



Executive Summary

Community Assistance Program

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Community Assistance Program, CAP for short, is a Non-Profit Social Venture. CAP was created with the idea of helping our community and making it easy for people to get involved. We are short-term financial assistance for families in need. Nampa struggles with a large population of people who can never get ahead and live from paycheck to paycheck.

We believe that there are generous people in the community who want to donate but do not have a convenient way to do it. People want to help and have the ability to donate, but they just don't have an easy, quick option for it until now.

Combining these two issues, we developed a way to help the people in need in our community. How are we going to do that? We have created a web platform where families in need in Nampa are posted, and their needs are displayed. On our website, people can see and read about these families and their needs. Donors can then select different needs such as groceries, toiletries, and clothing. From here, they can then pay for that family's needs, and CAP will handle the logistics work for getting the supplies and delivering them.

We are different than most social ventures because we are helping people in need by focusing on the donors. We want it to be easy and hassle free for people to donate. CAP believes that by our donation processes being simple but also informative it will draw in more donors and create a place where donors trust and will come back to. Many people who are financially stable don't see a lot of people in need throughout their day-to-day routines. CAP is a way to connect people who have the ability to give, with the families that need help.

CAP will be partnering with numerous corporations in the Nampa area, including Walmart, Albertsons, Target, and Fred Myer. These corporations will help us by lowering costs when it comes to clothing, toiletries, and groceries. We will also be teaming up with local banks such as Chase, Wells Fargo, and Northwest Christian Credit Union. Banks are required to donate to their communities by law, and by teaming up with CAP we will have a great impact on the community. As a non-profit, we also qualify for government grants that will help keep our operating costs down. We are connected with all the churches in the area as well.

There are enough good people in our community that want to help, and they just need an easy way to do it. CAP is the most efficient donation opportunity that directly impacts our community. We will help people reach a comfortable, steady lifestyle so that they can grow as a family and eventually give back to the community just like the people who gave to them.