



FAQ

Q: What is Cherry?

A: Cherry is a digital nonprofit marketplace: A platform for everyday people to find and support the causes they care about in one convenient location. Within the Cherry app, donors can support multiple causes via One-Time donation, Recurring donation, or Round-Up everyday purchases within a single place to make tax season a breeze. Donors can securely store and manage payment methods, manage giving subscriptions, and build a charitable contribution portfolio without the hassle of mailing checks or visiting different donation portals.

Q: Why was Cherry built?

A: To create a movement in the hearts of individuals around the world. In an ecosystem of overconsumption and individualism, we easily forget centuries of data that shows having more stuff will not provide more happiness. Furthermore, that focus on self-gain does not provide the fulfillment we seek. Cherry is a message to the world that giving will make us a lot more happy than taking. That's why one of our slogans is "Cherry - Because Giving is Sweet."

Q: As a donor, how do I sign-up for Cherry?

A: Cherry has a simple process to donate to your favorite causes:

1. Download the Cherrygiving app from the app store on your phone and create your free profile.
2. Find the nonprofit(s) you'd like to support by typing them in the search bar or scanning their unique Cherry QR code.
3. Choose your giving preferences and payment method(s) to complete your donation.

Q: What is the Round-Up initiative and how does it work?

A: You can now put a "Cherry on Top" of every purchase you make towards causes you care about. Whether purchasing your morning coffee, paying your phone bill, or going to the movies, you can have everyday transactions rounded up to the nearest dollar and go directly to the nonprofit of your choice. We've partnered with [Plaid](#), a financial data platform used by Venmo, Robinhood, Shopify, and thousands of trusted institutions. A donor securely links their preferred payment method through Plaid to opt-in to our Round-Up initiative. From there:

1. If a donor has spent \$4.77 on a coffee, Plaid communicates with Cherry.
2. Cherry's logic will Round-Up (+\$0.23) to \$5.00.
3. At the end of each month, Cherry will pool together all Round-Ups and send the lump sum to the donor's designated cause.

Q: When do Round-Ups start accumulating?

A: Round-Up transactions begin upon enrollment in a Round-Up initiative. Meaning, if a donor creates a Round-Up subscription on June 10th, Cherry will begin to Round-Up your transactions on June 10th. Any transactions prior to your enrollment date will not be Rounded-Up.



Q: Which transactions are included in the Round-Up initiative?

A: All transactions connected to your selected payment method will be Rounded-Up. This includes swiped transactions, online transactions, and recurring subscription payments connected to your selected payment method. If a debit card is connected, all transactions to the bank account which that card is connected will be included.

Q: How do I enroll in Round-Up transactions to support my favorite cause?

A: To enroll in our Round-Up initiative, simply:

1. Click 'Donate' on your nonprofit of choice's page within the Cherrygiving app
2. Select the 'Round-Up' donation method
3. Optionally set a monthly budget/cap for your Round-Ups
4. Link your preferred credit card or bank account through [Plaid](#) from which you'd like your transactions Rounded Up to the nearest dollar.

Q: Can the nonprofit see my transaction data?

A: No, all transaction data is inaccessible to nonprofits and Cherry. Only you, the user, can see transaction level data stored securely in [Plaid](#).

Q: What data does Cherry collect and where is it stored?

A: Cherry itself collects and securely stores basic information given during the signup process. All sensitive financial information is securely stored and encrypted by Plaid and Stripe - both of which are SOC 2 compliant and PCI-Level 1 institutions. Meaning your information is protected by the gold standard of data security. Financial information is not kept or stored within Cherry's database - we do this in order to provide users with maximum trust in our platform. We let the data security experts handle data security. [See our full Privacy Policy her](#)

Q: What types of donations can I make through Cherry?

A: Donors can make:

1. One-Time donations
2. Recurring donations: Give on a weekly, monthly, or yearly basis
3. Round-Up donations: Round-Up everyday transactions to the nearest dollar

Q: As a donor, how does the donation make it to the nonprofit of my choice?

A: Cherry is partnered with [Stripe](#) for payments. Stripe is a global leader in secure payment processing used by millions across the world. Each nonprofit on Cherry has their own Stripe account, meaning your donation goes directly from you to the nonprofit. Cherry never touches your donation and doesn't get a cut of your donation - meaning maximum impact is made.

Q: How many nonprofits can I support through Cherry?

A: A donor can support unlimited nonprofits through Cherry. By design, Cherry was created to help consolidate your giving experience - making it easier than ever to track your charitable contributions.