



## Company / Brand description

ammado, the global community of people who care, connects nonprofits, socially responsible companies and engaged individuals dedicated to positive change at a global and local level. The platform enables individuals and organizations to connect, communicate and mobilize around shared values.

ammado has recently launched a fun and flexible donations feature that allows people around the globe for the first time to:

- Donate to their favorite nonprofits (charities, sports clubs, schools and universities) around the world from one central space
- Give micro donations as little as 5 \$cents (in 33 different currencies)
- Easily change the amount and recipients of the donations every month
- Show others what they care about by displaying their Giving Circle (donations history) on their personal ammodo profile and on other social networks
- Make a difference and be a changemaker!

## Objectives

Launch a “Video/Animation” contest to generate a buzz around the ammodo Giving Circle and inspire people to make a difference

## Target Audience

Age 16 -35

## Prize / Reward

USD 2,500 for the 1<sup>st</sup> , USD 1,500 for the 2<sup>nd</sup>, USD 1,000 for the 3<sup>rd</sup>

## Use and media coverage

The winner(s) will be figured by ammodo in a Press release, on the ammodo Website (homepage, ammodo profile pages), ammodo Blog and other Social networks where ammodo has a profile (e.g. facebook, bebo)

### Who can apply?

Graphic designers	
Video makers	X
Photographers	
Animators	X
Other (specify)	

### Country/region coverage

Asia (including Middle East, Russia, South East Asia, Greater China, India, Australia, NZ)	
Worldwide ( <i>eyeka.asia &amp; eyeka.com communities</i> )	X
Countries specific (Asia) (please specify)	

### Contest duration

Start date : 14/11/2008
End date : 14/01/2009
Time : 11.59 PM (Singapore Time, GMT+8)

### Deliverables and requirements

**Video/Animation** entries must be in color, including use of the ammado logo. No further specifications, be creative!

### Video Technical specifications

- File Size: Maximum 10MB
- 352 x 288 PAL MOV / WMV
- Don't send us your original working files yet! If your works are selected, you must produce the original working files in the format below upon request:  
PAL DV Tape/MOV file 720 x 576 screen resolution, 25 FPS, 44.1 kHz for audio (applicable to MOV file)

### Do's & Don'ts

- All submitted material are non-returnable
- No restrictions on the number of submissions per participant
- Entries must be original and exclusive to the participant, true and verifiable
- Eyeka Asia has the right to reject entries containing obscene, racist, unethical, dangerous, violent or legally objectionable material, or material that may infringe upon any person's personal or property rights. Such entries will be immediately disqualified and not allowed on the Call for Entries.

### MATERIAL's checklist

Documents	Format	
Corporate LOGO (Hi-res)	.PSD	X
Corporate Identity document	.PDF	
Guidelines	.PDF	
Others (specify) other corporate info	.PDF	X

Entries that do not meet the following above listed criterion will be disqualified.

Any further information, please send an email to:

[community.asia@eyeka.com](mailto:community.asia@eyeka.com)

### ammado Giving Circle

The ammado Giving Circle is an innovative donation feature designed to make the act of giving fun and flexible for users. It also taps into the huge unleashed potential of online giving enabling people for the first time ever, to make micro donations to nonprofits from all over the world.

#### Big changes from small change

The ammado Giving Circle enables people to conduct all their giving and cause-related activities from one central place – their ammado profile. This allows nonprofits such as charities, sports clubs, schools and universities to receive micro donations in a unique and innovative way. The minimum donation is \$5 or its equivalent in any of 32 other currencies. Whatever the donor’s giving budget is, they can “slice and dice” this budget and divide it between their favorite ammado nonprofits, thus benefiting multiple organizations simultaneously. ammado members can also set up recurring donations from their profiles with the flexibility to seamlessly change the recipients and the giving amount every month.

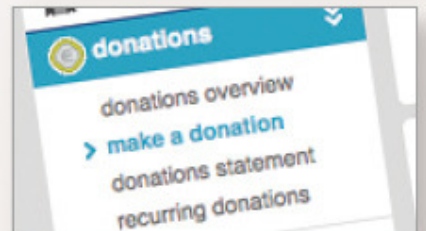


#### Share your Giving Circle with others

Even the smallest contributions are instantly displayed on the changemaker’s ammado profile, marking the donor as an ambassador for change. Donors can also help promote their chosen nonprofits on external sites; this will help nonprofits to reach a huge audience of potential givers. Donating on ammado is not exclusive to ammado members, non ammado members can also donate to their organizations through the platform. They can use the ammado platform to make once off donations.



In combination with ammado’s core social networking features, the ammado Giving Circle means people can now research a nonprofit sector, interact directly with an organization, make informed decisions on whom to support, donate through the Giving Circle, and finally stay up to date with the work of that organization...all on one website, ammado.



#### Employee giving

ammado also has a unique Giving Circle offering for companies. This allows companies (small, medium and large alike) the opportunity to set up a simple and convenient Employee Giving Scheme via ammado.

#### Secure payment platform

All transactions are handled securely by Bibit Global Payments Services, part of the Royal Bank of Scotland group. The ammado donation facility is free for all nonprofits - there is no sign up or monthly subscription cost. To cover credit card, banking, payment gateway and other charges, ammado deducts a flat fee of 5% (plus applicable taxes) from donations. ammado does not profit from the fees it charges.

