

# give in kind



"There needs to be a central site for this kind of thing – this kind of giving."

*- Scarlett Lewis, son Jesse killed at Sandy Hook Elementary*

"It's a great place to direct people who need gift ideas for grieving families."

*— Kiley Hanish, Return to Zero Center for Healing*

"I will be recommending this site to all my clients and friends who are going through big life moments."

*— Molly Tallon, Doula & Birth Educator*

[www.giveinkind.com](http://www.giveinkind.com)

A close-up photograph of several hands of different skin tones clasped together in a supportive grip. The lighting is warm and soft, creating a sense of unity and care.

# GIVE

## What is give<sup>in</sup>kind?

Give InKind disrupts the cluttered and disconnected world of care coordination, meal scheduling and gift giving. Why? Because we understand how difficult it can be to ask for help or to navigate a loved one's situation. Experience tells us that people want to help; but knowing exactly how to be supportive is often the toughest part. Yet for the recipient even the simplest act - a warm meal, a just-cleaned house, or the right words - can go a long way.

Give InKind will bring clarity to these difficult situations and enable supporters to know how to best help, and recipients to easily ask for help. We make it easy to act quickly to support and connect with loved ones during times of crises or need. The platform allows you to seamlessly coordinate meals and care, learn specific ways to help, then find and purchase the most thoughtful and useful gifts and services for yourself or those you care about.

A photograph of a woman with dark hair looking down at a tablet computer. The screen shows a colorful image of food. The lighting is warm and focused on the woman's face and the tablet.

# LEARN

## Changing the Way We Give Support

When you or a loved one are experiencing a significant life event, the last thing you want is complication. In the current marketplace, a consumer would have to visit, sign-up for, and use at least three different websites just to create a page to alert friends and family of a life event, create a fundraiser and share a wishlist of helpful products/gifts. We believe people should be able to accomplish this in one

place. Give InKind is this place.

Give InKind will connect the convoluted universe of categories, creating a new and comprehensive market - "crowdcaring." Ours is the first and only platform to provide tools, resources and guidance that enable supporters to meet the needs of a loved one fully and best navigate difficult situations.

A photograph of an open book with a heart shape formed by the pages. The lighting is warm and golden, creating a sense of inspiration and creation.

# CREATE

“We created Give InKind after our daughter was tragically stillborn. During the difficult months that followed, our loved ones cared for us from around the country. Flowers were sent and meals organized, but those that lived far didn't know what restaurants or stores to order from. Some sent thoughtful gifts, but many didn't know how to help and we didn't have an easy way to ask. Since then, we have seen others struggle with what to do or say or send that is truly helpful when their loved ones need it. We knew there was a better way to give support through any of life's challenging situations, and this is our solution: Give InKind makes it easy to lend a hand from near or far.”



Laura Malcolm  
Founder & CEO

Laura Malcolm has been a Product Manager working on both Consumer and

SMB/Enterprise web products since 2008. She has worked for startups of all shapes and sizes and been privileged to learn from some of the most talented entrepreneurs in technology. Combining this experience with inspiration from her late father, she is responsible for bringing the Give InKind vision into the world (with the help of an incredible team, of course).



James Kocsis  
Co-founder & UI/UX

With a background in all things creative and digital, James ensures

Give InKind is both beautiful and usable. Prior to a five year stint art directing Apple Inc.'s global digital advertising, he headed up digital design for MGM Studios in Los Angeles, as well as design for print and digital for various companies and agencies in New York and Los Angeles.



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