


9.3 Donation revolution

READING Giving on the go

- 1 Read the lesson title. What do you think the article is mainly about? Discuss with a partner.
- 2  9.10 Read the article. Check your prediction.

Understanding purpose

- 3 Circle the option that describes the main purpose of each paragraph.

Paragraph 1

- a gives an example of a relief effort that benefited from new technology
- b explains how bad the Haiti earthquake was for the people there

Paragraph 2

- a describes how to donate using a charity's website
- b compares fundraising methods in the past with those in the present

Paragraph 3

- a explains the effect social media has had on fundraising
- b describes how to raise money using Facebook

Paragraph 4

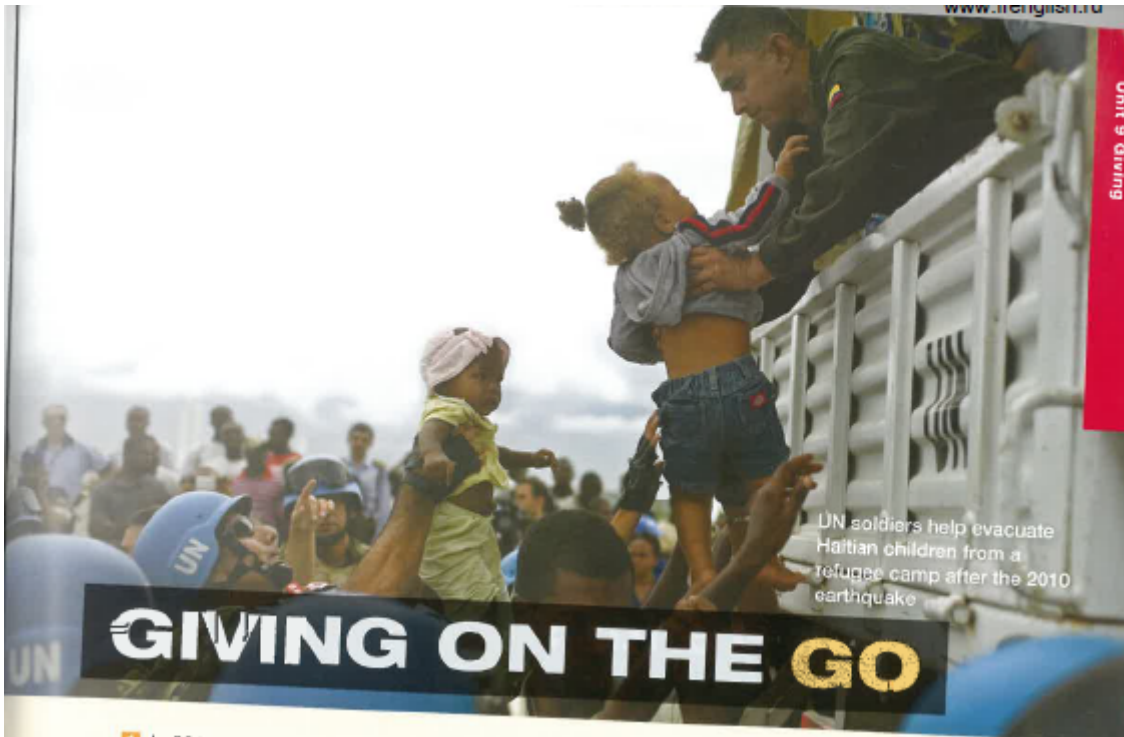
- a compares the advantages and disadvantages of two new apps
- b gives examples of new ways of donating

Understanding details

- 4 Circle **T** for true, **F** for false or **NG** if the information is not given in the article.
 - 1 The 2010 Haiti earthquake was the biggest in the country's history. **T** **F** **NG**
 - 2 In 2010, the American Red Cross raised \$22 million in less than one week. **T** **F** **NG**
 - 3 After the Haiti earthquake, people donated money using their mobile phones. **T** **F** **NG**
 - 4 Charities raise more money through social media than through their own websites. **T** **F** **NG**
 - 5 Charity Miles raises money for charity while you're running. **T** **F** **NG**
 - 6 SnapDonate donates money every time you take a selfie. **T** **F** **NG**

Understanding vocabulary

- 5 Complete the sentences using the **bold** words from the article.
 - 1 The way charities raise money has changed due to _____ in technology.
 - 2 Charity Miles is an example of a(n) _____ new app.
 - 3 The 2010 Haiti earthquake is an example of a natural _____.
 - 4 The use of new technology has had a huge _____ on the speed of fundraising.
 - 5 Earthquakes can cause a lot of _____.
- 6 Read paragraph 4 again. Which app do you think would be more effective at raising money? Discuss with a partner.



UN soldiers help evacuate Haitian children from a refugee camp after the 2010 earthquake

GIVING ON THE GO

- 1** In 2010, a huge earthquake hit Haiti, causing the deaths of over a hundred thousand people and millions of dollars' worth of **damage**. The international community 'jumped' into action to provide aid. On this occasion, funds were raised with amazing speed – within a week of the quake, the American Red Cross had raised \$22 million. The reason? People were donating via their mobile phones.
- 2** Technological **advances** have changed how charities work. Gone are the days when someone knocked on your front door and politely asked you to make a donation. In today's world of computers, smartphones and tablets, charities can now reach more people than ever before.
- 3** Social media in particular has had a great **impact** on charity fundraising. News of **disasters** spreads quickly around the world. This enables charities to raise money extremely quickly, as in Haiti. And the quicker aid can be delivered, the more lives can be saved. Individual fundraising has also benefited. Most people are now so well-connected
- through sites like Facebook that asking people to contribute to your chosen cause is easier than ever.
- 4** New, **innovative** ways of donating are being thought up all the time. For example, if you want to support a good cause and keep fit at the same time, you can use an app called Charity Miles. The app can track the distance you run or cycle. For every kilometre you cover, the app's sponsors will make a donation to a charity of your choice. There's also SnapDonate, which allows users to donate simply by taking a photo of a charity's logo with their smartphone. The app recognizes the logo and allows users to immediately make a donation through their phones. This cuts out the need for entering payment details on charity websites, and makes the process of donating small amounts to multiple charities much simpler.
- 5** Apps like these are growing in number, and that can only be a good thing. In the future, it's likely that we'll all be able to give to our favourite causes more easily and more often.

¹ jump into action (v) to act quickly

² logo (n) a symbol or design used to represent a company