanying initiatives have been iteratively developed and improved upon, designed to provide an all-inclusive approach to effectively make every corner of the world a better place in perhaps the most effective way possible with today's technology.

We aim to create a sustainable leadership and operational ecosystem, by following an opensource model, that is independent of any one individual and remains effective for generations to come.

NB: Please see the accompanying video at the following link for more information on WEattitude.org: https://youtu.be/VNNUuzW1NAU