



AidJoy is a conduit and champion for humanitarian causes. Our work results in lives saved, and cycles of poverty ended.

AidJoy helps charities build capacity in order to solve dire problems. We improve charity operations, and bolster infrastructure necessary to handle the growth that comes from our robust marketing communications initiatives.

AidJoy also develops relationships between charities, corporations, foundations, and governments. We not only connect these organizations, we assist them in identifying and harnessing their abilities to end life-and-death problems and move a cause forward.

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ABOUT AIDJOY AND ITS CHARITY-PARTNERS:

Where We Work:

The Americas: North, Central, and South. Common time zones and excellent airline networks facilitate communication and cost-effective travel. Our knowledge of language and culture allow us to operate efficiently in this hemisphere.



Our Focus:

Dire problems involving health care, human rights, community development, education, and/or the environment.

Selection Process:

AidJoy's standard of integrity requires a thorough vetting and selection process when choosing charity-partners. Our application, investigation, and interview process is rigorous to ensure that candidates share AidJoy's commitment to excellence and transparency.

The Charities We Help Must:



Solve life-and-death problems



Provide a long-term, detailed solution



Work within their own communities



Employ a full-time staff



Demonstrate a proven track record



Be financially stable



Receive little-to-no media attention

Contact us for a complete application.

WHAT WE DO:

Directors of many small charities face a terrible choice: invest in the infrastructure and communications necessary to expand their services, or devote limited resources to frontline and day-to-day operations. The frontline almost always wins. AidJoy bridges the gap, enabling charities to grow.

Successful charity operations plan

Charities' expertise  Day-to-day operations
AidJoy's expertise  Improving and scaling operations



HOW WE DO IT:

1. Discovery and Planning

- Become immersed in the charity's environment, work as volunteers, conduct interviews with charity personnel, and shadow leadership
- Conduct market research/gather intelligence on potential donors, partner organizations and sympathetic audiences
- Evaluate business plans and estimate the resources necessary to attain long term vision

2. Technology

- Evaluate existing technologies and platforms used in day-to-day operations
- Streamline and improve operational efficiencies by improving technological systems using deep vendor discounts
- Provide implementation support and initial training on the new systems

LEARN

SOLVE

SHARE

CREATE

3. Content Development & Marketing

- Create an integrated marketing communications plan
- Professional writers, designers, photographers, and videographers document and design our charity-partner's unique story
- Create websites, social media content and strategies, suites of public relations and marketing collateral, and video to engage audiences across selected channels and verticals

4. PR and Relationships

- Cultivate relationships with editors and journalists (local, national, and international)
- Connect with grant partners, foundations and/or other non-profits that may be potential funding and/or strategic partners
- Develop relationships with corporate sponsors interested in supporting a charity as part of a social responsibility program

REASONS TO WORK WITH US:



Facilitating Communication Between Stakeholders

AidJoy sits at the nexus of the relationships between charities, foundations, and corporations. While all stakeholders have similar motivation, their needs, methods, and measurements of success can be very different. AidJoy aligns goals and interests, facilitates communication, and moves initiatives forward with determination.

	OBJECTIVE	REPORTING
CHARITY	Fulfill mission	Well-defined outcomes, and financial
FOUNDATION	Durable social change	Measurable performance indicators
CORPORATION	Fulfill social responsibility	Triple bottom line, and publicity

CHARITY CASE STUDY

PROJECT AMAZONAS



- **The Location:** Loreto, Peru: the Peruvian side of the Amazon rainforest. An area larger than Germany, covered in jungle.
- **The Population:** Approximately 900,000 people, half of whom live in 4,000 villages scattered across the region.
- **Primary Mode of Transportation:** Dugout canoe and pamacari riverboat taxi. For 95% of rural residents, the network of rivers is the only means of transportation. The cost of fuel for motorized boats is cost prohibitive for families in the Amazon.
- **The Problem:** One public hospital serves uninsured patients from the entire region. For rural people, the cost of travel and medical expenses can start an inescapable cycle of poverty.
- **The Reality:** Even if money *can* be found for motorized boat travel during an emergency, it can take days-to-weeks to reach medical professionals and receive treatment.
- **The Consequence:** Tens-of-thousands suffer or die annually in the Peruvian Amazon from treatable or preventable medical conditions. The highest rates of mortality are among neonates and infants, and the #1 cause of death is common diarrhea and resultant dehydration.

PROJECT AMAZONAS HISTORY BEFORE AIDJOY

Dr. Ernesto Salazar Sánchez, the former Regional Director of Health and current head of surgery at Hospital Regional de Loreto, co-founds Project Amazonas, to help bring medical aid to remote villages in the Peruvian Amazon, a task that the Ministry of Health did not have the budget and logistics to do alone.

Devon Graham, Ph.D., accepts the role of president and scientific director of the charity

Up to four times a year, teams of medical professionals travel the river systems by boat to bring health care to remote communities

Project Amazonas acquires its first speedboat, an “ambulance” to transport critical patients to the hospital

Patients per year

1,500

1994

1996

1999

2004

2008

PROJECT AMAZONAS + AidJoy

Patients per year

2009

- AidJoy begins intensive on-boarding and research into the ins-and-outs of Project Amazonas
- Business model revisions include optimizing pricing to increase volunteer participation and frequency of medical expeditions which incrementally fund the charity

1,500

2012

- AidJoy begins production of a Project Amazonas video brochure to educate, inform and inspire
- AidJoy and Project Amazonas create an impact study on the benefits of building a land-based medical facility at a strategic location on the river

2010

- AidJoy launches new Project Amazonas website
- Creates awareness videos to inspire medical students to take Project Amazonas medical expeditions as an elective
- Project Amazonas acquires a second speedboat (ambulance)

9,500

2013

- Siemens AG becomes the first sponsor of the land-based medical facility
- Project Amazonas acquires a third speedboat (ambulance)
- Medical expeditions are expanded to 10 to 12 trips annually, with 80% of medical volunteers coming from AidJoy's continued marketing efforts

2011

- Project Amazonas acquires a new primary medical boat, doubling their volunteer capacity

65,000

2014

- Land-based medical facility groundbreaking in Mazán, Peru.
- AidJoy continues to work on project management, and media/marketing efforts for this medical facility

2016

- Projected completion of the Siemens land-based medical facility estimated to serve 45,000 per year

Testimonials:



Kyra Hamann
*United States
Embassy Association
USEA*
>>>>>>

“The United States Embassy Association – USEA is pleased to support AidJoy’s programs in the Peruvian Amazon. Spreading the word about the Hospital Boats and the possibility to help and get to know the Peruvian indigenous communities in the Jungle will leverage the cultural exchange between Peruvians and volunteers from all over the World. While these communities have developed great knowledge about their environment, medical doctors and other volunteers can share their expertise and knowledge to help these communities.

This amazing project puts together the health and medication needs of the communities located in the isolated veins of Peru’s jungle, and the medical vocation, philanthropic interests, the possibility to become a volunteer, and the opportunity to have a unique experience of humanitarian assistance while traveling by river several days. Thousands of mothers and kids, men and women have benefited from this project, being able to get to a hospital and have their medical needs attended. Many lives have been saved. But there is still much more to do.”



Devon Graham, Ph.D.
*President/Scientific Director,
Project Amazonas*
>>>>>>

“On a near daily basis, Project Amazonas has faced the moral and financial dilemma of matching limited resources to overwhelming need. So it is that I find myself asking questions like, “Do we implement a parasite control project that will enhance the nutrition and health of an entire community; or do we fund a life-saving surgery for the sickest child in that community, knowing full well that lack of community-wide intervention will lead to suffering and death in the future?”

I’ve stopped worrying about these issues. Not because of the emotional toll that they take, but because I’m not faced with these dilemmas as often. Today, Project Amazonas is more often able to fund that life-saving surgery AND implement the community-wide program. AidJoy is the partner that is making my life easier, and that saves lives and improves health for thousands of people in remote communities in the Amazon.

AidJoy is unique. I know of no other charity whose goal is to help organizations like Project Amazonas do what we do better. In a very tangible way AidJoy is saving and bettering the lives of thousands of people in the Amazon. What AidJoy has done for Project Amazonas will have growing positive consequences for many years to come. They will have a similar impact around the globe in coming years as they partner with other humanitarian organizations. If you have the chance, visit us in the Amazon and see first hand the impact that AidJoy has made.”

WORKING WITH FOUNDATIONS:



The Missing Piece in Philanthropy

For a small charity, investing in a sustainable future too often means diverting resources from frontline services. Improving operational efficiencies, investing in supporting infrastructure, building business relationships, marketing, and fundraising have opportunity costs. AidJoy offers expertise in these areas to create sustainable futures for charities while they continue to help people in immediate need.

3 Ways We Measure Impact

Lives changed

Our charity-partners solve life-and-death problems and change trajectory of lives. When we help charities increase operational capacity, create new corporate partnerships, and find new donors, they are able to save and transform more lives. This is the primary measure of our success.

Sustainability of our charity-partner

To effect lasting social change, a charity needs to be committed to solving a problem incrementally, over the long-term. AidJoy's mission is to help charities achieve a growing and sustainable future. We measure operational performance against a charity's long term business plan as a predictor of future success.

Durable social change

Eliminating life-and-death problems and deep social inequities takes patience and dedication; helping enough people out of poverty and life-and-death circumstances transforms entire communities. Changes of such magnitude cannot happen overnight. AidJoy therefore measures the alleviation of suffering in increments over time to demonstrate that a problem is steadily disappearing.

Building Successful Partnerships

AidJoy makes substantial investments of time and resources to understand problems and work with corporate, philanthropic, and government partners to devise unique and practical solutions that end suffering. To facilitate these relationships AidJoy:

- Aligns each organizations mission and goals
- Clarifies expectations regarding contributions of time and resources
- Communicates clearly, consistently, and dependably
- Fosters collaboration and serves as a central point for sharing information
- Maintains trust and mutual respect among partners with integrity and transparency
- Provides benchmarks to measure progress over the course of a lasting relationship

WORKING WITH CORPORATIONS:



AidJoy works with businesses committed to developing long-term corporate-charity partnerships that will affect societal change. Identifying and creating a natural and intuitive pairing allows social responsibility to become a seamless and integral part of a corporation. When businesses align with charities in need of their core offerings, the expertise of their employees, and the fans of their brand, the benefits to both are numerous and far reaching:

SOCIAL RESPONSIBILITY:

When a corporation helps a charity incrementally solve a life-and-death problem, a sense of meaning and satisfaction permeates the corporate culture and becomes an inherent part of a brand. AidJoy designs social responsibility programs to do more than satisfy triple bottom line reporting requirements (profit, people, planet); we harness expertise, and ensure that financial investments in a charity have a real impact upon the problem they are solving. We make dollars count.

PR & MARKETING: In this age of information overload, consumers immediately discern between genuine news and contrived marketing. The public relations and marketing value of a community-charity partnership cannot be realized through traditional marketing tactics or dollars alone. AidJoy is expert in maximizing the impact of an inspirational story for both corporation and charity. We catapult corporate brands, and raise awareness and funds for charities with singular effort.

EMPLOYEE MORALE: Utilizing employee expertise for the benefit of the charity offers employees a unique opportunity for professional development. Identifying necessary skills, and inspiring workers to volunteer and/or donate creates a new level of awareness and consensus within the organization. A robust internal communications plan is also vital to the success of a social responsibility program. Sharing progress offers employees a reason to believe in the corporate culture, and an increased sense of work satisfaction, leading to an impassioned workplace and improved employee retention.

Why Work With Us?

- Transparency is assured and your brand is protected by working with vetted organizations known for integrity
- Corporations and foundations may share the financial responsibility of supporting a charity and ensuring their long term success
- Efficiencies of scale in PR & marketing services are achieved with nuanced messaging for both corporation and charity
- Time spent identifying and nurturing new partnerships is minimized by AidJoy facilitating communication
- Your social investment is maximized by an organization dedicated to the sustainable future of charities working to transform communities for the better

INDIVIDUALS: 3 Ways to Help



Donate

Your support helps to cover the cost of the infrastructure required to provide services to charities. We always prefer to shine the light on the charities we support, but we cannot tell their stories without your contribution.



Fundraise

Running a race, celebrating a birthday, or know your circle of friends will be moved by what AidJoy is doing for charities? We would be delighted to supply you with the tools you need to launch a fundraiser on AidJoy's behalf. We have both online and offline options.



Host an Evening

Every year, AidJoy's founder shares a few, very personal evenings with a select group of philanthropists. Host an unforgettable evening with 6 to 12 of your like-minded friends and introduce them to great wine, fundraising, and deeply meaningful conversation.

Why Get Involved?

BECAUSE YOU WANT TO HELP AIDJOY SOLVE LIFE-AND-DEATH PROBLEMS

Our donors are not just passionate supporters of a single cause, they are fellow philanthropists who understand the challenges faced by charities today. They give to AidJoy because they too want to see their donations used effectively and ethically by charities with a sustainable future, so that entire communities can be transformed.

AidJoy has become a charity for communities in North, Central, and South America without neighbors who can offer help. Our donors often give because they want to support those in need beyond their own community—to help those who can never give back.

AidJoy itself is a community of amazing people who use their talents to help people in great need, worlds away. By doing so, they find fulfillment and happiness in their own lives. Our volunteers and supporters are scattered across the hemisphere, but we are connected by this common, shining thread of service to others.



OUR FOUNDER + EXECUTIVE DIRECTOR

Jonathan Shanin



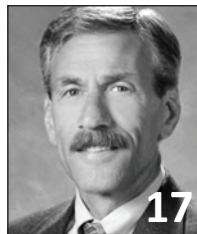
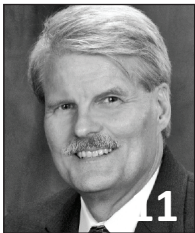
- 1 : Giving a TEDx talk on why he created a charity to help other charities
- 2 : Reviewing patient information with Dr. Junior Liberato to understand inherent struggles of providing care in the Amazon
- 3 : Celebrating with the Mayor of Mazán, Peru, on the site where the medical facility will be built
- 4 : Providing a steady hand as a member of the Bora tribe gets a tooth extracted in the Peruvian Amazon
- 5 : Navigating a Class V Whitewater rapid called “Gorilla” during the Green River Race in Saluda, NC, in which he placed third

The Quick Story

- Former member of the U.S. National Team in Kayaking
- Holds dual degrees in Naval Architecture and Marine Engineering from University of New Orleans
- Former Head of Design for two largest divisions of Perception kayaks
- Founder/ former President of online marketing think-tank, AceEngine, which ran marketing programs for over 250 companies, and specialized in organizations with annual gross revenue of 20 million and above
- Founded AidJoy in 2008 to feed his soul and be a part of something bigger than himself, selecting Project Amazonas as AidJoy’s pilot program
- Personally funded the first three years of operation to prove and refine AidJoy’s business model
- Collected a network of passionate experts dedicated to using their talents to help charities

“In 2008, I knew I wanted to do something more meaningful with my life and talents, so I asked charities what they needed most. They all had similar answers: “help us get beyond serving immediate needs. We have a long term solution—but we don’t know how to get there.” I’m *really* good at the big picture. That’s why I started AidJoy.”

AIDJOY'S DIRECTOR'S COUNCIL:



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|--|-----------|-----------|---|
| Tim Goodwin , <i>Founder/Owner, Watershed Cabins</i> | 1 | 11 | Jay Werth , <i>Fundraising and Marketing Trusted Advisor</i> |
| Clay Stelzer , <i>Lead Strategist, Gravity Tank, Inc.</i> | 2 | 12 | Jeff Abernathy , <i>President, Alma College</i> |
| Robbin Phillips , <i>Founder / Courageous President, Brains on Fire</i> | 3 | 13 | Dean Lesser , <i>Ph.D., Business Consultant/ Psychologist</i> |
| Dr. Eugene Nicholson , <i>Pediatrician</i> | 4 | 14 | Mike West , <i>Regional HR Manager, VP, First Citizens Bank</i> |
| Don Oates , <i>Business Planning Consultant</i> | 5 | 15 | M. Chris Heng , <i>COO, Henscor Inc.</i> |
| Elizabeth Shanin , <i>Associate General Counsel, University of Chicago</i> | 6 | 16 | James Willey , <i>Digital Media Teacher and Consultant</i> |
| Sam Galvan , <i>Merchandising, Product Development & Sourcing Exec</i> | 7 | 17 | Jeff Dezen , <i>President/Founder, Jeff Dezen Public Relations</i> |
| Jason Premo , <i>President/Co-Owner, ADEX Machining Technologies</i> | 8 | 18 | Jim Ciallella , <i>Director of Technology, AidJoy</i> |
| Harry King , <i>CLU, ChFC, MBA, Business Coach for financial executives</i> | 9 | 19 | Steve Shanin , <i>Federal Criminal Attorney</i> |
| Jess Dennis , <i>Director of Operations, AidJoy</i> | 10 | 20 | Doug Cone , <i>Director of Business Development, Nullvariable</i> |

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