# USING MUNICIPAL DATA TO CONNECT NEIGHBORS IN NEED WITH FELLOW RESIDENTS

PROBLEM

Whether it's the surge in natural disasters or a spike in inflation, external forces worldwide are making it harder for people to make ends meet. Cities like Istanbul, Turkey, face overwhelming social service demands, with 2.6 million residents living in poverty and 25% of households applying for social aid. **While residents are eager to help and cities possess reliable data on the needs of their communities, there is often a disconnect—generous donors lack the channels to effectively and efficiently direct their support to those in need. This gap limits the impact of well-intentioned aid during critical moments.**
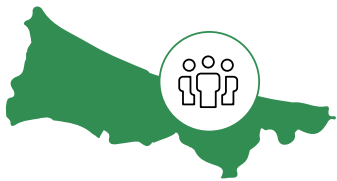
2.6M
people live in poverty in Istanbul

SOLUTION

In 2020, the city introduced Pay It Forward, an innovative and customizable platform that uses city data on residents' needs to allow individuals and organizations to donate directly and anonymously to neighbors in need, choosing from a wide range of support packages. Once the infrastructure was established, its adaptability proved invaluable in quickly mobilizing aid, such as during the aftermath of the 2023 earthquake that devastated parts of central and southern Turkey. Pay It Forward became a crucial tool for delivering much-needed support, demonstrating its effectiveness in times of crisis.

IMPACT

Since its inception, Pay It Forward reached:

~685K
beneficiaries

~$12.5M
in financial support for residents in need

CHALLENGES THIS IDEA CAN HELP YOU NAVIGATE

- Lack of effective channels for targeting and directing donations
- Low trust in public institutions, charities, and NGOs that manage donations

ADOPT THIS IDEA: 3 KEY STEPS

Start by Identifying data on potential beneficiaries and their needs.

1 Target donations
Utilize the identified resident data to establish targeted donation packages to offer on the platform, and establish a selection process that ensures targeted donations.

2 Set up the platform
Customize the site for secure payments and user-friendly navigation to help donors give quickly and efficiently.

3 Promote and engage
Implement a strategy to engage residents through social media and public events that build trust and encourage donations.

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