

2.

Eva, Eric, and Christa have joined forces in the LAHA Movement to mutually help each other

1. **Eva**

**Socially Conscious Customer**

**Eric**

**Businessman**

**Christa**

**Employee of an Aid Organization**

3.

How does the donation get from Eva to the recipient she chooses?

**Choose a charity of your choice**

Track your donation on LAHA OFFICE

4.

5.

**Search on LAHA**

Love all Help all washing machine Search

	Another shop	\$649	2%
Purchase in the web shop			
	Eric's webshop	\$649	5%
Purchase in the web shop			
	Another shop	\$649	3%
Purchase in the web shop			

For example Eva wants to donate this money to her daughter's school.

7.

8.

Love all Help all **LAHA OFFICE** sign in: **Eva**

	<b>My donation-conscious purchase</b>	Company name	Eric's webshop
	In this section you can follow your donations, you can place queries and you receive feedback when the donation got through.	Shopping ID	WM-567891
		Product price	\$649
		Donation %	5%
		Donation Organization	<b>\$32.45</b>
	<b>Donation in kind</b>		
	In this section you can manage your Donations-in-kind offered to charities.		

**SCHOOL**  
City: London  
Category: School

You choose

6.

If desired product is not yet listed, just invite vendor to LAHA

**Shopping on Eric's webshop**

**Eric's Webshop**

Thank you for your order!  
This is your shopping ID:  
**WM-567891**

**Go to LAHA OFFICE**

Donate from what you have spent here [more](#)

9.

**Happy!** **Happy!** **Happy!**

10.

**They are all happy!**

This is a new kind of advertising opportunity for companies.

**Eric's company benefits.**  
Because he made a donation, he can offset his tax base. So he reduces costs, increases his advertising value, and people like his company because through him they can also donate.