

2011

The Recovery Card: A Card to Show You Care

Colton Jacobs
Southern Methodist University

Laura Lynch
Southern Methodist University

Bonnie Madeley
Southern Methodist University

Follow this and additional works at: http://scholar.smu.edu/big_ideas_2011_spring

Recommended Citation

Jacobs, Colton; Lynch, Laura; and Madeley, Bonnie, "The Recovery Card: A Card to Show You Care " (2011). *Big iDeas 2011 Spring Updates*. 5.
http://scholar.smu.edu/big_ideas_2011_spring/5

This document is brought to you for free and open access by the Big iDeas 2011 at SMU Scholar. It has been accepted for inclusion in Big iDeas 2011 Spring Updates by an authorized administrator of SMU Scholar. For more information, please visit <http://digitalrepository.smu.edu>.



THE RECOVERY CARD

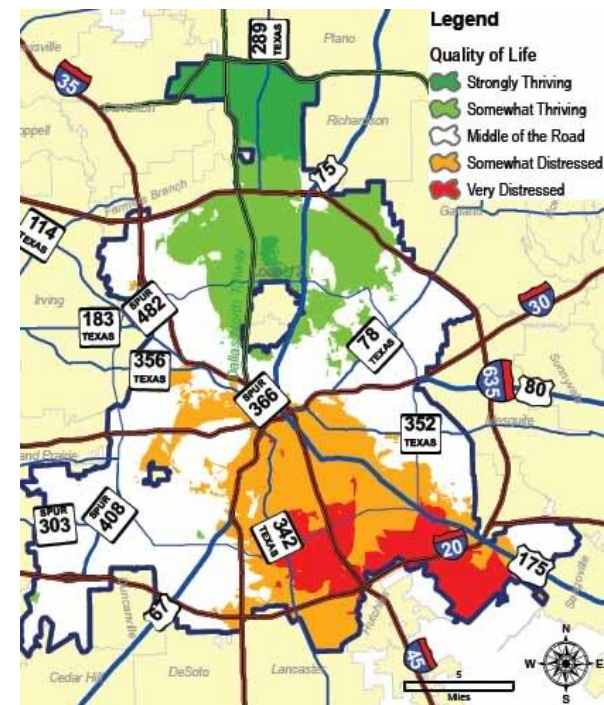
A Card to Show You Care

Colton Jacobs, Laura Lynch, Bonnie Madeley



Dallas, Texas

- Many homeless require emergency and additional assistance
 - Disability
 - Drug and/or Alcohol abuse
 - Inadequate education



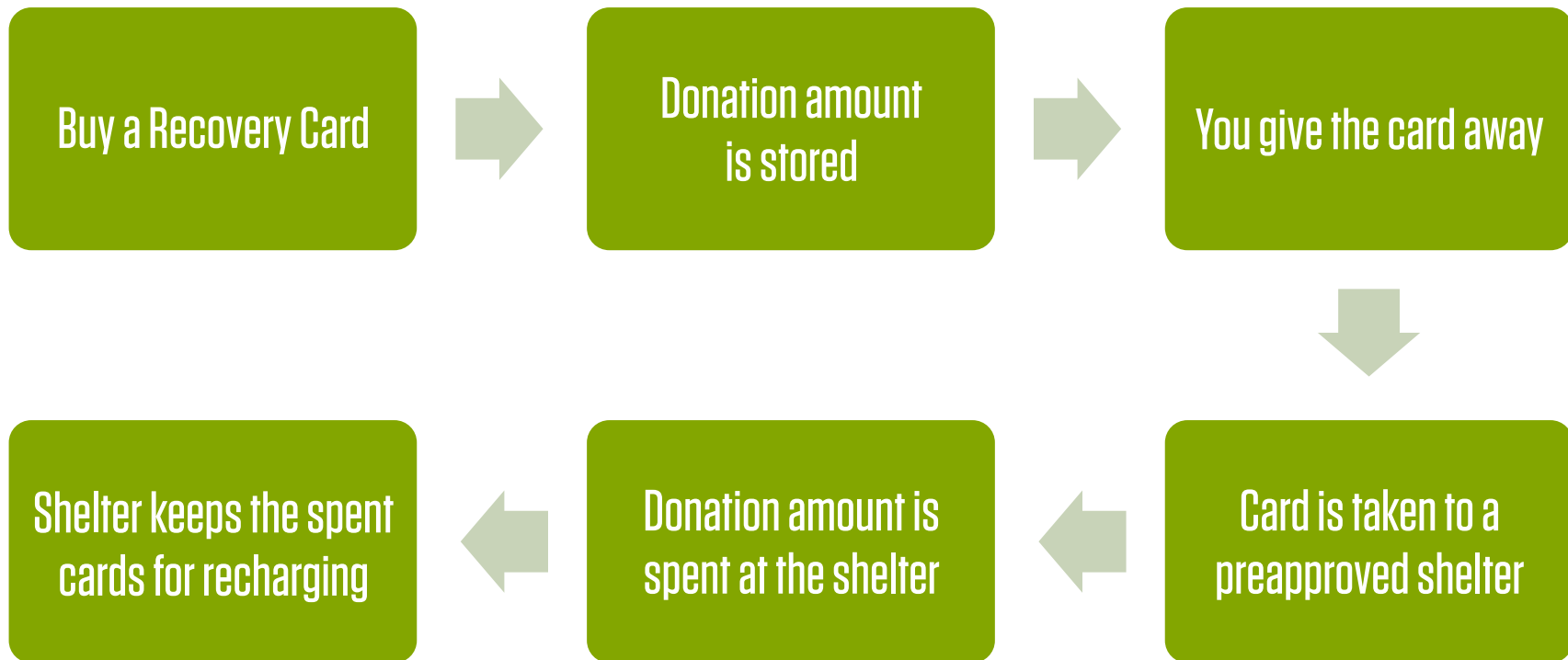
Business concept

- System to facilitate donations to local homeless shelters and recovery centers
- Uses gift card technology and support
 - Organization
 - Ease of access
 - Record creation

Transparent – Reliable - Verifiable



How does it work?



Competitive Analysis

- No other direct competitor – a truly unique service
 - SecureGive
 - Kiva
 - Modest Needs
 - United Way of Dallas
 - Salvation Army
 - Coalition for the Homeless

- *The solution to cash giving*
 - Cash giving vs The Recovery Card

