

The Family Capital Foundation

Complete Site Design Specification

dopplecharities.org

Version 1.0 · June 2026 · Author: Lisa Marino

For developer handoff — all pages, components, copy, and design decisions documented

Page	Description	URL
1. Homepage	Hero, how it works, testimonials (families lead), giving tiers, DAF section	/
2. Donor Dashboard	Metrics, progress bar, spend chart, transaction feed, reports	/portal/dashboard
3. Onboarding Flow	5-step account creation with sidebar progress tracker and testimonial	/give/start
4. Allocation Settings	Let Dopple allocate (overrides all) vs custom parameters	/portal/allocation
5. Impact Page	Public stats, family stories, data charts, photo mosaic, CTA	/impact
6. For Donors	DAF/foundation landing with proof panel, reporting steps, FAQ	/for-donors
7. About	Mission, legal status, Dopple relationship, governance, leadership	/about
8. Contact	Contact form, channel directory, DAF shortcut, tax info	/contact
9. Partner View	Pacific Clinics scoped read-only dashboard with grant + clinical data	/partner-portal
10. Statements	Annual tax statements, quarterly reports, donation receipt history	/portal/statements

■ Design System

Brand tokens, typography, and shared components used across all pages.

Brand Colors

Dark green #1E3D2F	Nav, hero, section-dark, button fills, sidebar active border
Mid green #2D5A3F	Secondary backgrounds, no-cash bars, hover states
Bright green #5CAF70	Accent, CTAs, verified indicators, progress fills, highlights
Cream #F5F0E8	Alternate section backgrounds, sidebar, nav body text
Text primary #1a1a1a	All body text on light backgrounds
Text secondary #666666	Supporting text, descriptions, table values
Background #f8f8f6	Dashboard main area, metric cards
Border rgba(30,61,47,.12)	Card borders, dividers, table lines, form inputs
Darkest #0F2219	Footer background only

Typography

Heading font	Playfair Display — weights 400/500/700. All page titles, section titles, metric values, nav logo, testimonial openers.
Body font	DM Sans — weights 300/400/500. All body copy, labels, buttons, chips, form elements, table content.
Google Fonts import	https://fonts.googleapis.com/css2?family=Playfair+Display:wght@400;500;700&family=DM+Sans:wght@300;400;500
Icon library	Tabler Icons webfont. https://cdn.jsdelivr.net/npm/@tabler/icons-webfont@latest/tabler-icons.min.css

Border Radius & Spacing

- --radius: 12px — cards, panels, sections, major containers
- --radius-sm: 8px — chips, badges, form inputs, small inner cards
- Button border radius: 20–28px (pill style throughout)
- Section padding: 3rem 2rem (default), 2.5rem 2rem (tighter sections)
- Grid gaps: 1rem (cards), 10px (dashboard components), 8px (chips)

Shared Components

nav	Sticky · 56px height · #1E3D2F · logo left (Playfair serif) · links + CTA right · CTA: green pill button
trust-bar	Inline pill in hero with 3 items: 501(c)(3) · All donations tax-deductible · Receipt sent instantly · dots as separators
nocash-bar	Mid-green strip: 4 items with Tabler icons showing what providers are paid directly + "\$0 cash, ever"
stats-bar	3–5 column grid · Playfair serif number · DM Sans label · cream background · 0.5px border bottom
tax-banner	Green-tinted alert · receipt-2 icon · bold statement · plain follow-up sentence · appears above all giving tiers
tier cards	2-col grid · featured tier: 1.5px green border · tier-badge pill · amount (Playfair) · name · tier-note (optional green box) · feature list with green dots · pill button at bottom
txn-table	Fixed-layout table · category color badges · anonymized family/client ID · verified check in green · nocash-note below
nocash-note	Green-tinted note below every transaction table confirming \$0 cash disbursed · ban icon
progress-wrap	Two-tone bar: solid green (deployed) + light green (remaining) · header with label and pct · legend row · plain-language note
metric card	Rounded card · 10px label · Playfair 22px number · 10px sub · highlight variant: green-tinted bg + green number
chart-card	White bordered card · 13px title · 11px sub · bar charts: flex rows with label/track/fill/amount · donut: inline SVG
footer	#0F2219 background · logo, links, legal text · EIN, 501c3 status, no-cash confirmation, operations date

■ 1. Homepage

Public-facing entry point for all donor types. Families testimonials lead; donor testimonials follow.

URL: dopplecharities.org

Nav	Sticky · dark green · "The Family Capital Foundation" logo · links: How it works / For donors / Impact / About · Give now CTA
Hero	Dark green · trust-bar pill · H1: "Tired of donating cash and wondering if it helped?" · hero-sub: crowdfunding contrast line · hero-sub-plain: "Funds go directly to providers, never as cash" · two buttons: Give now + See how it works
No-cash bar	Mid-green strip · 4 items: landlord / grocery store / childcare center / No cash ever · Tabler icons
Stats bar	3 stats: 2,500+ families helped · \$1.2M paid directly to providers · 7,500+ verified purchases
How it works	Cream section · 3-step numbered cards: (1) Families join through a partner (2) Family and donor fund the purchase together (3) You see the receipt
Agency section	Dark green · 2-col · left: copy on family co-contribution and what FCF means in practice · right: transaction example card (rent split: family \$500 + donor \$500 = landlord gets \$1,000)
Family testimonials	LEADS · cream · 2x2 grid · Maria L. (childcare/food, NJ) · Thomas B. (housing/food/baby, LA) · Aaliyah M. (tuition/food, Pacific Clinics) · Roberto S. (housing/baby, union, Chicago) · each: avatar, name, meta, italic quote, category amount chips
Donor testimonials	FOLLOWS families · dark green · 3 cards: James R. (\$5k, individual, LA) · Margaret T. (foundation program officer, named program) · David K. (monthly, \$1k/mo, NY) · each: quote, avatar, name, meta, green tag badge
Give section	White · tax-banner above tiers · 2x2 tier grid: \$1-\$1k (Community, Dopple allocates) / \$1k-\$5k (Individual) / \$5k-\$50k (Focused, featured with green border) / \$50k+ (Named) · round-up note at bottom
DAF section	Cream · 2-col: copy left + sponsor tiles right (Fidelity / Schwab / Vanguard / And more / Real-time reporting included) · Recommend a grant CTA
CTA	Dark green · "Your money goes to families. You see exactly how." · tax note · Give now button
Footer	#0F2219 · logo / links / full legal text with EIN · "Operations began 2025"

■ 2. Donor Dashboard

Primary authenticated screen. Real-time impact data. Donor sees their program, spend, and transactions.

URL: dopplecharities.org/portal/dashboard

Layout	2-col: 180px sidebar (cream, 0.5px border-right) + main area (#f8f8f6)
Sidebar	Overview: Dashboard (active) / Transactions / Impact reports · My giving: Allocation / Schedule / Statements · Account: Settings · Active item: 2px left border green, slight bg tint
Page header	"Your impact dashboard" · sub: program type, geography, categories, updated timestamp · Export report button (right, small outlined)
5-metric row	Total committed / Paid to providers (with month delta in green) / Remaining to allocate (highlighted green tint) / Families reached / Avg. per family · grid-template-columns: repeat(5, 1fr)
Progress bar	Two-tone track: solid green (73%) + light green remainder · header with label + pct · progress-legend with dot + label + dollar amount · plain note below: all payments go directly to providers
Spend by category	Horizontal bar chart · 5 bars · label (70px) / track / fill / amount · colors: housing #185FA5 / food #3B6D11 / childcare #854F0B / education #534AB7 / healthcare #A32D2D
Families by type	Inline SVG donut · 4 segments (green/blue/orange/purple) · center: family count in Playfair · legend: dot + label + pct
Transaction feed	Bordered table · fixed layout · cols: date / category badge / provider name / family ID (anonymized #A-XXX) / your share / status · nocash-note below table
Bottom 2-col	Allocation parameters card (7 rows: program type, geo, categories, income, remaining, renewal date) · Reports & statements card (4 rows: Q2+Q1 impact reports, 2025 tax stmt, latest receipt · each with PDF download link)

■ 3. Donor Onboarding Flow

5-step account creation. 260px sidebar with step tracker and rotating donor testimonial.

URL: dopplecharities.org/give/start

Layout	2-col: 260px sidebar + main content (background #f8f8f6)
Sidebar	"Create your donor account" title · "Takes about 3 minutes. Your tax receipt arrives the moment you give." · 5-step tracker: circle (done=green check, active=dark green, pending=gray) + label + desc · Rotating testimonial card below (3 quotes, 4s auto-advance, dot nav)
Step 1 — Type	2x2 card grid: Individual / Donor-advised fund / Foundation / Corporate · EIN required noted on institutional cards · selected: 1.5px green border + green tint bg
Step 2 — Details	First/last name (2-col) · Email with note: "Your tax receipt will be sent here immediately" · Phone · Password · Tax-deductible note banner below form
Step 3 — Preferences	Tier selector (4 pills: \$1-\$1k / \$1k-\$5k / \$5k-\$50k selected / \$50k+) · Large \$ input (Playfair, 1.5px green border, live-updates everything) · Amount range hint below · Frequency row (4 buttons) · Giving commitment box (gift, frequency, tier, annual total in Playfair) · Category chips (12) · Geography chips · Family type chips
Step 4 — Payment	Giving summary (confirm before paying, 6 rows) · Stripe card form: card number / expiry+CVC (2-col) / name on card · DAF alternative: 4 sponsor chips · Give \$X now button (green, amount updates live from step 3)
Step 5 — Confirmation	Centered · large green circle-check icon · "You're making a difference." · specific copy about what the donation will fund and where · receipt confirmation chip · two buttons: Go to my dashboard / How does my money move?
Footer nav	Every step: Back button (left) + Step X of 5 (center) + Continue/Give button (right) · give button turns green (btn-primary) on final step

■ 4. Allocation Settings

"Let Dopple allocate" toggles all parameters. Geography is tiered: National → State → County (optional).

URL: dopplecharities.org/portal/allocation

Change note	Green-tinted info banner: changes apply to future transactions only · parameters enforced automatically at point of purchase · not retroactive
Gift amount & freq	2-col grid: \$ input (Playfair, large) with alloc-prefix + frequency select · min/max hint · program tier badge in section header
Let Dopple allocate	Full-width dark green button · sparkles icon · title + desc · badge: "On · Recommended" when active · when ON: all param sections below get opacity 0.35 and pointer-events: none · info note appears with "Turn off" link · when OFF: button goes gray, badge shows "Off", all params re-enable instantly · live preview updates to show "Dopple decides" in italic for each param
OR divider	Two thin lines with "or set your own parameters" centered between
Categories (12)	Chip grid: Food & groceries / Childcare / Housing & rent / Utilities / Family essentials / Maternal & infant health / Medical bills / Healthcare / Education & tuition / Clothing / Baby essentials / Work essentials · all disabled when Let Dopple on
Geography (tiered)	Level 1 buttons: National vs Specific state · State dropdown (10 states) → state confirmation card (name + X,XXX+ families + "stop here or narrow further") · county section appears after state · County dropdown default: "No county preference — give statewide" · county confirmation card with "Remove county" link · all disabled when Let Dopple on
Who to support	5 chips: Single-parent / Children under 5 / School-age / Veterans / Below poverty line · disabled when Let Dopple on
Income level	4 single-select chips: Below poverty line / Low income (default selected) / Moderate income / All eligible · disabled when Let Dopple on
Live preview	Summary card at bottom showing all current settings · "Allocation mode" row: green "Let Dopple allocate" vs "Custom" · each param shows "Dopple decides" (muted italic) when on · estimated reach updates with geography selection
Save button	Top right · turns green with check icon on click · auto-resets after 2 seconds

■ 5. Impact Page

Public-facing. Real-time stats, family stories, data charts, photo mosaic. Replace all photo placeholders with real photography.

URL: dopplecharities.org/impact

Hero	2-col grid · left: label + H1 "Every dollar. Every purchase. Every family." + sub noting real-time updates + 3 hero stats (families / \$paid / transactions) · right: photo placeholder (3-slot grid: 1 tall + 2 square, with caption overlays and photographer briefs)
5-stat bar	Cream · 5 columns: avg per family \$156 / activation rate 70% / GMV multiplier 3.1x / Cash to families \$0 / Transactions verified 100%
No-cash strip	Mid-green · 4 items with dollar amounts: Landlords \$487K / Grocery stores \$298K / Childcare centers \$241K / Cash to families \$0
Family stories	White · 2x2 grid · each: photo placeholder (180px, with photographer brief + location tag) + name + meta + italic quote + category amount chips · stories: Maria L. / Thomas B. / Aaliyah M. / Roberto S.
By the numbers	Dark green · 2x2 chart grid: (1) spend by category bars (2) families by type donut SVG (3) geographic reach bars (4) partner channels bars · all labeled "verified transactions"
Photo mosaic	Cream · 3-col 2-row CSS grid · wide (span 2) + square slots · each has placeholder with subject brief, crop spec, mood note · note below: "Replace placeholders with real community photography. Avoid stock images."
CTA	Dark green · "Add your name to these numbers." · tax note · Give now button

■ 6. For Donors (DAF Landing)

Dedicated page for DAFs, foundations, and sophisticated individual donors.

URL: dopplecharities.org/for-donors

Hero	2-col · left: H1 "Give with proof, not hope." + crowdfunding contrast sub + 4 trust items with icons (no cash / tax-deductible / real-time dashboard / DAF integrated) + two CTAs · right: proof panel showing live transaction feed mockup (4 txns + total + "\$0 cash to families" note)
Donor types	3-col card grid: Community & individual (\$1-\$5k) / Focused program (\$5k-\$50k, featured) / Named program (\$50k+) · each: icon / range in green / desc / feature list / button
DAF section	Dark green · 2-col · left: H2 "Your DAF deserves a better destination." + 4 benefit points (transaction-level reporting / board-ready reports / parameter control / recommend directly) + 2 CTA buttons · right: 2x3 DAF sponsor tiles (Fidelity / Schwab / Vanguard / BNY Mellon / Chariot note / Stripe secured)
Reporting (6 steps)	Dark green · 2x3 numbered card grid: (1) instant receipt (2) real-time dashboard (3) quarterly reports (4) annual statement (5) custom \$50k+ (6) no-cash confirmation · each has Playfair circle number, title, body, green highlight note
Compliance (4 cards)	Dark green · 2x2: IRS 501(c)(3) / Stripe fund custody / No cash disbursement / Family data privacy · each with icon in title
Testimonials	Cream · 2-col: Margaret T. (foundation, proof-of-use) + James R. (\$5k individual)
FAQ	White · expandable items with + icon (toggles to × when open) · 4 questions: tax deductibility / why no cash / DAF process / Dopple relationship
CTA	Dark green · "Ready to give with proof?" · 3 buttons: Create account / Give from my DAF / Talk to us

■ 7. About Page

Mission, legal status, Dopple/FCF relationship, governance, leadership team.

URL: dopplecharities.org/about

Hero	Dark green · max-width 580px · H1: "We built the infrastructure. Now we're funding it." · body paragraph explaining FCF as 501(c)(3) arm of Dopple
Mission	White · 2-col · left: mission quote (Playfair italic, green left border) + 2 body paragraphs · right: 3-col status card grid (Legal status with EIN / Tax deductibility / Founded 2025) + full-width no-cash commitment card
Dopple relationship	Cream · "Two entities. One mission." · 2-col card: dark green (Dopple for-profit) + light green tint (FCF nonprofit) · each: label / Playfair title / body / bullet list · data sharing note below: aggregate only, no PII
Governance	Dark green · 2x2 grid: Board of directors / Financial oversight / Grant compliance / Data privacy · each with detail note in green
Leadership	Cream · 3-col card grid: Lisa Marino (Stanford GSB, Wharton, founder, board, Pacific Clinics board) / Shaun Randolph (architect of public-private partnership strategy, CA Community Foundation, FUSE Project Equity) / Matthew Greer (VP Finance, Goldman Sachs compliance)

■ 8. Contact Page

Contact form, channel directory, DAF inquiry shortcut, tax information panel.

URL: dopplecharities.org/contact

Hero	Dark green · "We'd love to hear from you." · sub: who the page serves (donors, foundations, DAFs, institutions, press)
Contact form (left)	Fields: name / email / organization (optional) / donor type select (7 options) / message textarea · Send message button (full width) · response time note · urgent email address
Channels (right)	5 channels with green icon circles: General (hello@familycapitalfoundation.org) / DAF & foundation (grants@) / Institutional partnerships (partnerships@thedopple.com) / Press (press@thedopple.com) / Mailing address (Jersey City NJ)
DAF inquiry card	Cream card · "Recommending a DAF grant?" · explains Chariot integration, no paperwork needed · Recommend a grant button (dark green)
Tax info panel	Green-tinted card · 5 rows: Legal name / EIN XX-XXXXXXX / Status 501(c)(3) / State NJ / Deductibility fully tax-deductible

■ 9. Institutional Partner View

Read-only scoped dashboard for Pacific Clinics and other institutional partners. Provisioned by Dopple admin — not self-serve.

URL: dopplecharities.org/partner-portal

Access model	Provisioned by Dopple admin only · partner sees ONLY their cohort data · cannot see other funders or cohorts · family data anonymized using client IDs (PC-XXXX) not family names · no allocation settings — parameters set by grant terms
Partner badge	Green pill: "Pacific Clinics · Institutional partner · Read-only cohort view"
Scoped note	Blue-tinted (#185FA5) info bar explicitly stating data is scoped · lock icon
5-metric row	Grant allocated (\$2.0M) / Deployed to families (\$1.46M, with month delta) / Remaining to deploy (highlighted, \$540K) / Families activated (1,247 of 1,800 enrolled) / Activation rate (69%, vs target 70%)
Progress bar	Same two-tone format as donor dashboard · grant deployment % · dollar legend
Spend by category	Bar chart scoped to Pacific Clinics cohort · 5 categories · same visual format as donor dashboard
Clinical outcomes	2x2 outcome cards: Treatment retention 84% (↑12%) / Appointment adherence 91% (↑8%) / Reported lower financial stress 67% / Housing stability maintained 78% (↑ from 61% baseline) · labeled "self-reported, cohort aggregate, anonymized"
Transaction feed	Same table format · uses Client ID column instead of Family ID · no-cash note references SAMHSA + DHCS specifically
Grant details panel	Beige background · 6 rows: Grant name / Lead applicant (Pacific Clinics) / Deployment sub-grantee (Dopple + FCF) / Grant cycle (2025-2026, applications in progress for next cycle) / Eligible categories / Reporting requirements (quarterly, auto-generated)
Sidebar	Overview: Dashboard / Transactions / Grant reports · My cohort: Families / Statements · Account: Settings · NO allocation tab

■ 10. Statements Page

All donor financial records in one place. Tax statements, quarterly reports, individual receipts.

URL: dopplecharities.org/portal/statements

4-metric row	Total given 2026 (6 payments Jan-Jun) / Total given 2025 (12 payments full year) / Tax-deductible total highlighted in green tint (combined 2025+2026) / Receipts issued ("All sent instantly")
Annual tax statements	Card with 2 rows: 2025 (issued Jan 15 2026, \$120K, tax-deductible badge, PDF download) · 2026 (in progress, orange badge, \$60K so far) · EIN box below: legal name + EIN XX-XXXXXXX + Copy EIN button
Quarterly impact reports	Card with 3 rows: Q2 2026 / Q1 2026 / Q4 2025 · each with generated date, available badge, PDF download · new quarters auto-populate
Donation receipts	Full history table · cols: date / description (program type + geography) / amount / "Yes · full amount" deductible confirmation / PDF receipt link · sorted newest first · one row per donation
Download all button	Top right of page header · "Download all 2025" · downloads consolidated ZIP or PDF of all 2025 documents

■ Key Copy Decisions

Language choices that are intentional and should not be changed without review.

Hero H1	"Tired of donating cash and wondering if it helped?" — leads with donor frustration, not mission statement
Hero sub	"Most giving platforms send cash and call it done. We pay the landlord, the grocery store, the childcare center — and show you the receipt." — vivid, specific, no jargon
Hero sub-plain	"Funds go directly to providers, never as cash to families." — plain confirmation of the no-cash model
Foundation name	The Family Capital Foundation — always spelled out in full. Never abbreviated to FCF in public-facing copy.
"Family capital"	The word "capital" is intentional. It signals economic agency and investment, not charity. Used in About page to explain the name.
No-cash language	Both vivid ("We pay the landlord directly") and plain ("Funds go directly to providers, never as cash") appear together. Both are needed.
Testimonials order	Family testimonials ALWAYS lead. Donor testimonials follow. Never reverse this order.
Tax language	"All donations are tax-deductible. A receipt is emailed to you immediately after your gift — no need to request one." Must appear on every give/donation page.
Let Doppie allocate	"We match your dollars to the highest-need families across all categories, geographies, and demographics in real time. No decisions needed." — recommended option, pre-selected
Operations date	"Operations began 2025" — not "Founded 2023" or other dates. Use this exact phrasing in footer and About page.
EIN placeholder	EIN: XX-XXXXXXX throughout — replace with actual EIN before launch. Appears in: footer, contact page tax panel, about page, all tax receipts.
Grant cycle	"Applications in progress" not "Grant awarded" — accurately reflects the Pacific Clinics status as of June 2026.

■ Open Items Before Launch

Items requiring action before the site goes live.

Legal & Compliance

- Replace EIN XX-XXXXXXX with actual EIN throughout (footer, contact, about, all receipts)
- Confirm legal name is "The Family Capital Foundation" — registered in NJ
- Data sharing agreement between Dopple for-profit and FCF 501(c)(3) — confirm aggregate-only scope before build
- Merchant-of-record question for round-up/tip flow — does FCF need to be named? (Dentons/Guagliardo)
- HIPAA/42 CFR Part 2 review for Pacific Clinics cohort data in partner portal — confirm what can display even in aggregate
- Standing round-up opt-out in family account settings — MVP or V1.1?

Design & Content

- Replace all photo placeholders with real community photography — see briefs in Impact page and Homepage specs
- Photography guidelines: natural light, candid, diverse, authentic — avoid stock imagery
- Real donor and family quotes — all current testimonials are placeholder copy
- Add real donor testimonial rotating in onboarding sidebar (3 quotes)
- Expand "who do you want to support" chip options — deferred from allocation settings build
- Mobile navigation — hamburger menu for screens under 768px (noted as V1.1)
- 404 error page (noted as V1.1)

Technical

- Stripe integration — donor funds in individual Stripe accounts within FCF
- Chariot/DAFpay integration — Fidelity, Schwab, Vanguard, BNY Mellon DAF grant recommendations
- Round-up and tip flow integrated into Dopple.com checkout (not dopplecharities.org)
- Instant tax receipt email system — target under 30 seconds from transaction completion
- Real-time dashboard data — pull from Dopple transaction engine via API
- Stats bar on homepage — pull from live admin data, fallback to static with timestamp
- Annual consolidated tax statement — auto-generated January, available in portal
- Quarterly impact report PDF — auto-generated, emailed and available in portal
- Admin provisioning flow for institutional partner accounts (Pacific Clinics model)

■ Interactive HTML Prototype

Companion file: FCF_Site_Complete.html — all 10 pages in a single navigable file.

The HTML file is a complete interactive prototype of all 10 pages.

How to use

- Open FCF_Site_Complete.html in any modern browser (Chrome, Firefox, Safari)
- Use the dark navigation bar at the top to switch between all 10 pages
- All interactive elements work: chip selectors, FAQ toggles, form inputs, allocation toggle
- All pages are self-contained — no server or build step required
- "Let Dopple allocate" toggle correctly dims/enables all parameter sections
- Geography selector is fully functional: National / State dropdown / County dropdown (per state)
- FAQ items expand and collapse on click
- All buttons and CTAs are wired (no-op in prototype — ready for developer integration)

What the HTML is NOT

- Not a production build — no backend, no auth, no real data
- Not pixel-perfect — fonts load from Google Fonts (requires internet connection)
- Not mobile-optimized — desktop layout, mobile nav deferred to V1.1
- Photo placeholders — all image slots show briefs, not real photos