

Community Gifting 501(c)(3)

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Dopple



Founder Story

From Stanford MBA to Family Funding Pioneer

2022



graduated Stanford
GSB



founded a company



got married



got pregnant

But then...



**lost our health
insurance**



**our daughter was
born while we were
on welfare as
Stanford MBAs**

Navigating the system is hard...Dopple is the map

Problem

Families Overwhelmed, Billions Left Unclaimed

...while billions in philanthropic, advertiser, government and friends and family aid goes unused every year

2/3 of families live paycheck to paycheck



CCDF / Head Start

\$26B annually of eligible families used by **10-35%**



Donor Advised Funds

\$250B annually with **22%** deployed in 2023

Families forego 10-40% of eligible external funding for kid expenses

Dopple Serves the Families That Need Help



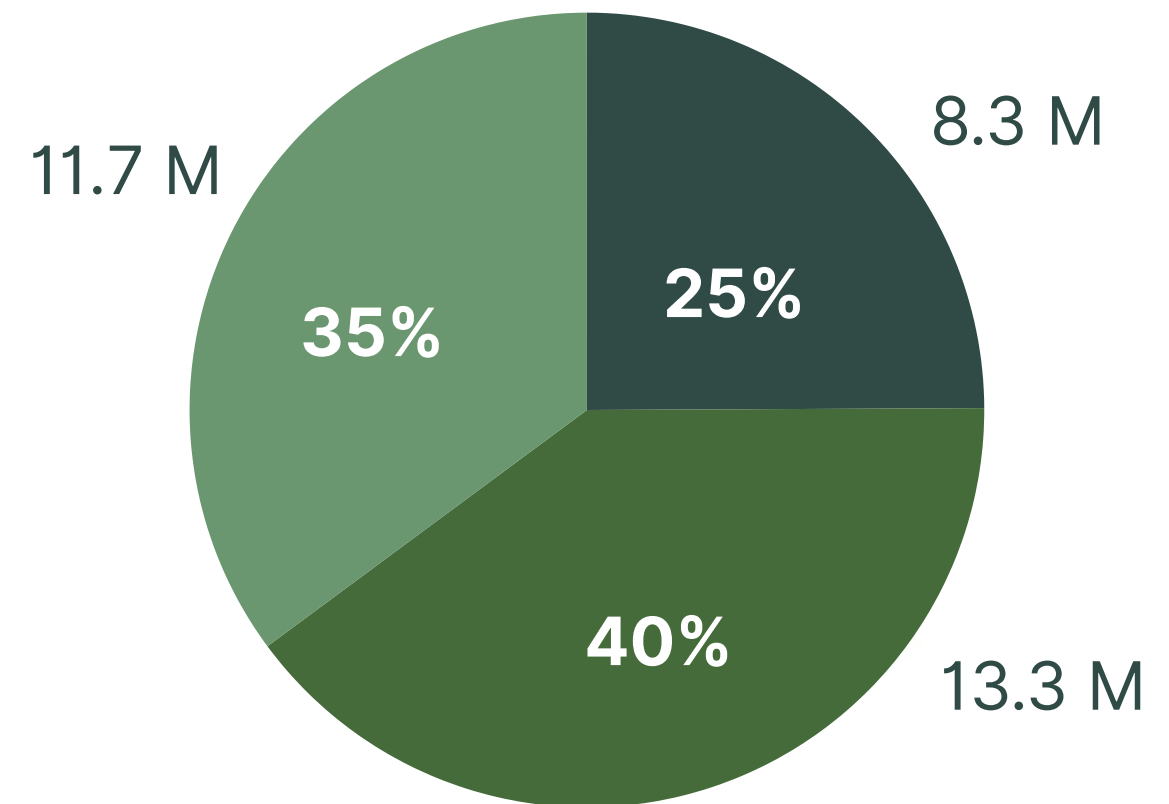
Dopple's target market is middle and lower income families, 65% of total families



Dopple's platform pinpoints funding gaps for lowest income tiers

Total U.S. Market Segment

U.S. Families by Income Tier
(# of Households)



Low-Income Families (<\$50K HHI)
Middle-Income Families (\$50-100K HHI)
Upper-Income Families (>100K HHI)

Solution

The Dopple Family Funding Platform

Step
1

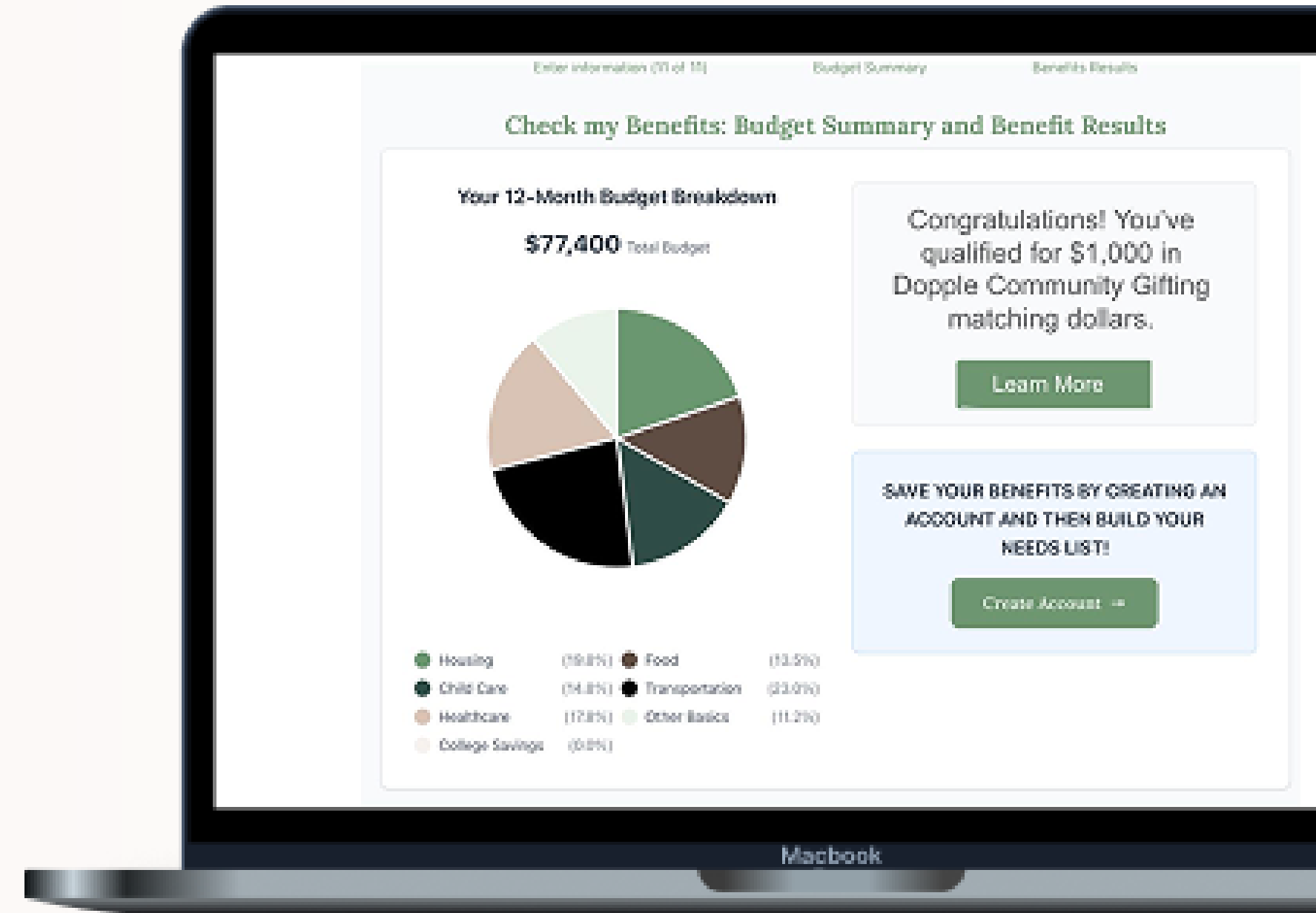
Family enters Dopple via charitable org, FQHC or employer + creates registry for (diapers, childcare etc)

Step
2

Dopple aggregates funding sources: philanthropic, gov't, loved ones

Step
3

Dopple + AI matches families to funding, simplifies application processes and provides instant philanthropic funding



Families return to Dopple for one-stop funding support & we grow with them

Case Study

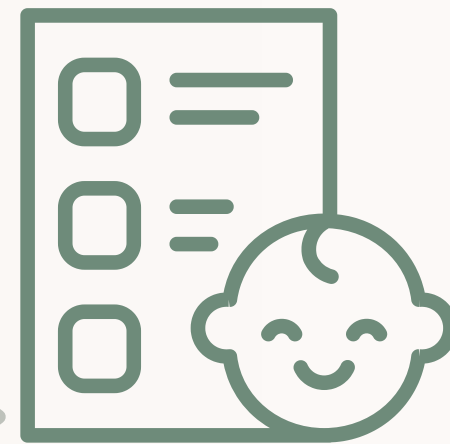
Suzie's \$25K Funding Journey

Suzie creates family budget and registry with \$25k of needs.

AI develops strategy for all funding sources
Dopple informs Suzie she's eligible for up to \$3k in Dopple matching dollars

**Match Dollar Sources:
Philanthropic,
Advertiser, Employer**

Suzie + friends/family buy \$3k over 12m



REGISTRY

Purchases trigger \$3k in matching dollars for registry items



FUNDERS



Suzie receives purchases

Payments platform executes purchases.

Transaction/demographic data shared via portal with funders, making spend transparent and accountable

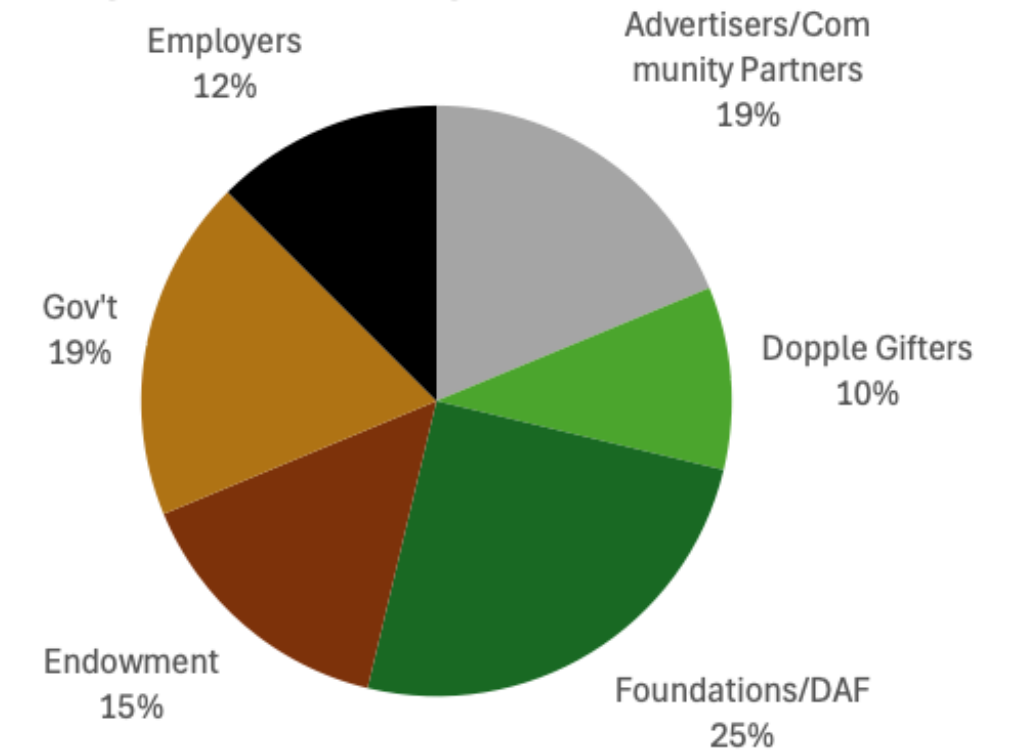
The Ecosystem Is Self Reinforcing

Donors partner with multiple sources to drive matching \$s

	Brings Families	Adds Matching \$s	Drives Revenue
Community Orgs	✓	✓	✓
Advertisers	✓	✓	✓
Phil. Donors		✓	✓
Families	✓		✓
Gov't and other		✓	✓
F&F Gifters		✓	✓

A focus on matching dollars unlocks families, revenue and drives retention

Long Term Matching Dollar Breakdown

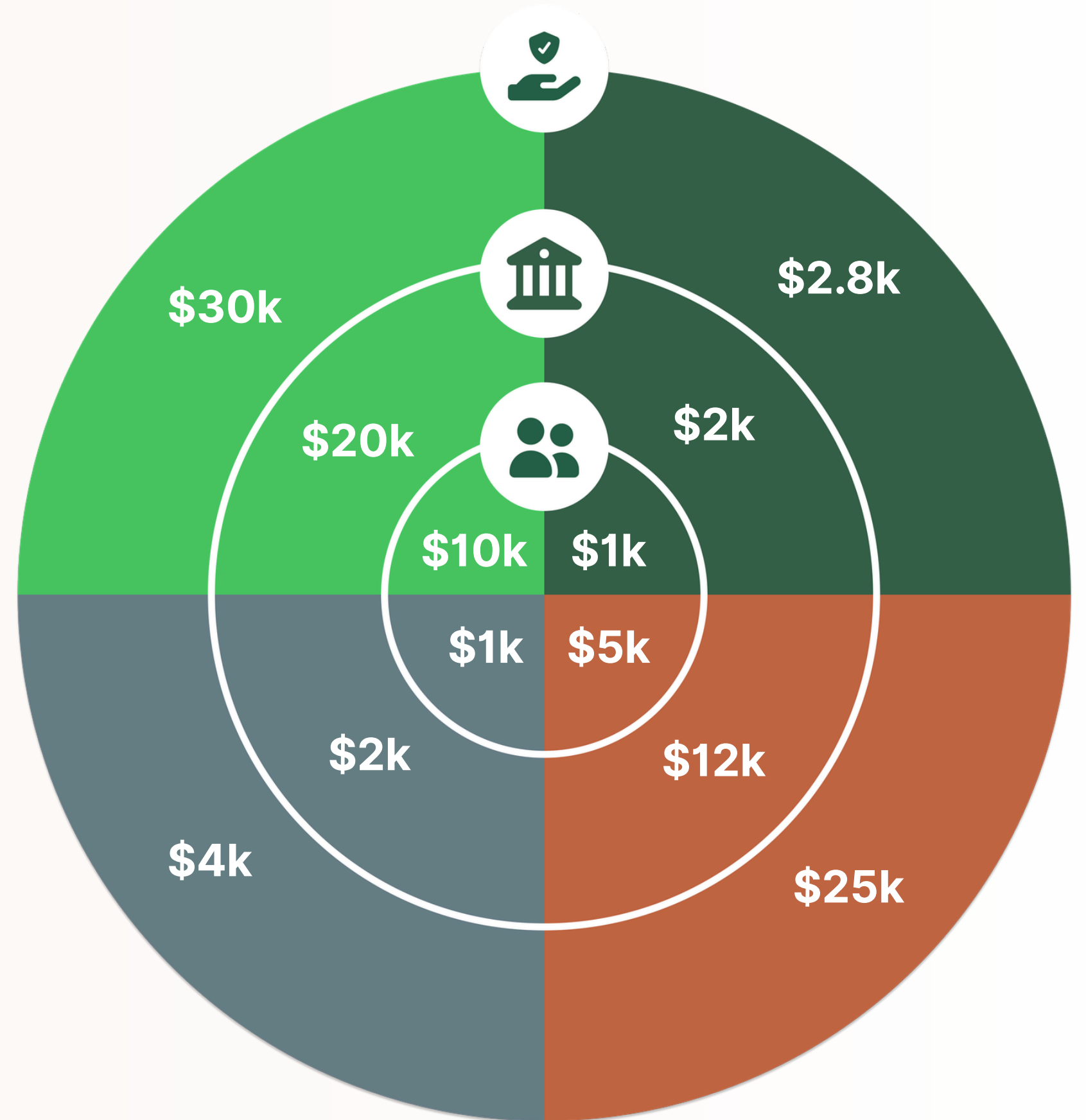


Network Effect

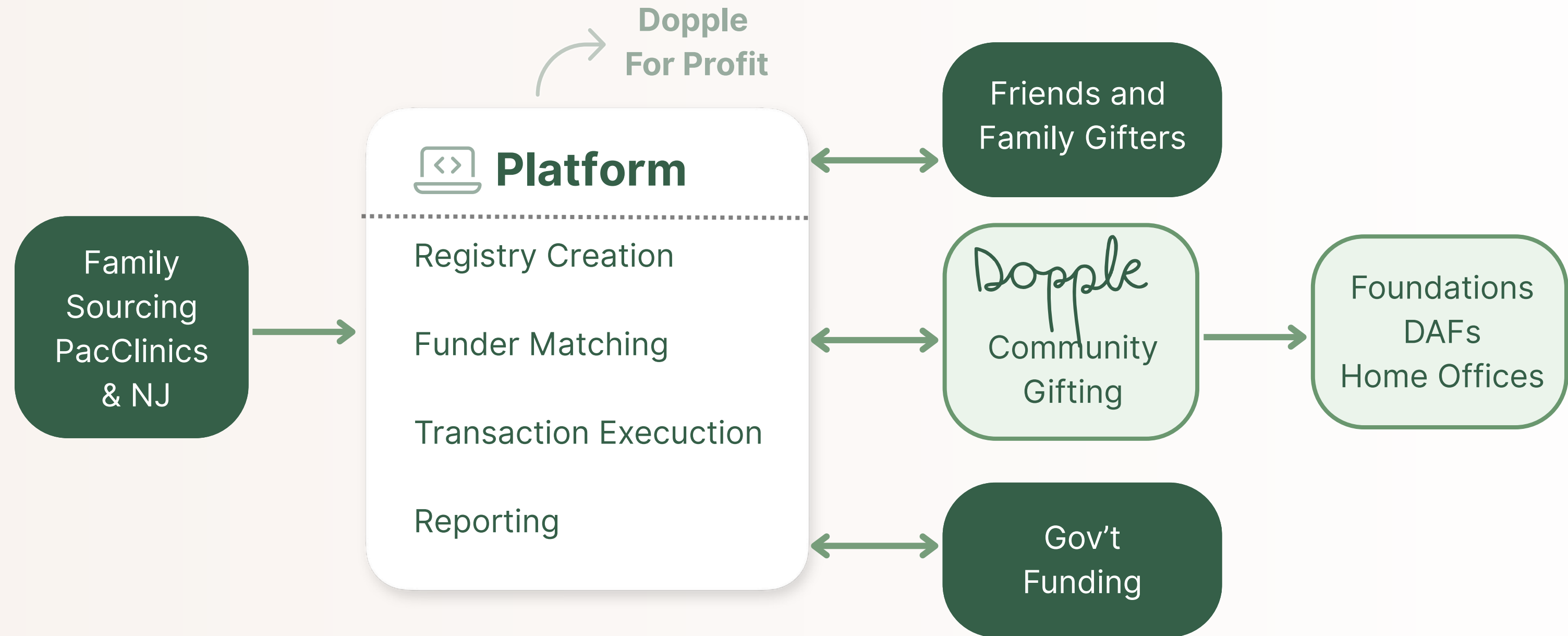
Each Partner Drives More Matching Dollars

Donors don't support families alone. Dopple combines matching \$ from multiple sources

- Total Families
- Matching \$s/ Family
- GMV/Reg
- Margin \$s/Reg



How Dopple and Dopple Community Gifting Work Together



Dopple is the hub that aggregates families at scale along with their funding sources

Donor Benefits

We're Upgrading Giving

✓ Efficient

90% of funds raised go directly to families. Platform unlocks government dollars to increase impact.

✓ Accountable and Transparent

Donors choose allocations. Real time reporting tracked by demo, income, and additional family funding partners proves dollars allocated as directed

✓ Collaborative

Leveraging public-private partnerships across NGO and municipal verticals in order to scale access to funds.

✓ Flexible

Support a family, sector or region with monthly, quarterly or one time payments.

The ask

\$2.0M in Donations raised in 2026

\$1k-\$5k

- Support a family by funding asks from their needs list
- Make a general donation and Dopple will allocate to families most in need
- Geographic or sector focus

\$5k-\$50k

- Geographic Focus
- Demographic Focus: income level, single moms or race/gender/ethnicity, etc
- Sector Focus: diapers, food, education, prenatal care, etc

>\$50k

- Custom Program