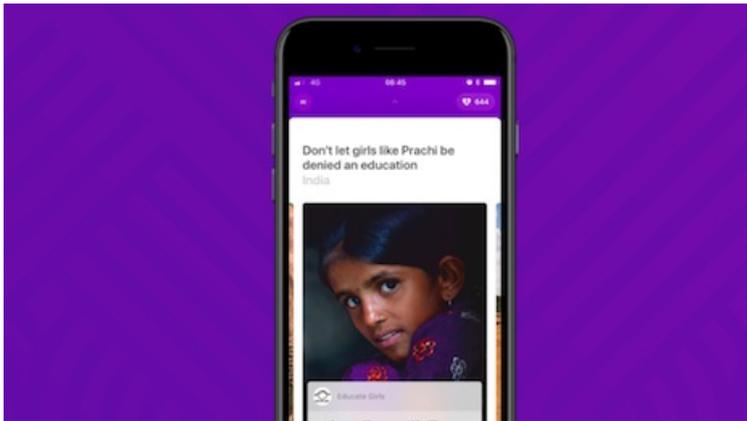


NONPROFITS

Elbi merges fashion, philanthropy to raise proceeds in modern way

January 23, 2018



Elbi app looks to help charities through fashion. Image credit: Elbi

By BRIELLE JAEKEL

Philanthropy application Elbi is transforming the fashion and fundraising communities with a donation method that mirrors social media and piggybacks off the luxury sector.

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The new mobile app acts as a platform hub for all things charity- and fashion-related. But a new feature is allowing brands such as Fendi, David Yurman and Christian Louboutin to encourage users to donate more, by putting products up to win.

"Elbi targets socially-conscious millennials who are looking to give back, and the app provides a fun, easy and rewarding way to discover and support charity causes," said Tim Afinsky, cofounder of **Elbi**, London. "The app taps into a generation of digital natives who are a mobile and socially-connected demographic.

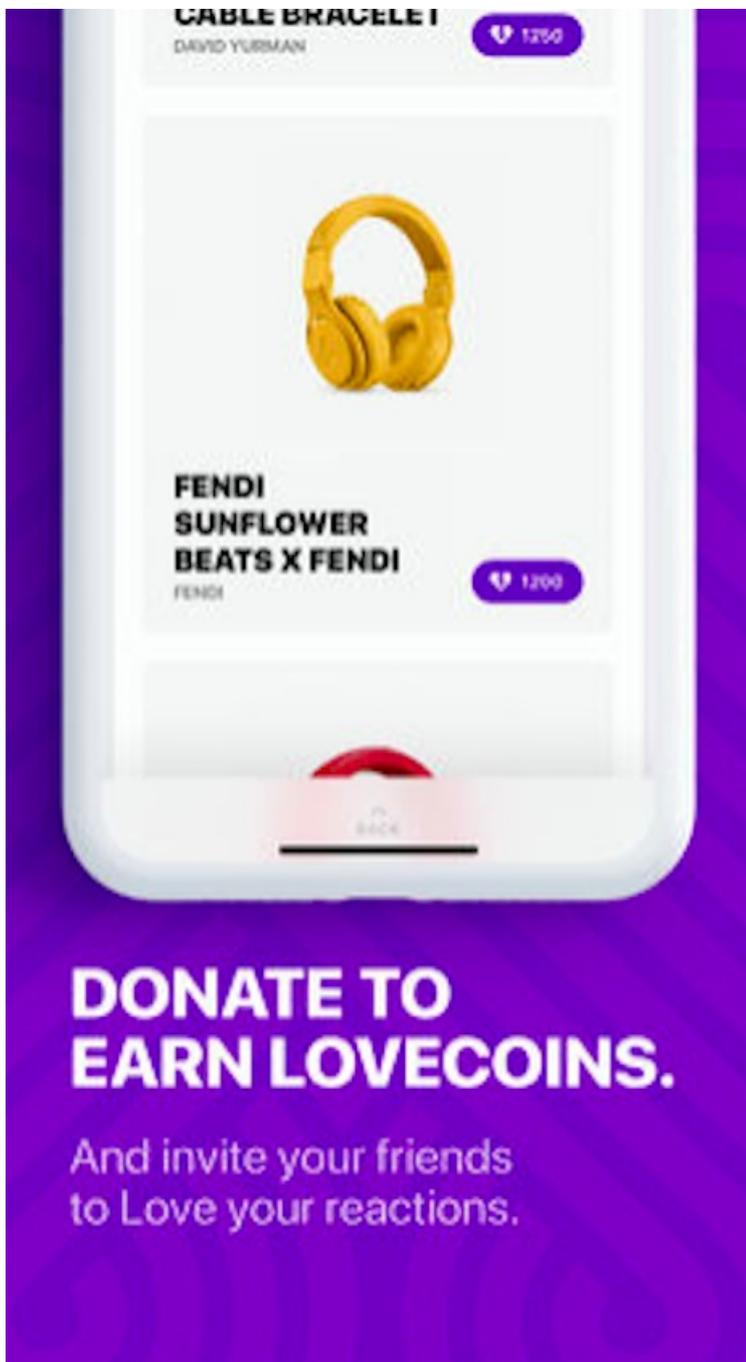
"Charities benefit by being introduced to a new generation of philanthropists, who can contribute at little as \$1," he said. "As charities navigate a millennial donor base, Elbi provides an innovative solution through engaging storytelling, partnerships with desirable brands and a gamification experience that creates fun competition.

"Elbi takes no cut from the funds raised on the app, and with the new Apple Pay feature, users now have another seamless way to donate and know that funds are directly benefiting the charities, which include Fashion for Relief, Vital Voices, Educate Girls, Diabetes Research Institute, Elephant Crisis Fund and Me to We, among others."

Gifting and winning

Elbi has recently updated with Apple Pay capability and a new feature named Elbi Drop that gifts a special product to a winner user.

Through gamification, a strategy that can bolster tremendous results for brands, the app encourages more giving. A product a day from a luxury brand will be featured, and the user who acquired the most "Love Points" for the day will win the item.



Fendi works with Elbi. Image credit: Elbi.

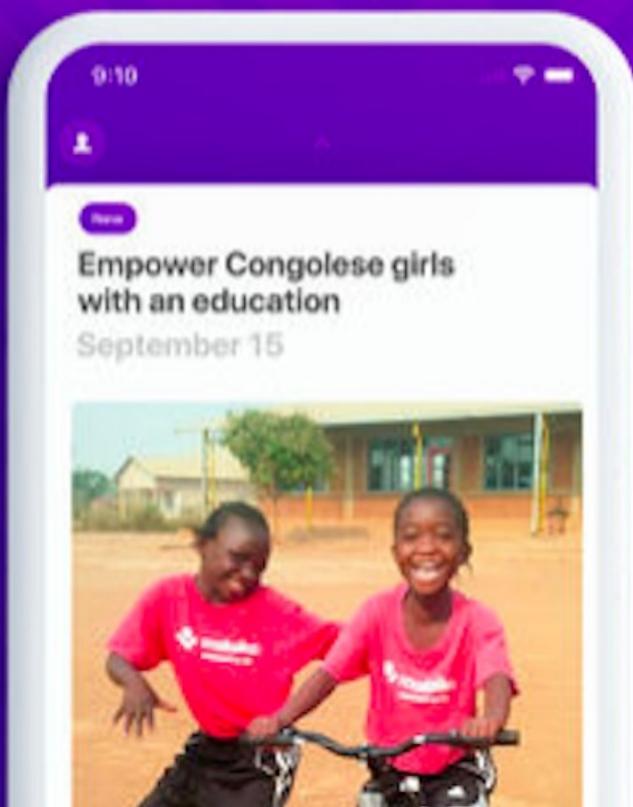
The mobile app is more than just a place to win products or donate to charity. It is a digital hub for all things related to philanthropy, allowing users to create their own content. Users can create "reactions" for charities, which are usually responses to a question or a suggestion from the charity.

For instance, "Educate Girls" is a charity in India that supports young girls going to school. In the charity's description, it asks users, "What part of your education do you think you use the most in your day-to-day life?"

Interested users respond with pictures and texts regarding what their most used education is.

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close to your heart.



Elbi raises money for a variety of charities. Image credit: Elbi.

Luxury brands come into play through the in-app shop. Users accrue points by donating to different charities.

With their points, users can purchase different items in the shop provided by luxury brands.

The new Elbi Drop feature puts one specific item up from the shop that is usually rare to find in retail, and the winning user will receive that product.

Brands and charity

Luxury has long been intertwined with philanthropy, with many brands giving back by partnering with nonprofits in a myriad of ways.

For instance, Manolo Blahnik and Nicholas Kirkwood were among the designers giving flip flops a high-fashion makeover for a cause.

In support of Women for Women International, 12 fashion personalities were commissioned to elevate the rubber footwear into a work of art. The resulting pieces were auctioned off to benefit the organization, which works to support women in war-torn nations ([see more](#)).

Also, British department store chain Selfridges' Oxford Street flagship turned a portion of its third floor into a charity shop as it hosts artist Miranda July's latest project.

A commission for Artangel, Ms. July brought together four religious charities for an interfaith store that benefited both the organizations themselves and other nonprofits chosen by the participants. While each of the quartet of charities run their own stores, this installation marked the first interfaith charity shop in the U.K. ([see more](#)).

"Elbi creates an opportunity for small donors to partake in micro-fundraising campaigns that benefit worthy charities around the world, or in other words, the app democratizes philanthropy by making giving more accessible," Mr. Afinsky said. "The app is geared toward digital native millennials who are learning more about charitable giving and social responsibility but may not feel like they can contribute because they can't donate a big check.

"Elbi helps charities engage with new donors and grow their donor base from the next generation of philanthropists."

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