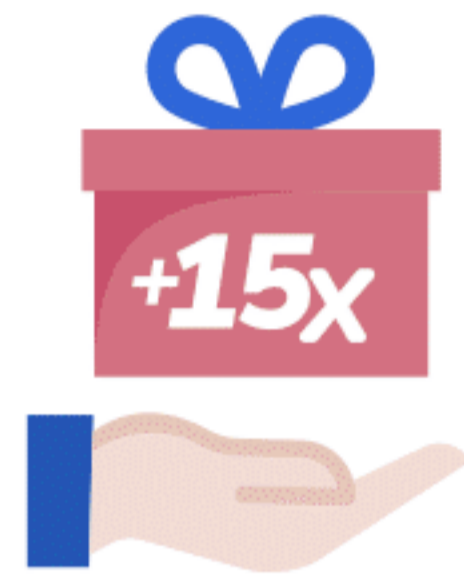




World Central Kitchen Increases Stock Gifts by 15x with DonateStock



Stock Gifting Increased:



Relative Growth: 1.3% to 8.6% of Proceeds



Time Saved Per Gift:



The Problem

When WCK received global media coverage for its efforts in Ukraine, the resulting influx of donations created an opportunity and a problem. Though many wanted to donate stock, the manual process was slow and painstaking for all parties.

The Solution

DonateStock's automated solution replaced WCK's manual processes, enabling WCK to exponentially grow stock gifting with no additional staff.

“DonateStock has taken the heavy lifting out of stock donations for me and for our donors. Their platform has made my life easier.”

- Gail Hatch, World Central Kitchen



Easy Button for Stock GiftingSM enabled donors to gift stock in minutes.



DonateStock automated the transfer, sale, reconciliation and acknowledgement of stock gifts.



Improved donor experience and satisfaction led to an increase in repeat donations.



Mission:

Founded by Chef Jose Andres, WCK provides meals in response to humanitarian, climate, and community crises.

Impact:

300 million meals served around the world

