Kindly
PRESENTS

Uplift WEB3 2024

Empowering Change with Web3

A fundraising event where Web3 Partners commit to airdropping free assets from their ecosystems to incentivize people to purchase social impact

Disney MARVEL nickelodeon

Nikkolas Smith
Uplifters PFP Concept Artist

OVERVIEW

An Industry-Wide Event to Generate Social Impact

- People **purchase measurable social impact** that is tracked & verifiable on the Blockchain
- Receive an exclusive NFT-based **Uplifters PFP Pass** designed by a **Disney/Marvel Concept Artist**
- Get **FREE airdrops** from partnered Web3 projects
- The more they give, the more they receive

Uplift WEB3 2024

IMPACTS

Our Measurable Social Impacts

Feeding People in Need

$0.50/person

- Serves 1+ million meals daily in **60+ countries**
- **Served 8 Billion meals** since founding in 1994

Providing Books to Africa

$0.75/book

- **Shipped over 56 Million Books** to all 55 countries in Africa

Preventing Ocean Bound Plastic

$0.80/kg of plastic

- Prevented & **removed over 70 Million kg of harmful plastics** from entering the ocean

Planting Trees

$1.10/tree

- Over **240,000 hectares** under management
- 6,000+ locals employed in underserved geographies

Feeding Rescued Animals

$4.40/animal

- **First animal sanctuary** verified in South America by the Global Federation of Animal Sanctuaries

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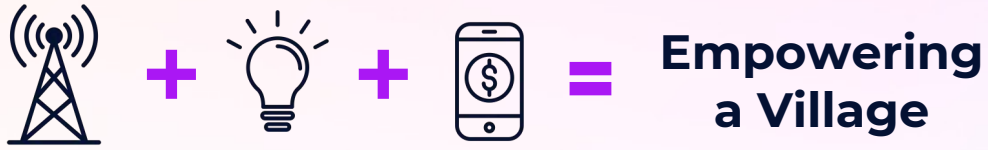
Kindly has partnered with 5 world-renowned social impact partners to execute its orders. Our partners contribute to 13 of 17 UN Sustainable Development Goals (SDGs) and ***output over $700 Million worth of social outputs annually.***

GOAL

Feed 2 Million People, Empower a Village in Africa & More

- **Raise $1 Million** in purchased social impacts
- Users unlock bonuses as fundraise passes milestones
- If goal is reached, Kindly plans to **bring connectivity, power, and an ability to generate income** to a remote village in Africa using Web3 Partnerships



WORLD MOBILE

givepower

mode mobile

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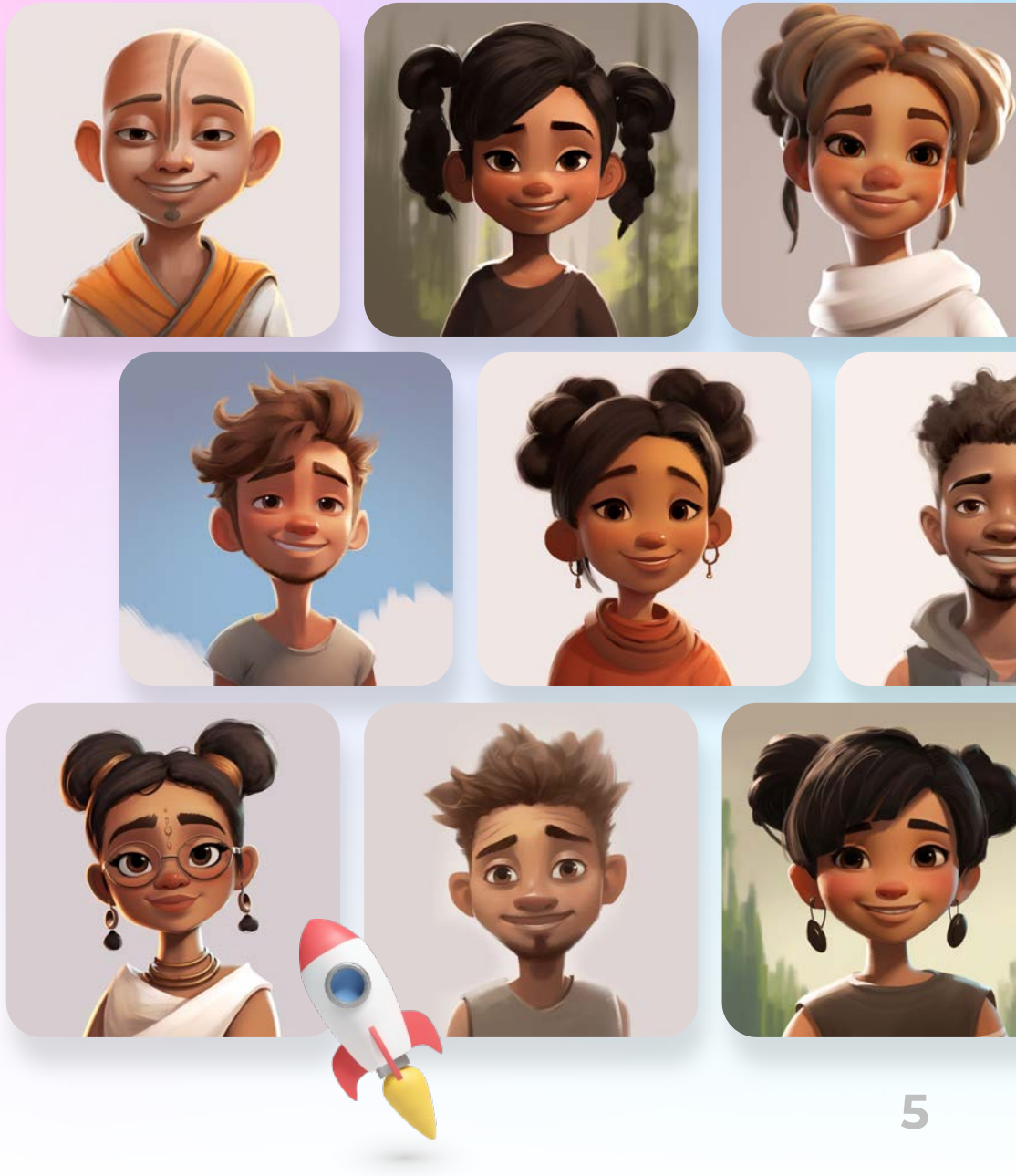
PFP PASS

Uplifters PFP Passes

- Users who purchase social impact get an exclusive **NFT-based PFP Pass** minted at time of purchase
- Concept art **designed by Disney artist**
- Final collection rendered using AI
- **Receive FREE Airdrops** from partner Web3 projects
- Rarity of Uplifters VIP Passes depend on the amount of impact purchased during the event
- Can upgrade rarity in real time if they top-up their impact during the Fundraising Event



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ARTIST

Nikkolas Smith

Known For

- **Award winning concept artist**, film illustrator, Artivist, and best selling children's book author who's done work for **Space Jam 2, Soul, Black Panther 1 & 2**
- Commissioned work by Barack Obama & President Joe Biden

Worked With

Disney, WB, MARVEL, nickelodeon, NETFLIX

Featured On

CNN, The New York Times, TIME, BBC, abc, FAST COMPANY, GRAMMY Awards, VOGUE, NBC NEWS, ET, CBS

Uplift WEB3 2024

ARTIST

Nikkolas Smith

Engaged With

- 225,000+ followers on Instagram

Operates On

- Nikkolas.com

Followed By

- Michelle Obama
- President Joe Biden
- Vice President Kamala Harris
- Rihanna
- Colin Kaepernick
- Janet Jackson
- Jamie Foxx
- Kendrick Lamar
- Erykah Badu
- Common
- Miley Cirus
- Mark Ruffalo
- Amy Schumer
- And many others...

Spoken At

- Tedx Talks

Aired On

- Disney Movie Insider

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TIERS

Uplifters PFP Pass Tiers

- The more social impact you purchase, the more personalized your PFP

GIVER	PATRON	MONK	LEGEND	SAINT
Purchases over	Purchases over	Purchases over	Purchases over	Purchases over
$50	**$150**	**$350**	**$700**	**$1,500**
• Plain Background	• Same as Previous	• Same as Previous	• Same as Previous	• Same as Previous
• Choose Gender	**• Choose Race**	**• Colored Background**	**• Premium Backgrounds**	**• Upload a photo to Personalize Your PFP**
• No Bonus Airdrop Weighting Increase	• 2% Bonus Airdrop Weighting Increase	• 5% Bonus Airdrop Weighting Increase	• 10% Bonus Airdrop Weighting Increase	• 15% Bonus Airdrop Weighting Increase
• No Bonus Increased Chance of Getting Rare Airdrop Items	• 1.25x More Likely to Get Rare Airdrop Items	• 2x More Likely to Get Rare Airdrop Items	• 3x More Likely to Get Rare Airdrop Items	• 5x More Likely to Get Rare Airdrop Items
Crypto Enthusiasts	**Crypto Enthusiasts**	**Crypto Enthusiasts**	**Crypto Enthusiasts**	**Angel Givers**

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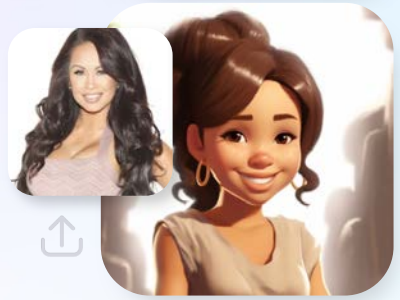
** Pricing tiers are subject to change. Bonus chance of getting higher rarity airdrop items only apply to partnered airdrops that have multiple rarities assets.*

TIERS

Uplifters PFP Pass Aesthetics

GIVER	PATRON	MONK	LEGEND	SAINT



Uplift WEB3 2024

WHY

Why Hold This Event?

Showcase Web3

Show the world how Web3 technology can be used for good

Bring Awareness

Help bring awareness to Web3 projects in the space & encourage giving

Do Good

Bringing together the Web3 community to do something amazing for the world

DETAILS

Event Details

- **Name:** Uplift Web3 2024
- **Goal:** Raise $1M in Social Impact & Empower a Village
- **Soft Launch:** May 1, 2024*
  - Early Bird Giveaways in collaboration with Chainlink
- **Public Launch:** May 29, 2024*
  - Launch Party at Consensus 2024
- **End Date:** July 31, 2024*
- Airdrop details announced during event
- 5 social impacts available for purchase
- Airdrop claims happen after event ends

** Dates subject to change.*

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ASK

Show Your Support to Help Create an Impact

- **Option #1 – Provide Digital Assets for an Airdrop**
  - Contribute digital assets from your ecosystem to support the cause as airdrops to all participants
- **Option #2 – A Major Milestone Giveaways**
  - When total purchased social impact reaches specific amounts of money raised, we'll giveaway a special item(s) of high value
- **Support the cause & drive new users** by airdropping tokens, in-game assets, NFTs etc.
- **Share your participation** on social media

Uplift WEB3 2024

ABOUT

Kindly

Aiming to Feed Another 8 Billion People & More

- Kindly is a for-profit social enterprise
- **Sells impact as a product** with a guaranteed output that is fully tracked & verifiable on the blockchain
- Co-Founded by Food For Life Global (FFLG)
  - One of the **world's largest food relief charity** programs
  - FFLG serves **1 million meals daily** in 60+ countries
  - Served over **8 billion meals served** since its inception in 1994
- Considered a cause marketing expense for businesses

TEAM

Kindly

Built by People with Industry Experience

- Kindly is comprised of **social cause leaders, award-winning designers, innovative developers, crypto enthusiasts** committed to generating social impact
- **30+ years experience** feeding people in need
- Co-founded by Paul R. Turner, former monk of 14 years, **veteran of the World Bank,** & author of 6 books
- A diverse global management team that is fully doxed
- Voted one of the **Top 50 Most Trustworthy Companies in 2022** by The Silicon Review Magazine

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Redd

OCH-ZIFF CAPITAL MANAGEMENT GROUP

BlackRock

CalARTS

Food For Life GLOBAL

PlayStation

lavalife

Disney

Python Capital Advisors

U.S.ARMY

THE WORLD BANK

PARTNERS

Social Impact Partners

Food For Life GLOBAL

BOOKS FOR AFRICA

plasticbank

Eden Reforestation Projects

Juliana's Animal Sanctuary

Event Partners

Chainlink

WORLD MOBILE

givepower

mode mobile

CIRUS FOUNDATION

EARN'M LOYALTY ECOSYSTEM

wiseone

Sugar KINGDOM Odyssey!

SAN

and more partners in discussions...

Social Media Partners

Doug Hype
@DougHype

And more content creators in discussions

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BREAKDOWN

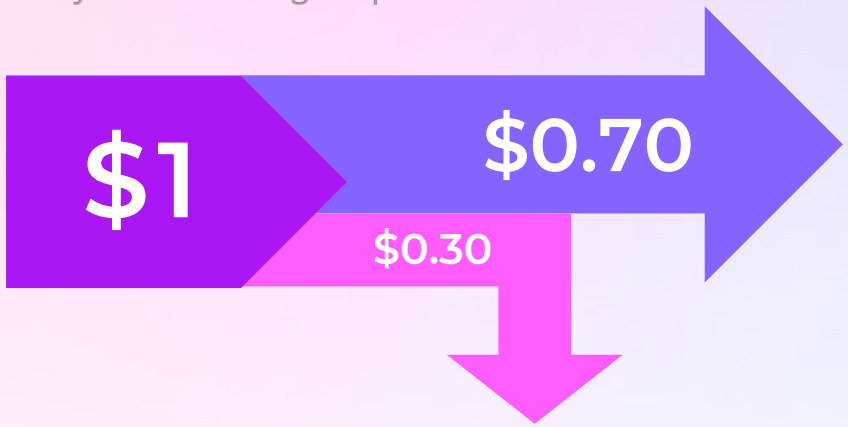
Use of Funds

Whenever social impact is purchased using Kindly's platform the following breakdown of funds occur.

- **Execute social impacts** with a guaranteed output that is fully tracked & verifiable on the blockchain
- **Support future development** of Kindly's tracking platform
- If we reach $1 Million of social impact purchased, it will fund the event goal to **Empower a village in need**

Social Impact Transaction

Kindly sells a variety of social & environmental impacts within its ecosystem that range in price



70% – Social Impact

Goes to the social impact partner which will be fulfilling the output

30% – Kindly & Event Goal

Empower a village in need, and to support the future development of the Kindly tracking platform & infrastructure.

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TRACKING

Road to Maximum Transparency

Kindly is working towards bringing trust & accountability to giving

Transparent Flow of Funds

All social impact transactions are converted to USD stablecoin, processed & tracked through our platform.

Transportation / Shipping Tracking

Display real-time tracking of the impact and/or materials on route to its final destination.

Final Visual Confirmation

Visually display (image or video) the final social impact after it has been fulfilled.

Public Immutable Transactions

Social impact transactions are permanently recorded on a fully public blockchain.

Order Status Monitoring

Display all major stages of each social impact transaction through its social impact journey page.

Physical Impact Distribution

A physical tracking mechanism to identify each unit of impact, the time, & location of distribution.

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Thank-You!

It’s cool to be kind.

Uplift WEB3 2024

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