



facebook

# Social Good Forum

People come together on Facebook to help each other in times of need, and we build social good tools to make that easier.

## Charitable Giving

### Fundraisers

Fundraisers enable people to raise money for nonprofits or personal causes. Nonprofit fundraisers and personal fundraisers are available in the US and in select international markets worldwide. As of November 2017, all Facebook fees on donations made to nonprofits on Facebook will be waived.

#### HOW IT WORKS

People can quickly build momentum for their causes by setting up a dedicated page to share their stories and rally around a fundraising goal. Friends can easily share the fundraiser with others, and supporters can donate in just a few taps without ever leaving Facebook.

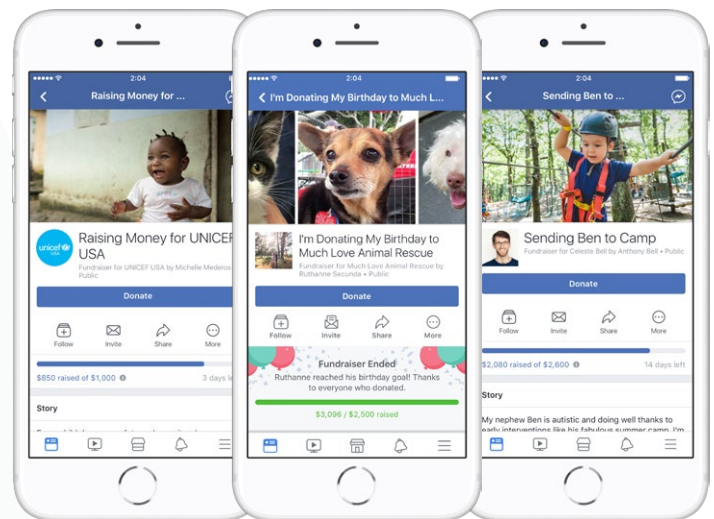
#### BIRTHDAY FUNDRAISERS

People can also raise money for causes on their birthdays. Before their birthday, people will see a message from Facebook giving them the option to create a birthday fundraiser. They can select a nonprofit, and their friends will be invited to support the cause in honor of their special day.

#### OUR SOCIAL GOOD PRODUCTS

- ♥ Charitable Giving
- ♥ Crisis Response
- ♥ Mentorship and Support
- ♥ Blood Donations
- ♥ Suicide Prevention Resources

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#### FUNDRAISERS API

With Facebook's Fundraisers API, people can easily connect their off-Facebook fundraising campaigns to Facebook fundraisers (e.g., charitable events and races). When people connect their fundraising campaign with Facebook, it creates a Facebook fundraiser that syncs with their nonprofit campaign page.



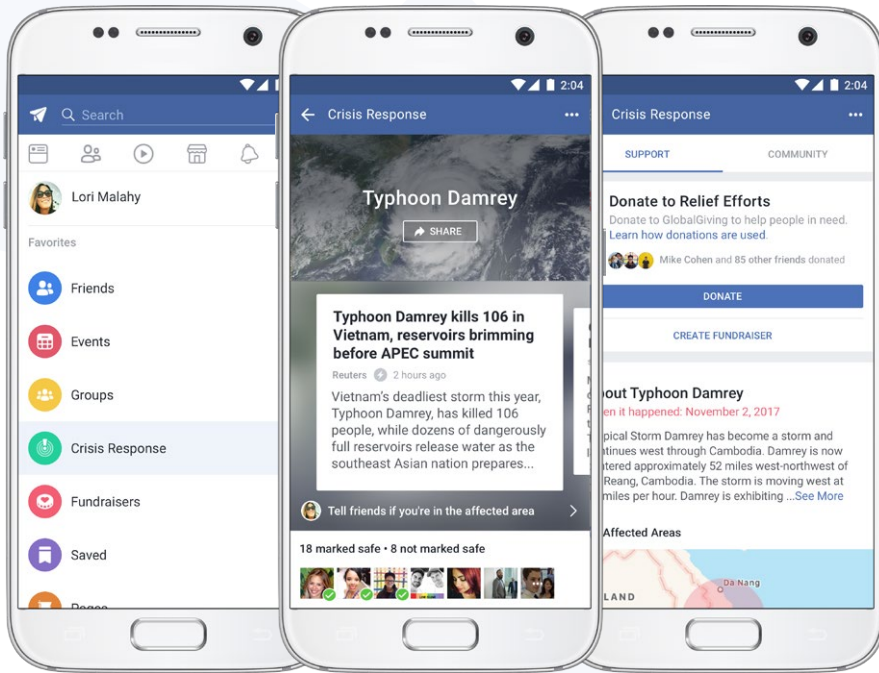
## Donate Buttons

Donate buttons can be added to Facebook Pages, timeline posts and Facebook Live broadcasts. People can donate to a nonprofit in just a few taps without leaving Facebook.

#### HOW IT WORKS

- ♥ **On Page Header:** Nonprofit Pages can add a donate button to their page header.
- ♥ **On posts:** People and nonprofit Pages can add a donate button to their posts (video, photo or text).
- ♥ **In Facebook Live:** People and verified pages can add a donate button directly to their Live broadcasts from their mobile device to raise money for a nonprofit. People can donate as they watch, or give once the broadcast has ended and is posted on the Page.

# Crisis Response on Facebook



## Crisis Response

Crisis Response is a center on Facebook where people can find more information about recent crises and access our crisis response tools—including Safety Check, Community Help and Fundraisers to support crisis recovery—all in one place. We've also recently announced the Crisis donate button, which helps people to easily and securely donate to support communities affected by crises.

### HOW IT WORKS

Anytime Safety Check is activated by the community, Facebook automatically creates a Crisis page where people can find more information about that crisis. People can use crisis response tools like Community Help to offer or request help, as well as Fundraisers and the Crisis donate button to make donations for affected communities.

### THE EVOLUTION OF CRISIS RESPONSE

#### 2011 • The Beginning

After a devastating earthquake and tsunami struck Japan, a team of engineers in Tokyo created a simple disaster message board that listed a person's friends in the affected area and a way to mark them as safe.

#### 2013 • Safety Check v1

Following the Boston marathon bombing, Facebook held a hackathon and created an early version of Safety Check.

#### 2014 • Safety Check Launch

Facebook launched Safety Check in December for Typhoon Ruby in the Philippines.

2015 • Expanded Safety Check to activate beyond natural disasters.

2016 • Safety Check activated by the community during times of crisis.

#### 2017 • Community Help Launch

People can find and give help to communities in the affected area.

#### • Fundraisers Introduced

People in the US can raise money for charitable and personal causes to help those in need.

#### • Crisis Response on Facebook

A single place for people to access Facebook's crisis response tools—Safety Check, Community Help and Fundraisers to support crisis recovery.

#### • Added Crisis Information

People can find additional information related to the crisis such as links to articles, as well as videos and photos, publicly posted by the Facebook community.

#### • The Crisis Donate Button

People can securely and easily donate to communities affected by crises through the Crisis donate button.

## Safety Check

Safety Check is a secure and easy way for people to connect with friends and family during a crisis. Safety Check is activated when a lot of people post about an incident from an affected area.

### HOW IT WORKS

People in the affected area will receive a notification asking if they're safe. They can select "I'm Safe" to update their friends and check in on others to ask if they're OK too.

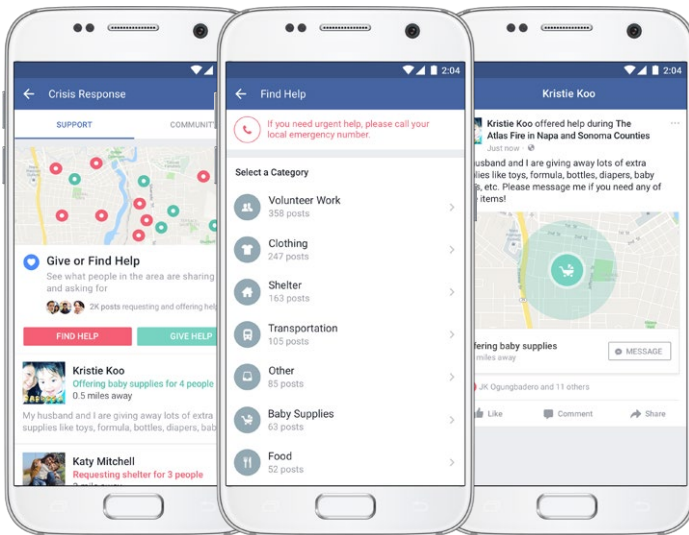


## Community Help

Community Help lets people ask for or offer help, including shelter, food, supplies and more, after a disaster. Community Help can be found on a crisis page after the community activates Safety Check.

### HOW IT WORKS

People can look through posts to see if anyone is offering help, and message people to connect. People can also post to Community Help to let others know how they can help. People offering help can respond to posts or create a post to let others know what they are offering.



## AMBER Alerts

Facebook partnered with the National Center for Missing and Exploited Children (NCMEC) and the International Centre for Missing and Exploited Children (ICMEC) to integrate AMBER/Missing Children Alerts directly into the Facebook platform, and the Facebook community has helped bring missing children to safety.

### HOW IT WORKS

When an official agency activates an AMBER Alert for a missing child, Facebook sends it to the News Feeds of people who are in the official search area to give them the information they may need to help.

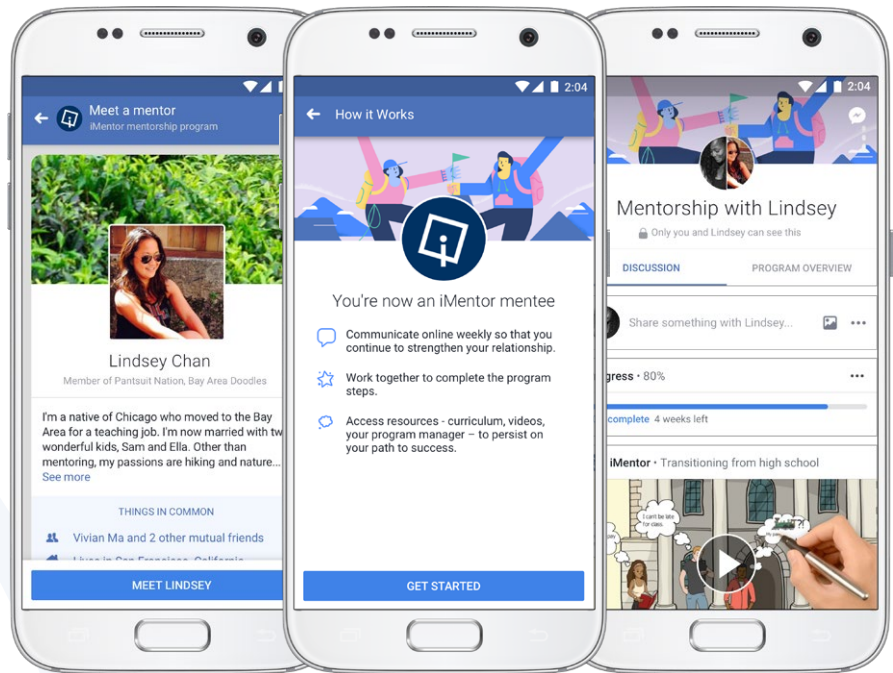




# Facebook Mentorship and Support

With over 2 billion people using Facebook, there are many different needs for different types of mentorship and support. To start, we are partnering with nonprofit organizations that already have these types of programs in place so we can learn how to build an engaging and meaningful mentorship and support experience within Facebook.

This product is in a closed beta, but we plan to expand to additional partners and causes soon.



## HOW IT WORKS

- ♥ We are working closely with our beta partners to develop a mentorship and support product that works well for people in their respective areas. Each partner organization has a program administrator who is responsible for managing its mentorship and support program on Facebook. The program administrator can create a new program right from their organization's Facebook Page or Group. They develop the step-by-step programs that mentees and mentors work through together. They also match mentees and mentors together by assessing the individual needs of each mentee and the experience of mentors.
- ♥ Once matched together by the program administrator, mentees and mentors can start using Mentorship and Support within the Facebook mobile app or from a computer. They can access it from the More menu on their Android or iPhone, or from the left-hand column on their computer.
- ♥ Once in, they are given an overview of what to expect in the program and how to get the most value out of it, introduce themselves and get to know each other better.
- ♥ Mentees and mentors work their way toward completing the step-by-step program that was developed by the nonprofit organization.
- ♥ There is also a discussion space, where they can have ongoing discussions about challenges faced, recommendations from the mentor based on their own experiences, how things are going in general, etc. These discussions are private and not visible to anyone else, including the program administrator.
- ♥ The program administrator can check in on how the mentee and mentor are doing by checking how far along they are in the program. The administrator can also start a group message thread with both mentee and mentor.

## PRIVACY AND SECURITY

We take the privacy and security of our users very seriously, and this product is being built with both those things in mind. It is available to people 18 years and older. Our partner organizations also currently vet mentors before they are matched with mentees. While using the product, both participants are able to report posts, photos and videos, comments and messages in the same way they may in other parts of Facebook. Similar to Facebook Groups, each person may also report any content to the group administrator, which in this case is the nonprofit organization that is managing the program. They may also leave the Mentorship and Support experience at any time, and can block the other person. As we continue to iterate on this product, we will continue to assess the need for additional functionality to help ensure that mentees and mentors feel and are safe while using it.

## JUST THE BEGINNING

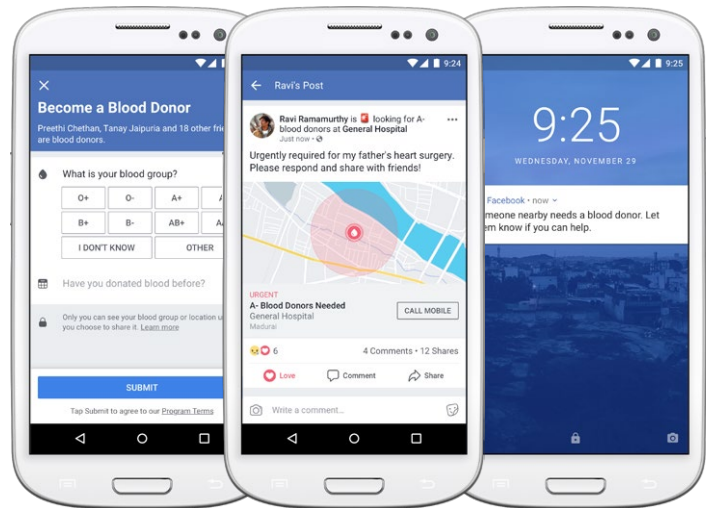
While we are excited to begin testing this product with our beta partners and a small number of their mentees and mentors, our goal is to expand this tool to help connect people around a variety of cause areas where having someone you can count on for support can make all the difference. We are also building new features to help mentees and mentors connect in more ways with each other on and off Facebook. Over time, we hope to help grow a new community of mentors who can help more people with different needs across the Facebook community.

# Blood Donations Feature

This feature makes it easier for people to indicate that they are willing to donate blood, and for people in need, blood banks and hospitals to connect with blood donors.

## HOW IT WORKS

- ♥ **Sign up to be a blood donor:** Donors fill out a simple form, with optional information like blood group and whether they've donated before.
- ♥ **Request blood donors:** People, blood banks and hospitals who need blood create a request or voluntary blood donation event, including where the donation is needed and contact information.
- ♥ **Donors nearby get notified:** Once a request or event is posted, nearby donors get a Facebook notification letting them know about the opportunity to donate. Donors can respond when they are available.



Currently available in India, and will be expanding to Bangladesh in early 2018

# Suicide Prevention Resources

Facebook provides tools and resources, developed with mental health experts, that help connect a person in distress with people who can support them.

## HOW IT WORKS

If someone sees a post or video that's concerning to them, they can use Facebook's tools to reach out to the person directly or let Facebook know. They'll then see resources, which include relevant helplines and tips to help support the person in distress. Facebook can also use pattern recognition technology to help identify posts and live videos that are likely to include mentions of suicide, and prioritize the most concerning reports. If appropriate, Facebook will provide resources to the person in distress, and in some cases, alert first responders.

