

## **The pay it forward chain of an Andalusian: discounts in gas and electricity for donations to a NGO**

LOCATION: Sevilla

DURATION: 1'31"

**SUMMARY:** Guillermo Pardo lost his job and needed the help of his family to pay the bills. She looked for a way to return the favour and that was the origin of Family App, a kind of 'pay it forward' chain. It is an initiative of social entrepreneurship that establishes collaboration channels between citizens, NGOs and enterprises. The person who decides to make a donation to the participating NGOs will have large discounts in the products and services offered by the enterprises that collaborate with website.

### **VTR:**

From this moment, anyone in Spain will be able to save in gas or the electric bill, but how? You will surprise, because the answer is donating to NGOs.

It is the initiative of this man from Seville, that after losing his job, decided to create a kind of 'pay it forward' chain.

**GUILLERMO PARDO**  
**Founder of Family App**

*"What we do is looking for discounts in their daily expenses, in the electric bill, gas or the supermarket to people who donate, so the effort to give that money is lighter."*

Guillermo and his associates collaborate with enterprises and NGOs. Here everybody wins: social entities, funds, and the enterprises, that win new clients and a good institutional image.

**GUILLERMO PARDO**  
**Founder of Family App**

*"Nothing falls by the wayside, neither in bank issues, nor in finance nor in commissions. It goes directly where the donor wants it to go. We take money from where there is, and where is it? In the enterprises."*

**ANA BASTOS**  
**The Human Project Foundation**

*"We must realize that we are responsible for what happens in society. We are responsible, part of it, we can do something to change, to help."*

The citizen makes a donation through this website and benefits of discounts in each one of the eight enterprises that participate in the project: optical shops, gas stations, electric companies... The Human Project Foundation, dedicated to attention and social integration of drug-dependent persons, is one of the beneficiaries.

**ANA BASTOS**  
**The Human Project Foundation**

*"It seems an interesting idea to us. It is interesting that it has come out of the private sector, it is something very imaginative."*

The project has raised more than five thousand euros in two months. And the chain that links enterprises, NGOs and citizens, keeps growing...

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