

düet

Impact Report

2020-2021





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Who We Are

Duet uses the power of technology to reimagine humanitarian aid distribution by creating a scalable three-sided marketplace. We've developed a new, dynamic model of philanthropy that provides **radical transparency** for donors, **dignity of choice** for those in need, and includes the **local economy** as a key stakeholder in a hyper-localized solution.

The Importance Of:

Choice

We believe our beneficiaries are the experts on their own lives and deserve the dignity to choose for themselves what it is that they need to rebuild their lives. Beneficiaries are empowered to choose the items they receive without relying on an organization or donor to choose for them. This means they receive the exact individualized aid that will help them the most at the exact moment they need it. Perfect fit, perfect size, perfect timing. Every time.

Connection

Duet replaces faceless charity with one-to-one connections, closing the gap between you and beneficiaries all over the world in a direct and fiercely personal way. Your impact becomes both stunningly apparent and unequivocally yours.

Community

Giving through Duet supports the struggling local economy, lifting the community alongside the beneficiary. We channel your donation through local stores, as opposed to the harmful impacts of other aid models to intergroup relationships and attitudes, and putting money back in the pockets of small local small-business owners. Our hyper-localized solution facilitates permanent integration of beneficiaries, helping to rebuild fractured communities.

Our Mission

To rekindle the humanity in both giving and receiving
by connecting donors with vulnerable populations in
a more dignified, efficient, and personal way





How the Duet system operates

While often well-intentioned, humanitarian aid can be **ineffective, wasteful, and at its worst, harmful.**

With operations in Lesvos and Athens, Duet is introducing a model that re-invents the relationship between beneficiaries, donors, and local communities. Every dollar donated and invested back into the local community, relationship built between beneficiary and local store owner, and item picked up help prove the profound impact we can have. With the potential to expand wherever there are those in need rebuilding their lives, **Duet invites donors to join in doing good, better.**

By creating a **three-sided marketplace**, Duet provides unique benefits for **beneficiaries, local store partners**, and our **Duet donors**.

Beneficiaries

Receive hyper-personalized and dignified aid which provides the tools to rebuild their lives while integrating them into the community. Use the beneficiary app to tell us what they need by "shopping" in Duet's local partner stores ensuring both no waste, and perfect fit.

Form meaningful bonds through friendly interactions to foster long-term community integration.

Form personal connections and partnerships that enable beneficiaries to rebuild their lives.

Store Owners

Donated funds become revenue via Duet's store portal, integrating beneficiaries as community members and customers

Become stakeholders in our mission, benefiting from the creation of long term growth for the local economy.

Enable local sourcing and pickups which eliminate emissions and waste associated with transnational shipping.

Unite in our marketplace to create long term economic growth at a hyper-local level.

Donors

Take part in a global community, fostered by Duet, that is rethinking traditional philanthropy.

Utilize their accounts and web-portal to connect with beneficiaries more personally.

Leverage our specialized donor tracking system and transparent process to see the impact of their donation.

At Duet, we believe that
100% of your donation
should go directly
towards **putting items**
into the hands our Duet
beneficiaries

From the beginning, we've relied on our generous supporters to fund our operating expenses independently. While this approach makes it more complicated at times, we deeply believe that it is the right thing to do. Our donors' willingness to fund our operating expenses is a testament to their visionary belief in the future of Duet- an investment in a future where philanthropy and humanitarian aid have been reimagined to provide a better experience for beneficiaries, donors and local communities alike. The ROI of their investment is not measured in profits and stock options, but in the number of lives and communities we will transform by doing good, better.

We are grateful for our donors that believe in Duet, our mission, and our ability to succeed. Your support is what allows us to run, to grow, and to continue delivering sustainable impact around the world.

Our Impact at a Glance

604 total donors

129 refugee beneficiaries

1574 items donated

\$120K in item value donated

A NEW WAY TO MEASURE IMPACT

\$276,407

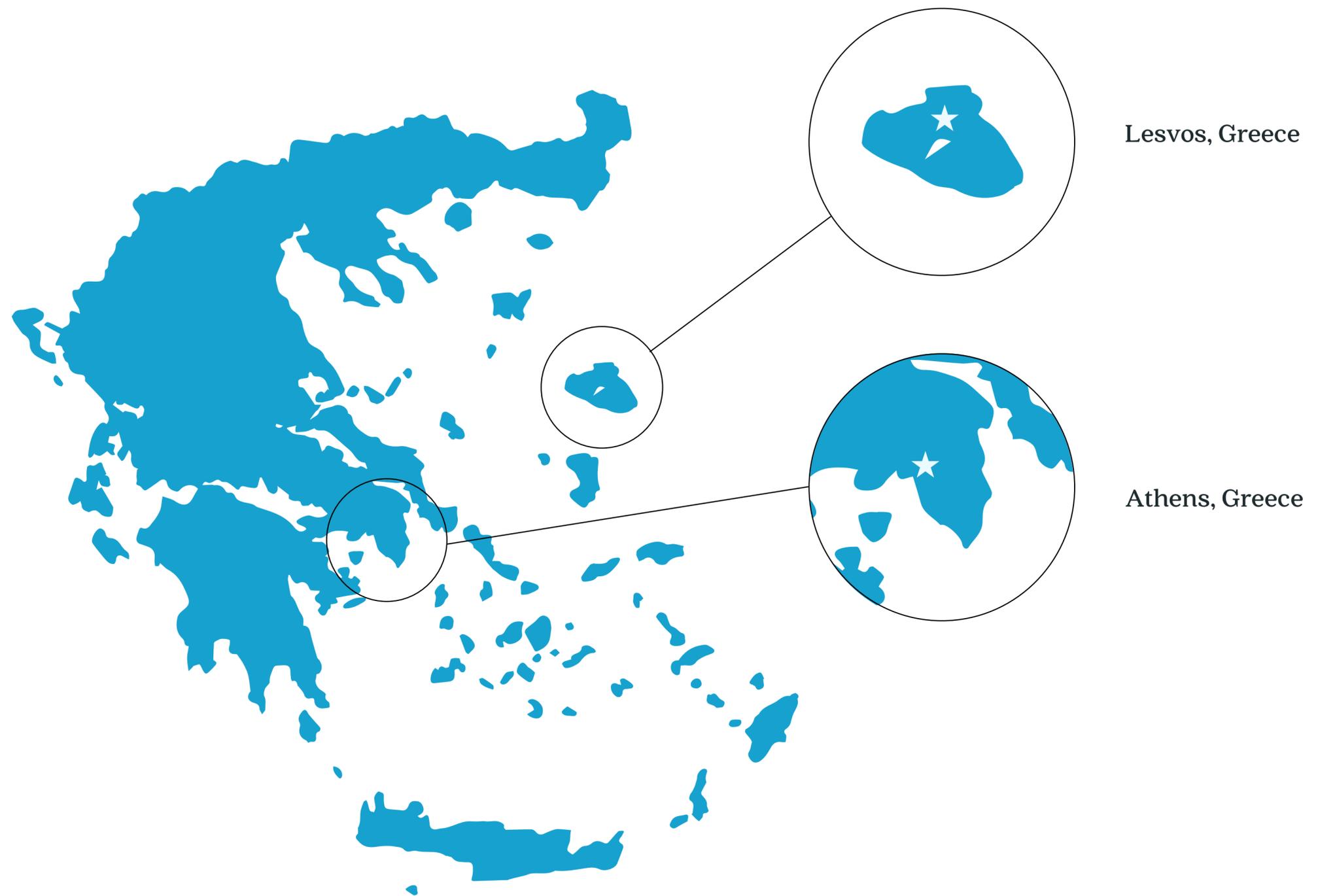
dollars contributed to the local economy

In February of this year, we realized that our impact could be quantified through another metric: the amount of dollars put into the local economy based on the dollar value of items donated. Based on our research, this is a 2.31x multiplier.





Where we work



Lesvos, Greece

Athens, Greece

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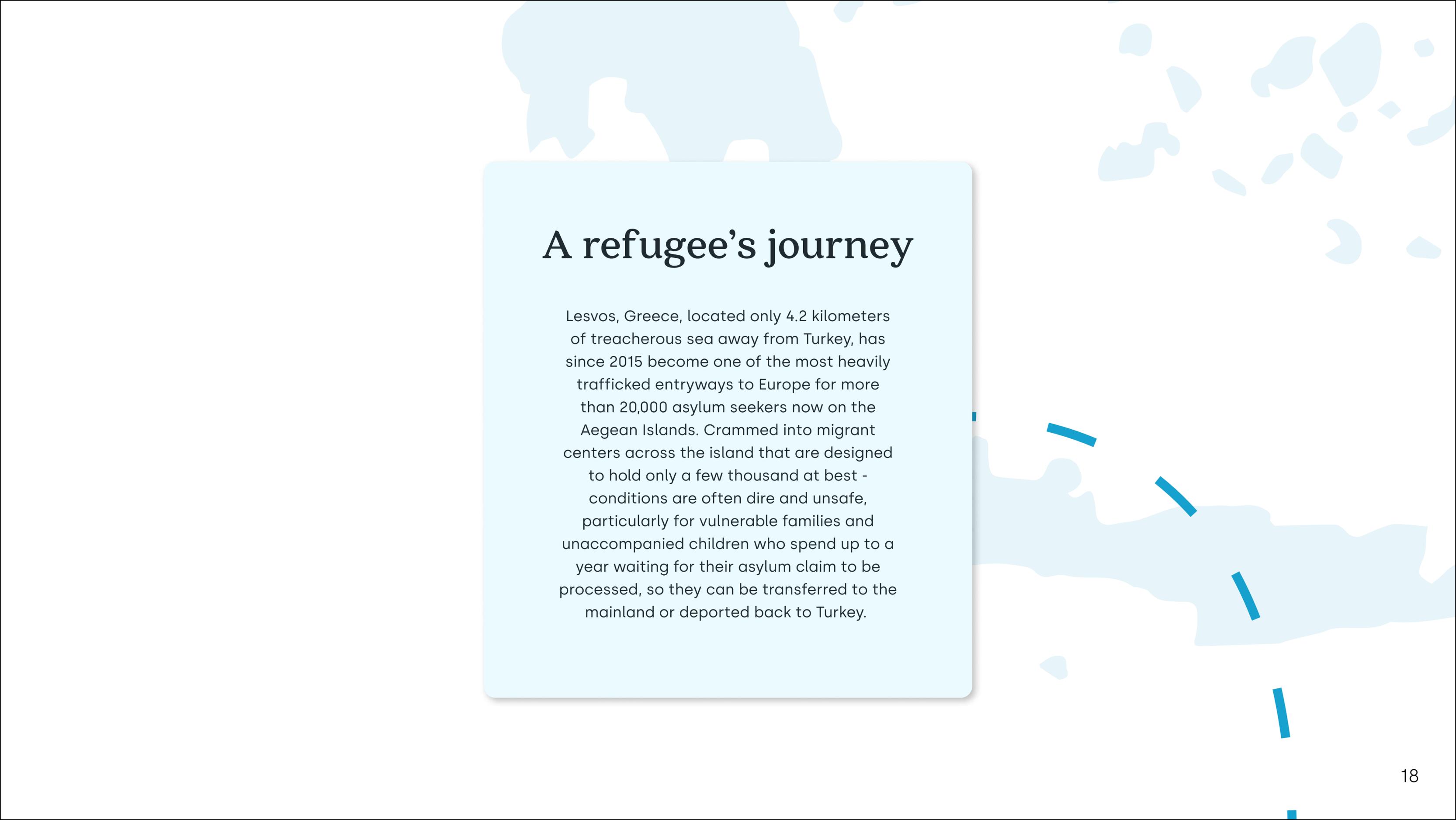
Focus On:

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Focus On: Greece



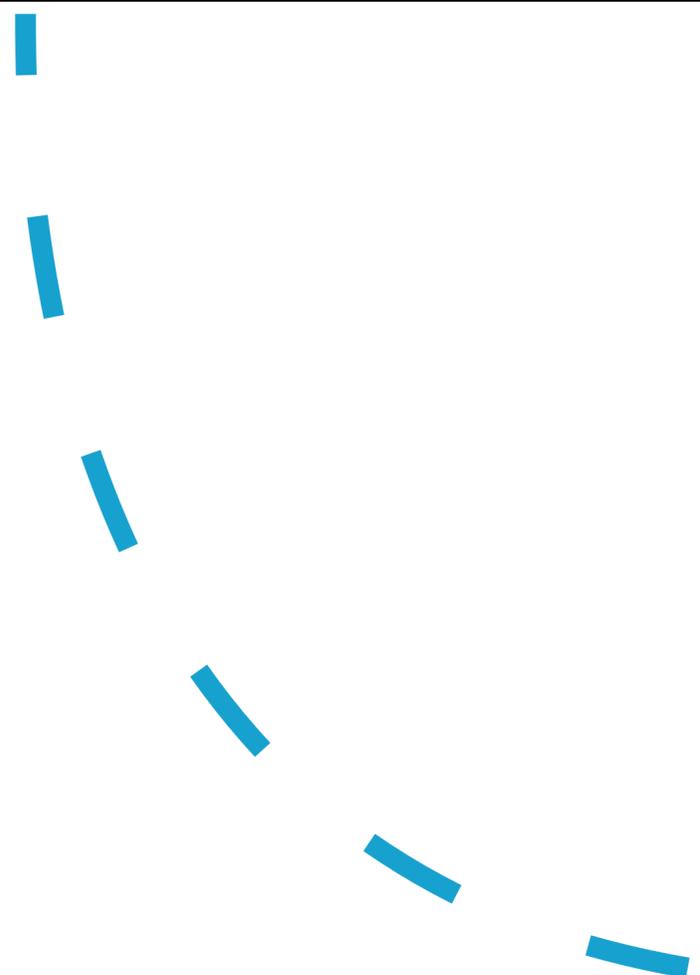
A refugee's journey

Lesvos, Greece, located only 4.2 kilometers of treacherous sea away from Turkey, has since 2015 become one of the most heavily trafficked entryways to Europe for more than 20,000 asylum seekers now on the Aegean Islands. Crammed into migrant centers across the island that are designed to hold only a few thousand at best - conditions are often dire and unsafe, particularly for vulnerable families and unaccompanied children who spend up to a year waiting for their asylum claim to be processed, so they can be transferred to the mainland or deported back to Turkey.

A decorative teal dashed line curves across the page, starting from the bottom left, passing behind the central text box, and ending at the top right.

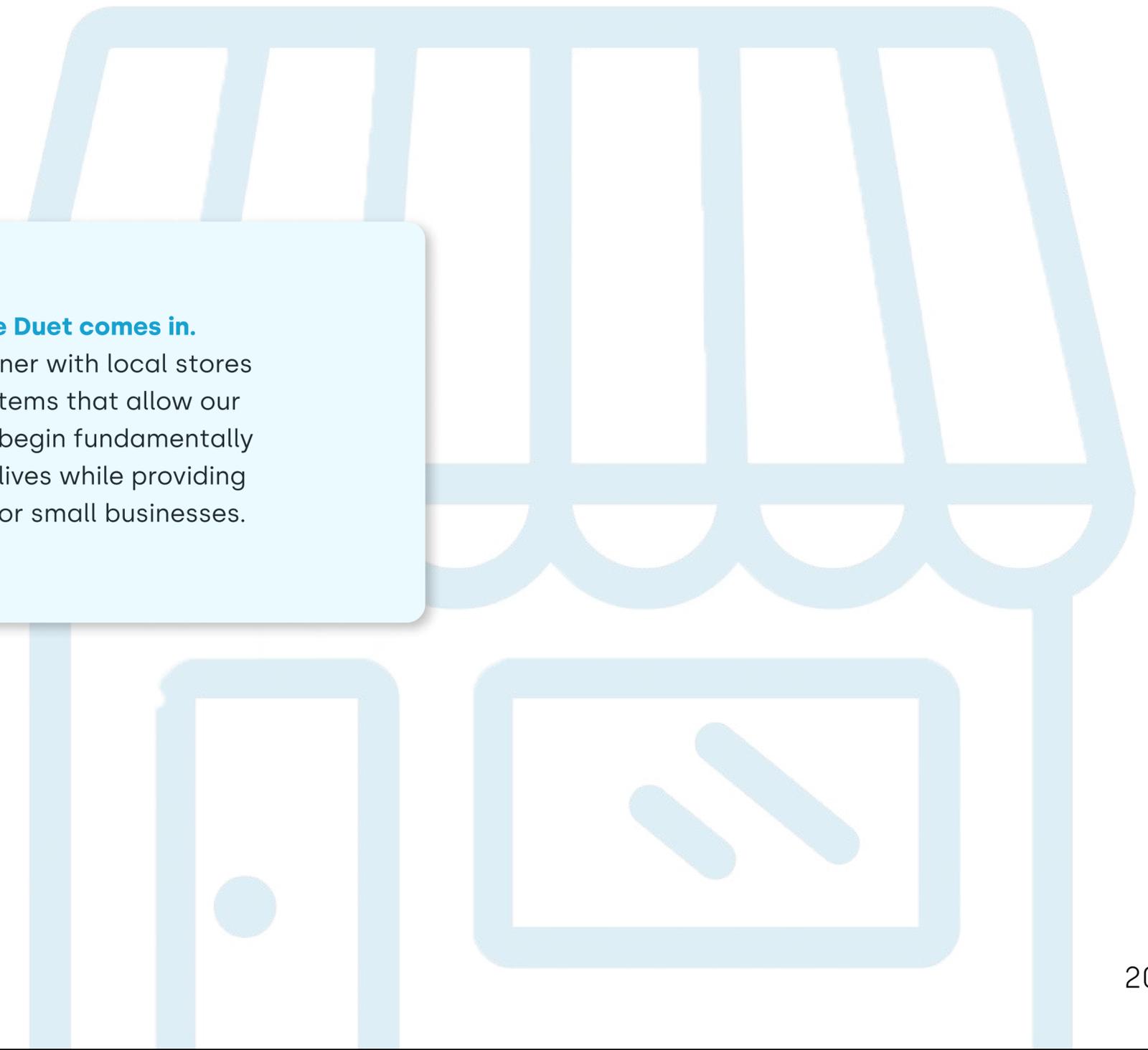
Those who are lucky enough to receive asylum often move on to situations of partial resettlement in living spaces provided by the Greek government or a local NGO.

The challenge then becomes making a completely empty house a home in a foreign land using only the money provided by the UNHCR, which is often barely enough to cover basic survival needs like food and medicine.



This is where Duet comes in.

At Duet, we partner with local stores to provide the items that allow our beneficiaries to begin fundamentally rebuilding their lives while providing direct support for small businesses.



Meet our Duet Families

When given the chance to share their stories, our Duet beneficiaries in Greece talk of hope and resilience, dreams and ambitions for the future, and likes and dislikes just like ours.

*Every Duet family is given the opportunity to share their story to their own level of comfort. We require no photos, story, or details to be publicly shown. Certain details may have been changed or withheld for security concerns.



The Khalqi Family

The Khalqi's met in Afghanistan. They fled to Iran in their first attempt to seek an opportunities and the chance to rebuild their lives. However, Iran was fraught with tension, and they ran into difficulties in obtaining ID cards. They made the difficult decision to seek a safer life in Europe. After arriving, they spent a long 10 months in Moria refugee camp with their two young sons. Their daughter, Athena, was born only a short time after they were allowed to leave the refugee camps and being placed into an apartment with the Greek NGO Iliaktida. Now, the Khalqi family dreams of a safe education for their children. As soon as a spot opens up in school, they plan to send their sons and daughter so that they can become, "whatever they want to be." For now, the children learn by watching Greek, Arabic, and English cartoons and listening to music on the family's cell-phone.





The Sharif Family

Mahnaz, the father in the Sharif family, previously worked as a hairdresser in Afghanistan and has recently taken an interest in learning about automotive engineering. Through his lived experience, he has developed a passion around learning about refugee rights and today, he describes his goal for the future as wanting "to be the voice of the refugees." Mahnaz, and his wife, Fatima, enjoy volleyball, photography, and music. They also enjoy learning English and hope to use their knowledge of the language to help make the world more accessible for other refugees. Their daughter is also learning English, and she loves music and playing the guitar. She one day hopes to become a politician to advocate for and protect the rights of fellow refugee families.

The Sharif family shared this photo with us of their favorite spot to visit on the island

“When you feel you can afford the needs of your children, it makes you feel better about yourself. Duet allows me to provide for my children ”



The Khavari Family, a refugee family and Duet beneficiary from Afghanistan



The Mousavi Family

After fleeing from Afghanistan, the Mousavi family are grateful to begin their journey towards resettlement in Lesvos, Greece. Mr. Mousavi shared that they have been confronted with many medical issues as a family and have been experiencing a lot of difficulty accessing medical care. Still, they are hopeful their resettlement will provide them increased opportunities and that their 17 month old child will soon have access to increased educational opportunities and maybe one day even become a famous soccer player!

The Haidari Family

Zahra Kamali Hairdari and her husband Ali are from Shiraz, Iran and Takhar, Afghanistan. With their two sons Yasin and Taha, they worked as farmers, were part-time wildlife caretakers and played soccer for fun. After leaving to seek a better life, Ali was routinely deported back to Afghanistan. Eventually the family fled to Turkey and were detained for 7 months. On their second attempt, they made it to Greece. They are now partially-resettled in Lesvos by Iliaktida. The Haidari family wants to obtain a stable life in which their sons are able to safely attend school and play soccer with their peers.





Yoga and Sport with Refugees

As our newest partner, "*Yoga and Sport for Refugees*" has helped us to identify and onboard vulnerable refugee families. The NGO was created by Estelle and Dan in 2017 in order to give hope and leadership through sport to folks who have fled their home countries. As they have been in Lesvos since their inception and work closely with families daily, they understand them in a deeper way and have helped us be more effective in our support. "Sport for Refugees" was started with a focus on helping refugees maintain hope and dignity through their mental and physical health while empowering them to integrate into their new community through sport. They do this with an energetic team of trainers made up of members of the refugee community. Our partnership has helped Duet in myriad ways and it is one that we look forward to growing in the years to come.

The importance of Community Integration

Duet's impact goes beyond simply dollars and items donated in that it has proven its ability to integrate communities and create systemic change

Interviews with Duet beneficiaries and store partners have shown positive results in creating a shift in perceptions between refugees and local community members from one of "other" to one of neighbors and friends.



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9,99€

offer 1+1
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50%
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προϊόν
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ή τρέχουσα προσφορά.
Admiral
Mavi-Son Kappa STARTER

παντελόνια
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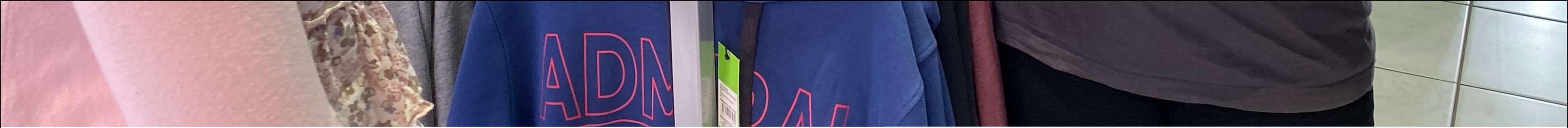
παιδική
συλλογή στον
ημιόροφο

offer 1+1
50%



10,99€

AUTHENTIC
SUPPLY
VINCE
ATTITUDE



One such experience came from speaking with Fernanda, the General Manager of one of our Lesvos store partners, Admiral, about her experience with Duet and asking for suggestions or improvements

Her immediate request was to provide the names of the refugee beneficiaries when they come to pick up items. When we inquired why, Fernanda shared that she had grown to know the families, to recognize the children, and to enjoy seeing them around town. She said that knowing their names would allow her to greet them and say hello when they were out and about.

“She had grown to know families, to recognize the children, and to enjoy seeing them around town”



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50%
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Λαδερά
Κρεατικά
Ψάρια
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et biftec
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To Fernanda, Duet beneficiaries may **start as customers, but they quickly become neighbors and friends**

Fernanda shared an anecdote about one of our first Duet beneficiaries who had come in with their young children to select a new backpack for their first day back in school. While the family spoke very little Greek, Fernanda helped them select their backpack and then experienced their excitement a few weeks later when they came to pick it up after it had been funded. Fernanda, recognizing that it is perhaps different to their reception elsewhere, said that the Duet beneficiaries are extremely gracious for the warm welcome and assistance in the store. Later that month, Fernanda was in town when she recognized the very same backpack ahead of her walking through town being carried by the family. She quickly stopped them to say hello, and they proceeded to greet her like an old friend. To Fernanda, Duet beneficiaries may start as customers, but they quickly become neighbors and friends.

A child is seen from behind, looking out through a chain-link fence. The child is wearing a dark shirt and patterned pants. The background is a bright, overexposed outdoor area. The entire image has a light blue tint and a semi-transparent blue bar at the top.

Focus On: Duet in Lockdown



Covid 19 Lockdowns

In a year when the very idea of standard operating procedures was laughable, Duet had to adapt like everyone else. In order to cope with Greek lockdowns that saw our partner stores frequently closing down and rendered many of our families unable to collect from the stores in a regular fashion, we could not continue operating the standard Duet way. We knew, however, that as the lockdown ended, Duet families would be more in need of support than ever.

What we came to find out was that our donors knew that too, we pivoted from an item-by-item funding strategy to asking donors to pre-fund budgets for our families in order to ensure that as lockdowns ended, the requests that were made by Duet families would be funded as quickly as possible. Our donors answered the call and the change in operations resulted in over 300 items donated. During this volatile year, we were constantly buoyed by the efforts of our donors and our families and nowhere was this more evident than during the lockdowns.

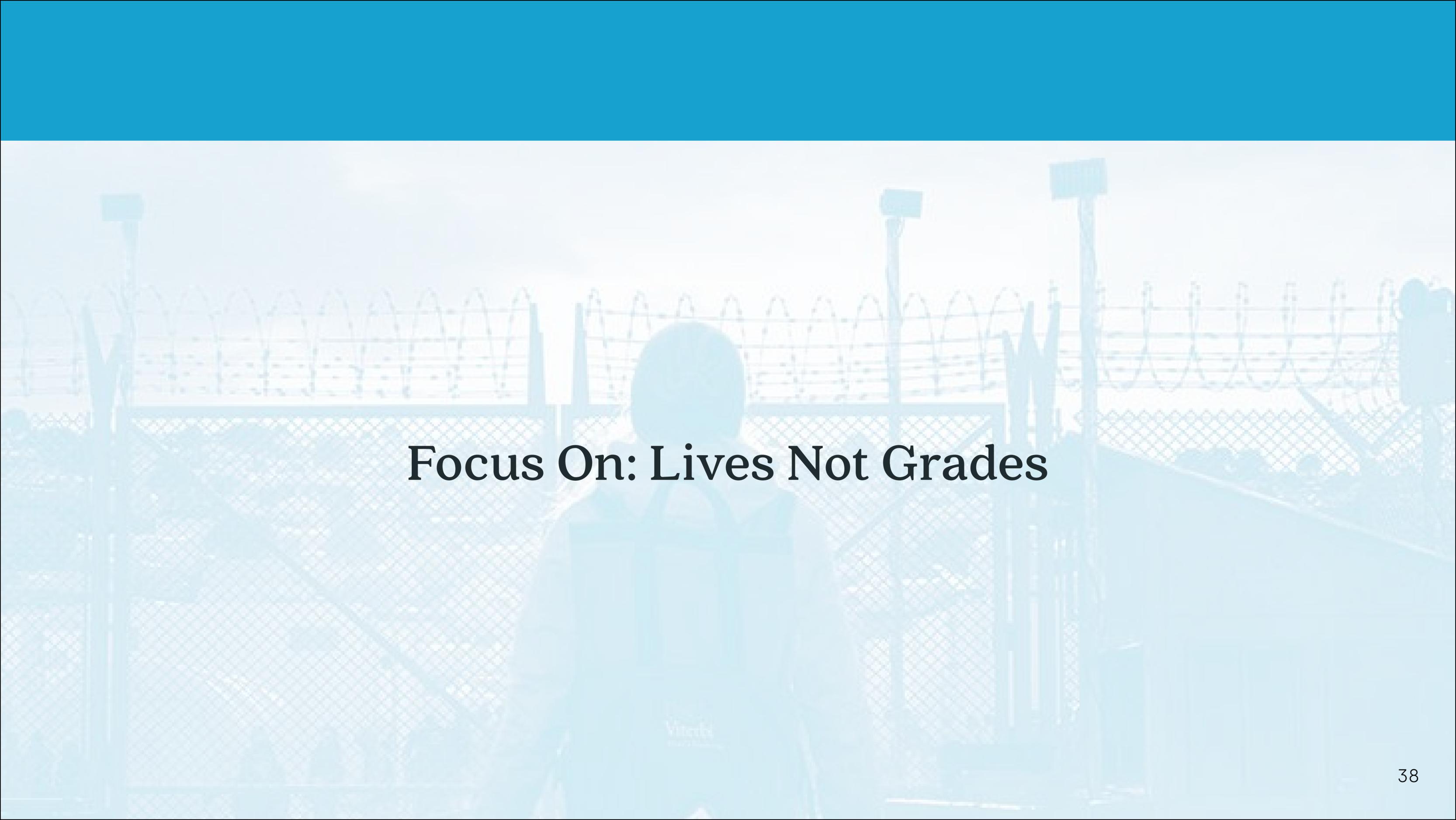
Focus On: The Neighborhood



The Neighborhood

The Neighborhood is our group of regular donors who support our refugee families each and every month.

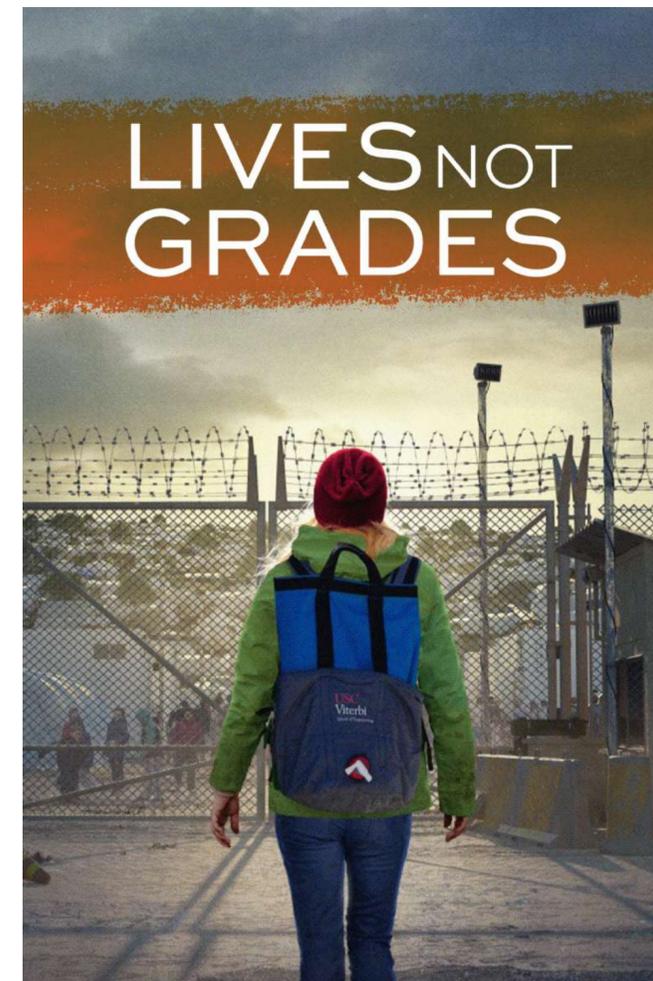
For refugees, the process of rebuilding their lives and settling into their new homes is one that lasts for months or even years. The neighborhood anchors our support of those families throughout their journey. Our neighborhood members have astonished us this year with the simple understanding that the challenge our refugee families face is an ongoing one and match it with their ongoing support. The neighborhood has been a cornerstone upon which Duet has been able to grow the number of families that we support, and we are excited for that growth to continue in 2022.



Focus On: Lives Not Grades

Lives Not Grades

This year, the beginning of Duet's story was aired on the PBS Documentary, Lives Not Grades. The documentary highlighted the USC class in which the idea of Duet was born and our first trip to the island of Lesbos in order to talk with people who eventually became some of the first Duet families. Watching the story, we were reminded of how far we have come since then and how quick our growth was due to more and more of our donors supporting some amazing families. But we were also reminded of how our guiding principles of choice, community, and connection were born out of our initial interactions with families on that trip, and they remain the heart of Duet to this day. In that class, Duet founders met a group of people who needed a hand up and not a hand out and this year we have been able to extend that hand to more families than ever and hope to say the exact same thing next year.



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Our Duet Donors

We believe in providing donors with the absolute transparency they deserve, the ability to fund exactly what our beneficiaries need, and that when our Duet community comes together, we can accomplish anything. Our donors are an incredible part of the global Duet Community who believe in the power of micro-philanthropy to make a difference in the lives of our beneficiaries. Today we are **604** strong and come from all over the world.

Thank you!

Thank you!

Thank you!

Meet Rachael

We asked Rachael (25), a donor from Pasadena, California to tell us why she enjoys giving through Duet:

"The Duet interface is very wonderful and simple to give through and has allowed for my giving habits to grow for matters that I care about. I really appreciate the idea that you know exactly where your money is going and you know exactly how it is going to help someone. Essentially, you know how an item will support the beneficiaries' journey.

The quantifiability of Duet is something that I really enjoy and has brought me back to Duet because I know a quantifiable amount of how I am impacting Duet and their operations. I also enjoy the personal backgrounds of the beneficiaries and how I get to learn more about their life and their story"



We believe in providing donors with the **absolute transparency** they deserve

The ability to fund exactly what our beneficiaries need as they themselves have decided it, and that when our Duet community comes together we can accomplish anything.

Personal Thank You Notes

One way we strengthen the ties between donors and beneficiaries is the opportunity of personalized thank you notes written by beneficiaries. The notes are sent and received after item pick up.

Here are just a few of our favorite thank you notes.

تشکر از حمایت شما برای مهاجرین

**“Thank you for
your support for
refugees”**

خیلی ممنون از کمک شما همیشه خوش باشید

**"Thank you very
much for your help.
Always be happy"**

تشکر یک جهان بسیار خرسند شدیم از کمک صادقانه

**"Thank you, we are
very pleased with
your sincere help"**

Duet Campaigns

Throughout the year, signature campaigns allow us to highlight and increase periodic support for different groups of beneficiaries as needs fluctuate. Below are a few examples of this year's campaigns:



World Refugee Week

This June, in celebration of World Refugee Week, Duet undertook an exciting new fundraising style with the help of Tiltify. A number of our Duet community members started their own Tiltify fundraisers all working towards our campaign goal of \$2750 to represent the 2750 mile average journey of a refugee. It was not just a brilliant showing from our Duet members but an important reminder of the incredible journey that Duet's refugee families have undertaken.



Back to School

Education is a crucial part of our refugee families rebuilding their lives. It provides not just the path forward but also an avenue to integrate into their new community and a sense of normalcy and belonging. As such, we love to highlight the important back-to-school items that are requested by our families in August and September and this year the Duet community delivered.



Duet Tech Updates in 2021

As a tech based non-profit, we are dedicated to **human centered design** and **continuous improvement** for the benefit of beneficiaries, donors, and store partners alike

Below are some of this year's highlights!

New Donor Impact Page

At Duet, we try to use technology to close the distance between donor and beneficiary in many ways and our new impact page is a step in the right direction. It allows donors to see the impact that they have had and the stores and beneficiaries they have partnered with along the way.

We want all of our donors to understand the effect they can have on the journey of our beneficiaries and also to understand that journey as part of the Duet experience.

The screenshot shows a user profile for John Doe, a donor since June 2020. The page features a navigation bar with the Duet logo, 'About Us', and 'FAQ' links. A 'Help a Family' button is visible in the top right. Below the profile name, there are three statistics: 5 Items Donated, 5 Families Helped, and 4 Stores Helped. A carousel of three family photos is shown below, each with a caption: 'The Khavari Family', 'The Hashemi Family', and 'The Mohamed Family', all with the location 'Afghanistan → Greece'. Each family entry includes a small image of donated items.

duet About Us FAQ 8 Help a Family

JD **John Doe** Share
Donor since June 2020

5 ITEMS DONATED | 5 FAMILIES HELPED | 4 STORES HELPED

The Khavari Family
Afghanistan → Greece

The Hashemi Family
Afghanistan → Greece

The Mohamed Family
Afghanistan → Greece

Revamped Beneficiary and Store Portal

As we have expanded quickly this year coming out of lockdown, we have focused heavily on creating an infrastructure to accommodate those families we have on boarded as well as many more in the future. On the store side, this means more automation and autonomy for stores which frees up our Operations Team.

While updates on the beneficiary portal include adding French to accommodate more families and making a variety of updates and fixes with a focus on ease of use. Our portals are our first line of communication with much of the Duet network and after this year's update, they ensure we are putting our best foot forward.

The screenshot displays the 'duet Store Portal' interface. At the top, there is a logo and a language selector set to 'English'. Below this, two large light blue cards show key metrics: '€668.00 earned in total sales' next to a storefront icon, and '2 families supported' next to a family icon. A navigation bar below these cards includes 'Price Verification 2', 'Payment Verification 5', 'Awaiting Pickup 1', and 'Pickup History'. The 'Price Verification' section is active, showing a question: 'Are the prices of these items correct?'. Below this is a table with columns for 'Image', 'Item ID', 'Item Description', and 'Price'. Two rows of data are shown, both for 'Boy's Shoes, Size: 42' priced at '€ 13.00'. To the right of the table is a green 'Verify' button and a 'Report a Problem' button. A tooltip explains that users can report issues with item listings.

Image	Item ID	Item Description	Price
	1190	Boy's Shoes, Size: 42	€ 13.00
	1190	Boy's Shoes, Size: 42	€ 13.00

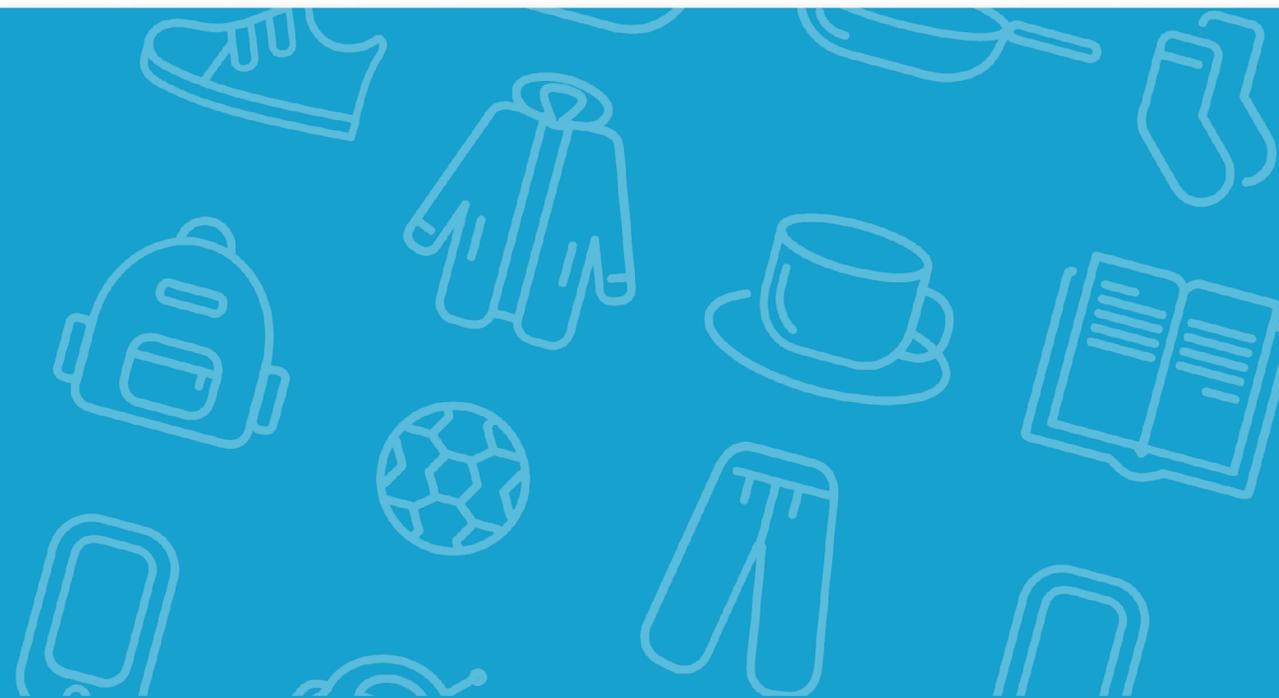
Donation Bundle Feature

This new feature allows donors to open the Duet website and input the amount they would like to donate and our algorithm will create a bundle of goods for you to donate based on that amount. We want to make sure that donors are still connected to beneficiaries and maintain transparency while also giving donors an automatic and more time-friendly option to donate.

Change lives with an
impactful bundle

I have \$ 25.00 and I want to help.

Create bundle →



Automated Annual Receipts

Donors are now able to automatically download a summary PDF document of their annual giving. Duet wants to ensure that the donor experience is easy and convenient and our engineering team has taken great steps to ensure just that.



Gift Receipt

Dear Donor,

We are grateful for your contribution(s) to Duet throughout 2020.
Your generosity allows Duet to accomplish our mission and do good, better.

Thank you!

2020 Summary of giving:

06/15/2020	Donation to Duet	\$115.00
Total Gift Amount		\$115.00

Meet Our Team

**We are a team of committed change makers,
excited to use tech solutions to improve the world**

In adjusting to COVID-19 sweeping the world, our team has become fully virtual and while we miss the personal interaction, it has allowed our team to span the globe. This has enabled us to have top talent and a lean team that keeps Duet moving forward and growing.

Leadership



Michael Cesar
Co-Founder and CEO



Rhys Richmond
Co-Founder and COO



Lusas Hu
CTO



Stephanie Van Sichel
Head of Business
Development



Zach Fry
Head of Business
Development



Spence Blood
Head of Design



Jaden Young
Head of Design



Pearl Keane
Head of Partnerships

Team Members



Alani Calip



Mira Dhingra



Jay Krishnakumar



Charles Liu



Brian Ma



Raghav Maheshwari



Ibrahim Mokhtar



McKenzi Redoohl



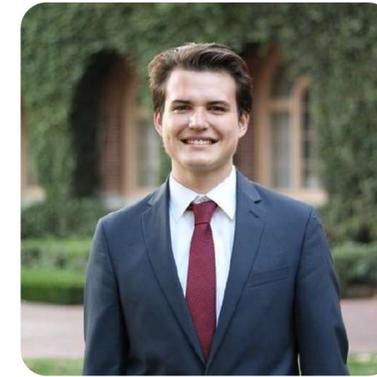
Nathan Riebel



Cayman Silliman



Dylan Storm



Aaron Valencia



Jessica Wang



Rory Xanders

Appendix

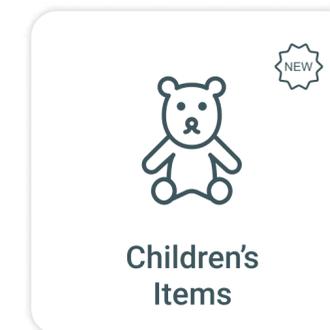
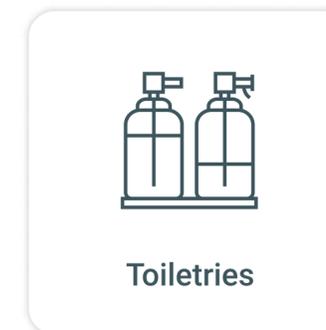
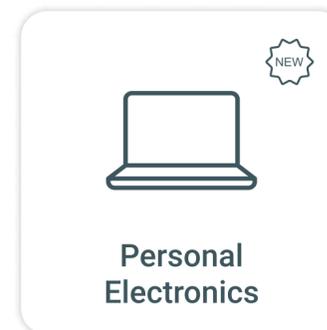
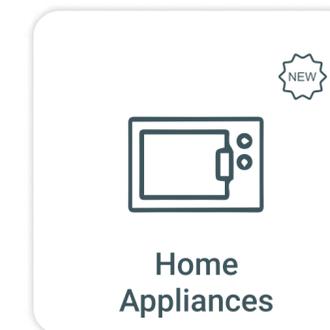
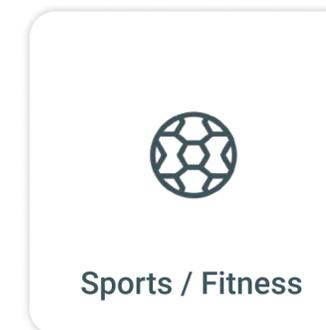
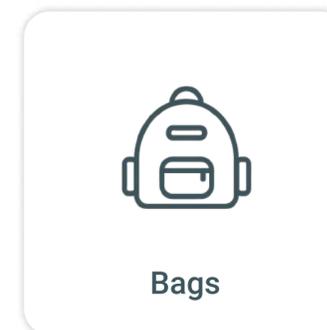
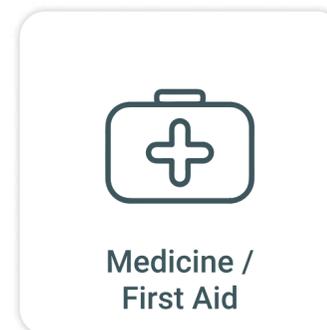
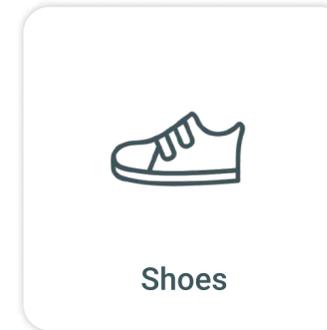
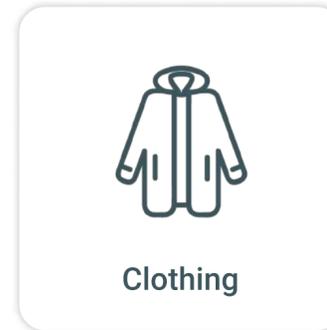
Our Item Requests

Duet believes that no one knows the needs of our Duet families better than they do. As long as an item is available at one of our partner stores, our Duet families are able to request whatever it is that they believe will best improve their lives. Generally, items fall into one of the following buckets:



WHAT'S NEW?

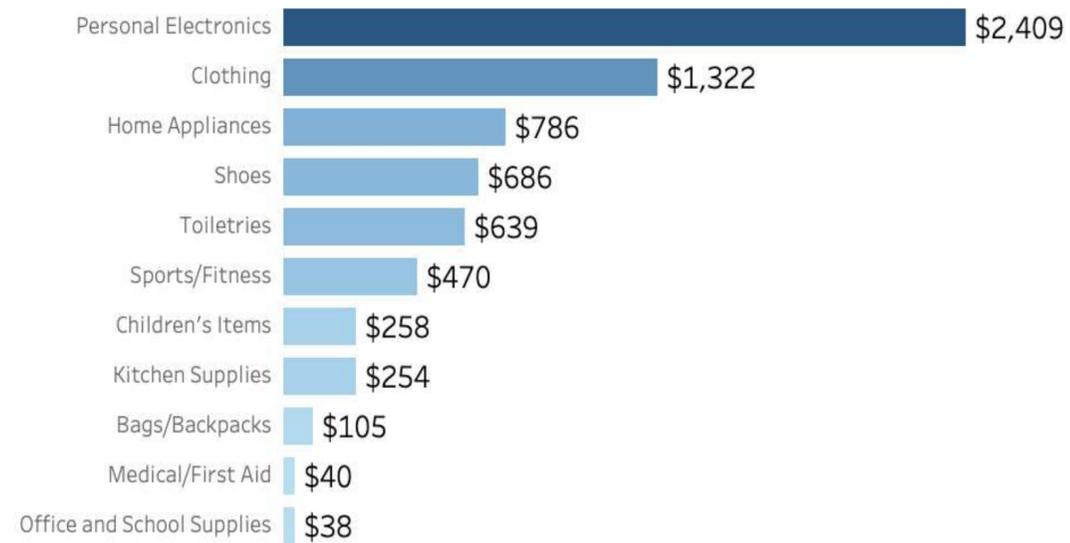
Since our last impact report, we've added and modified a few item categories. We split up our category of Home Appliances / Office Supplies into 2 distinct categories. We've also added 2 new categories in Personal Electronics and Children's Items.



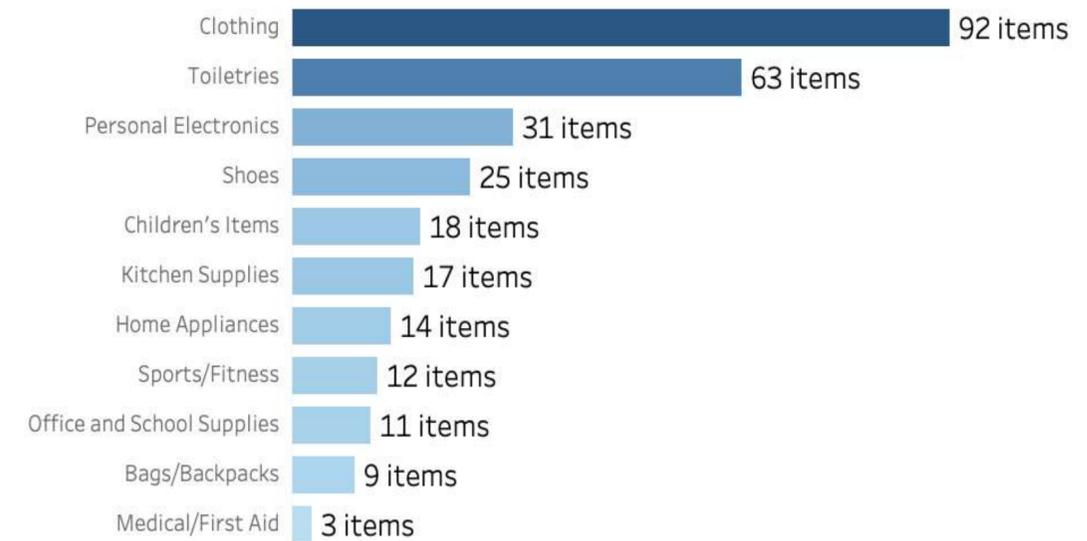
A Year in Review: Items Donated in 2021

A look back at the breakdown of the categories that contributed to the most items donated in 2021 through both \$ amount and count.

DONATED \$ IN 2021



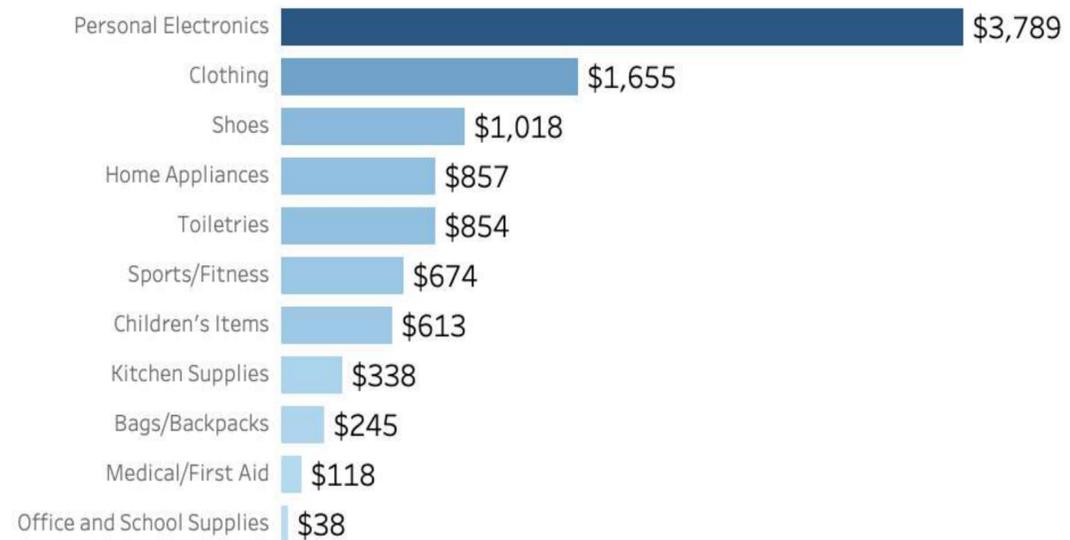
DONATED # IN 2021



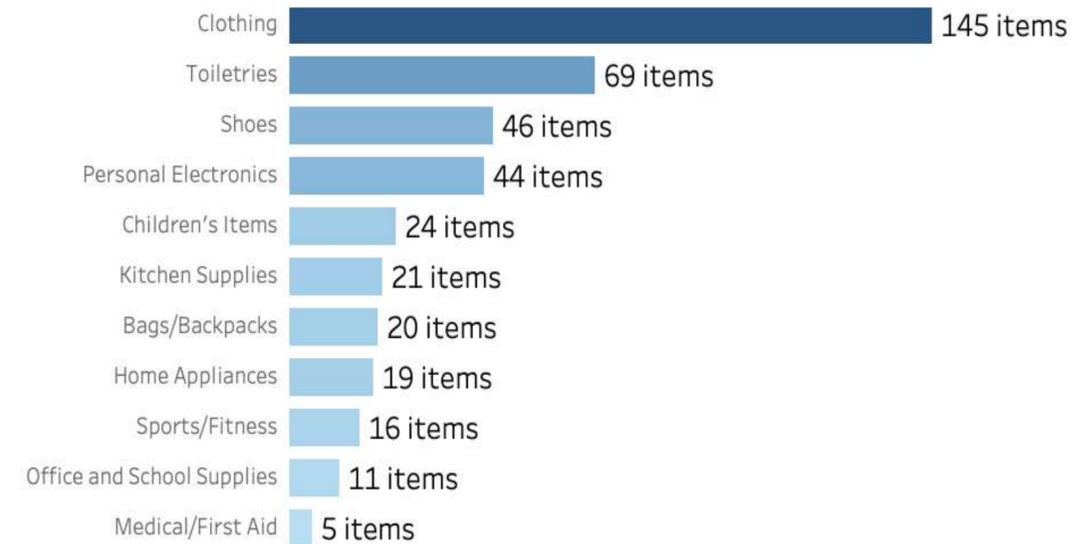
A Year in Review: Items Picked Up in 2021

A look back at the breakdown of the categories that contributed to the most items picked up in 2021 through both \$ amount and count.

PICKED UP \$ IN 2021

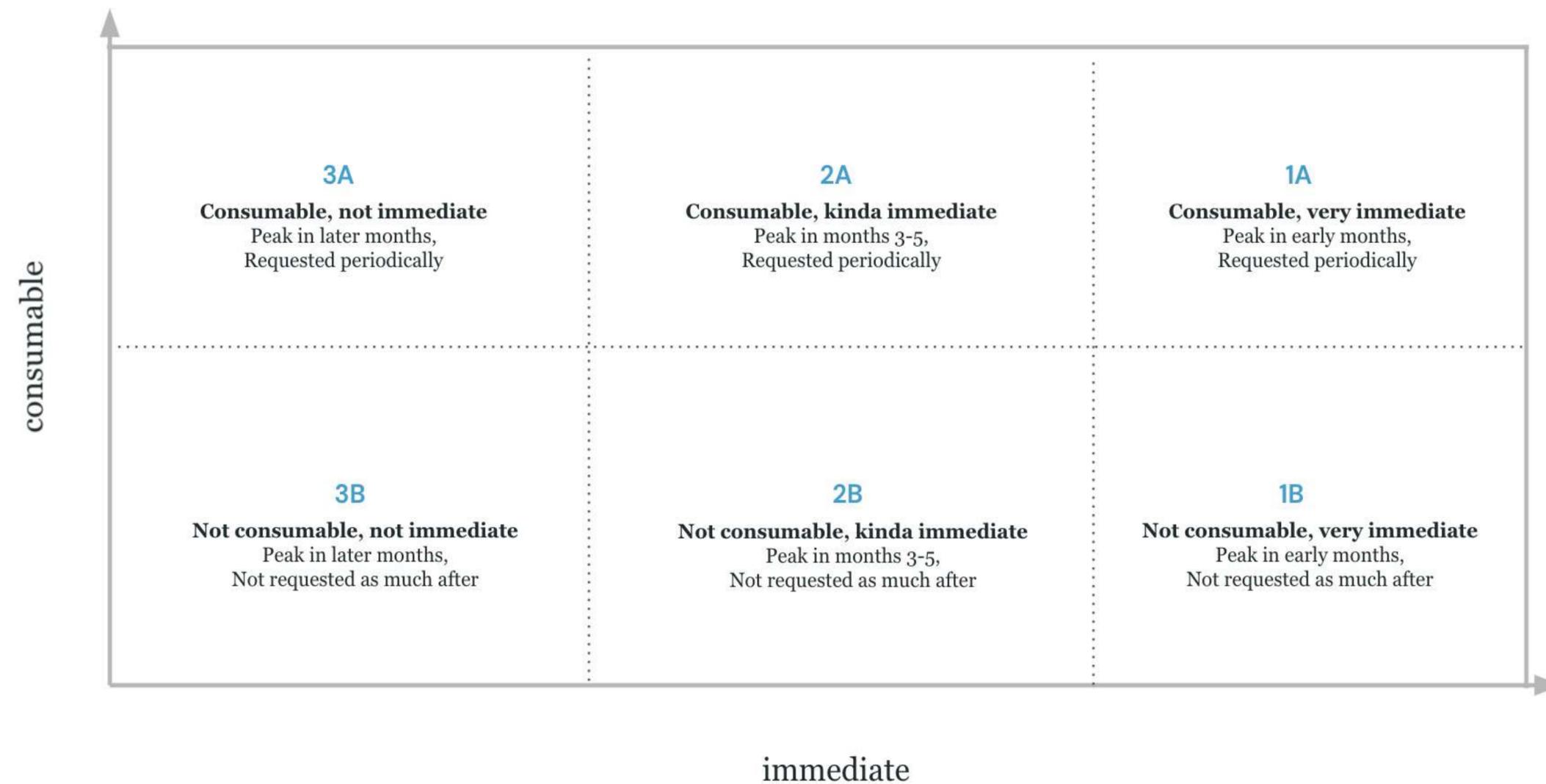


PICKED UP # IN 2021



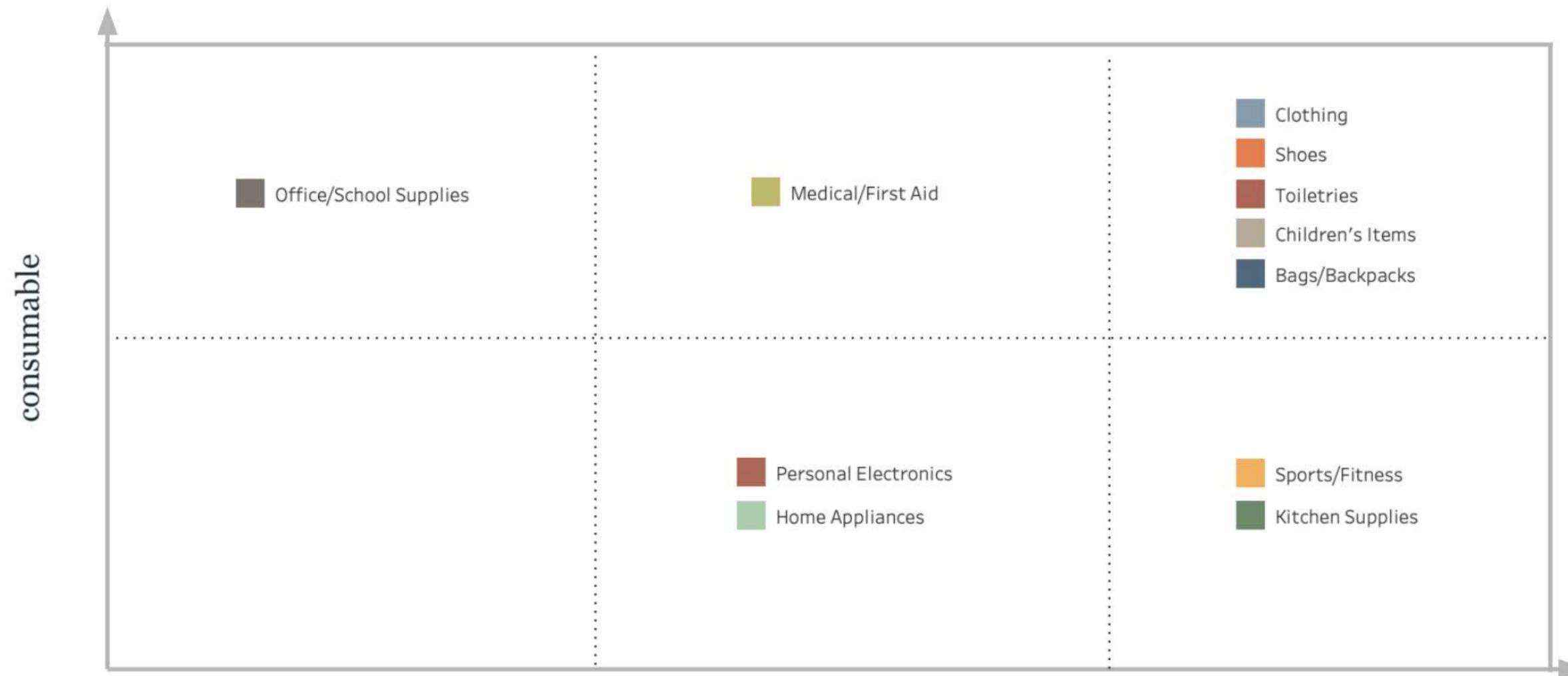
Classifying our Items

Last year, we spoke about the months in which specific item categories peak by both count and \$ amount. However, after further analysis, we've also come to realize that there are more dimensions by which we can look at item requests. We also realized that items can either be consumable or non-consumable – indicated by whether their demand is cyclical or has a single peak.



Where does each category go?

You might be curious about which categories fall into each quadrant. Here's what we have so far:



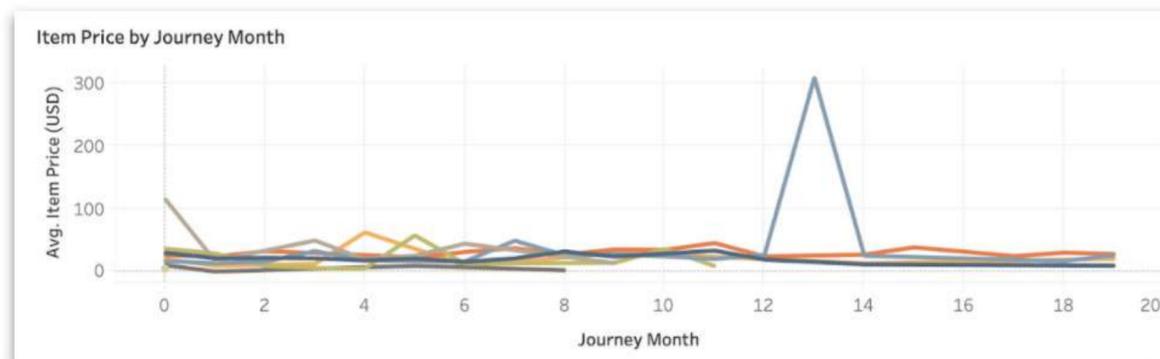
* the Bottles/Containers category does not have enough conclusive data

immediate

How does the price of each item change over “journey month”?

Stagnant
Average price does not increase over time

- Bags/Backpacks
- Bottles/Containers
- Children’s Items
- Clothing
- Medical/First Aid
- Office/School Supplies
- Shoes
- Sports/Fitness



* the peak of the Clothing category in journey month 13 is an outlier

Increasing
Average price increases over time

- Home Appliances
- Kitchen Supplies
- Personal Electronics
- Toiletries



Thank you!

We are deeply grateful for the generosity and hard work of so many. 2020 was our most impactful year to date ...and we are just getting started!