

NPO DESCRIPTION FOR A MARKETPLACE PAGE TEMPLATE



This sample marketplace page provides a structured way to present your nonprofit's mission, key programs, and donation impact.

Use it as a guide to create a compelling narrative that engages donors, highlights funding needs, and clearly communicates how contributions make a difference.

Overview:

Example nonprofit is a non-profit organization that works to combat sexual exploitation in Country X. Example nonprofit was established in 2018 and has since then been working to end the cycle of exploitation and trafficking by empowering survivors and creating sustainable solutions to prevent exploitation from happening in the first place.

Example nonprofit has implemented various programs to achieve its goal. It has provided education, healthcare and economic empowerment to survivors, particularly women and children. It has also been working with law enforcement agencies to identify and arrest traffickers, and it has been providing legal assistance to survivors to help them obtain justice and compensation. Additionally, Example nonprofit has been raising awareness about exploitation through public speaking engagements, workshops, and social media campaigns.

Programs:

There are three exciting projects that Example nonprofit is working on, which need funding to become a reality.

1. Safe to Stay: The first project is the construction of a Safe House, which will provide a safe and secure place for survivors to heal and recover. **The estimated cost of this project is \$25,000.**
2. Safe to survive: The second project is a vocational training program that will provide survivors with the skills and resources needed to become self-sufficient and build a brighter future for themselves and their families. **The estimated cost of this project is \$15,000.**
3. Safe together: The third project is a community-based program that will educate communities about exploitation and empower them to take action to prevent it from happening in their communities. **The estimated cost of this project is \$10,000.**

What your donation can provide:

- A \$10 donation to Example nonprofit could provide a survivor with a hot meal, a warm bed, and a safe place to sleep for one night.
- A \$50 donation could provide a survivor with a week's worth of essentials, such as food, clothing, and hygiene products.
- A \$1000 donation could provide a survivor with a month of trauma-focused therapy, which is critical to their healing and recovery.

Angel Metric-ulation:

We chose how many survivors we are able to feed and home for a night as our key 'Angel Metric' to share with you. Each year, we are unfortunately seeing more and more needing our services. While we work to lobby Governments, change laws and educate, the immediate needs of survivors are of paramount importance.

Your donations can literally save a life today.

To keep 1 survivor safe overnight: \$2.33
To keep 10 survivors safe: \$23.30
To keep 100 survivors safe: \$233.00

To Sum Up.

Example nonprofit is making a significant impact in the fight against sexual exploitation in Country X, and it is looking for donors who are passionate about making a difference to join its mission.

Every donation, no matter the size, can help to provide survivors with the support they need to heal and build a brighter future for themselves and their families.

KEEP IN TOUCH!



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