



ASIA
PHILANTHROPY
CIRCLE

Jakarta, 16 Jan 2025

Kitabisa

Vikra Ijaz

Digitizing The Spirit of Gotong-Royong & Generosity

*Notes from **Kitabisa**'s first decade.*

APC - 22 MAY 2025

Part I: About Kitabisa

Part II: Notes

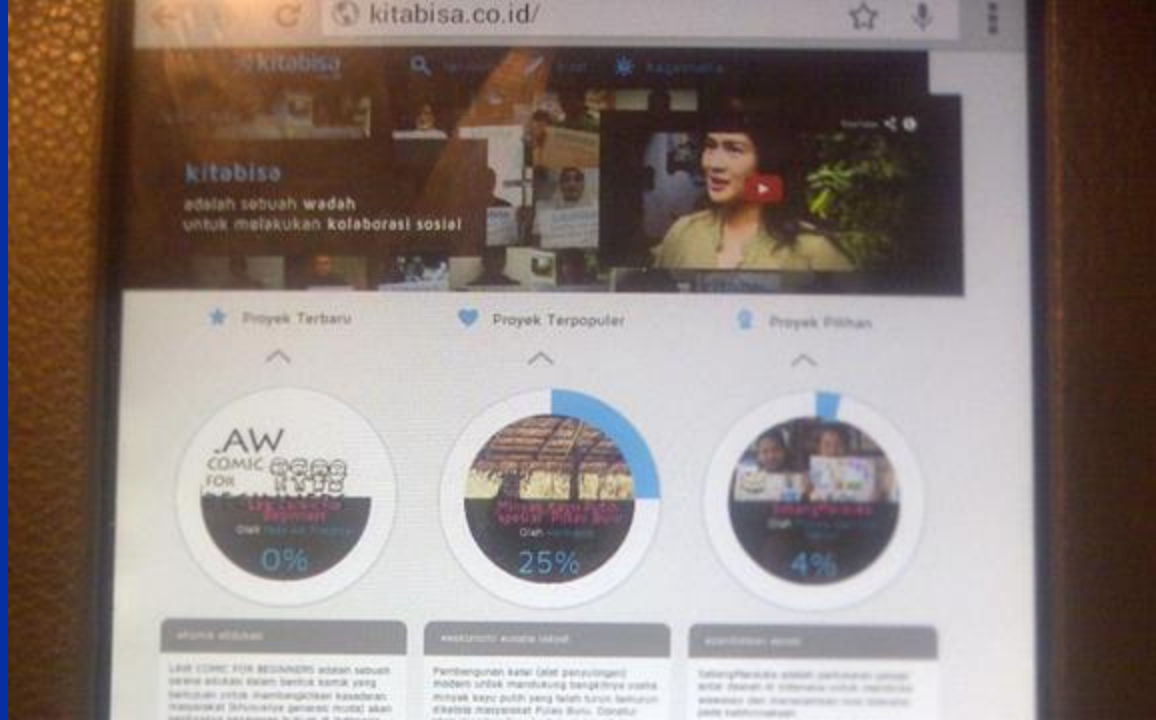
Hello!

I'm **Vikra** 🙋

Full-time husband
& father

10+ years in the intersection of
**digital marketing, financial
technology & philanthropy**





In 2013, my co-founder and I developed **Kitabisa** as a **donation-based crowdfunding platform**



We facilitate **digital fundraising** for families to nonprofits, from helping a **person in need**, to sending aid in **times of crises**

To date, our platform facilitated:

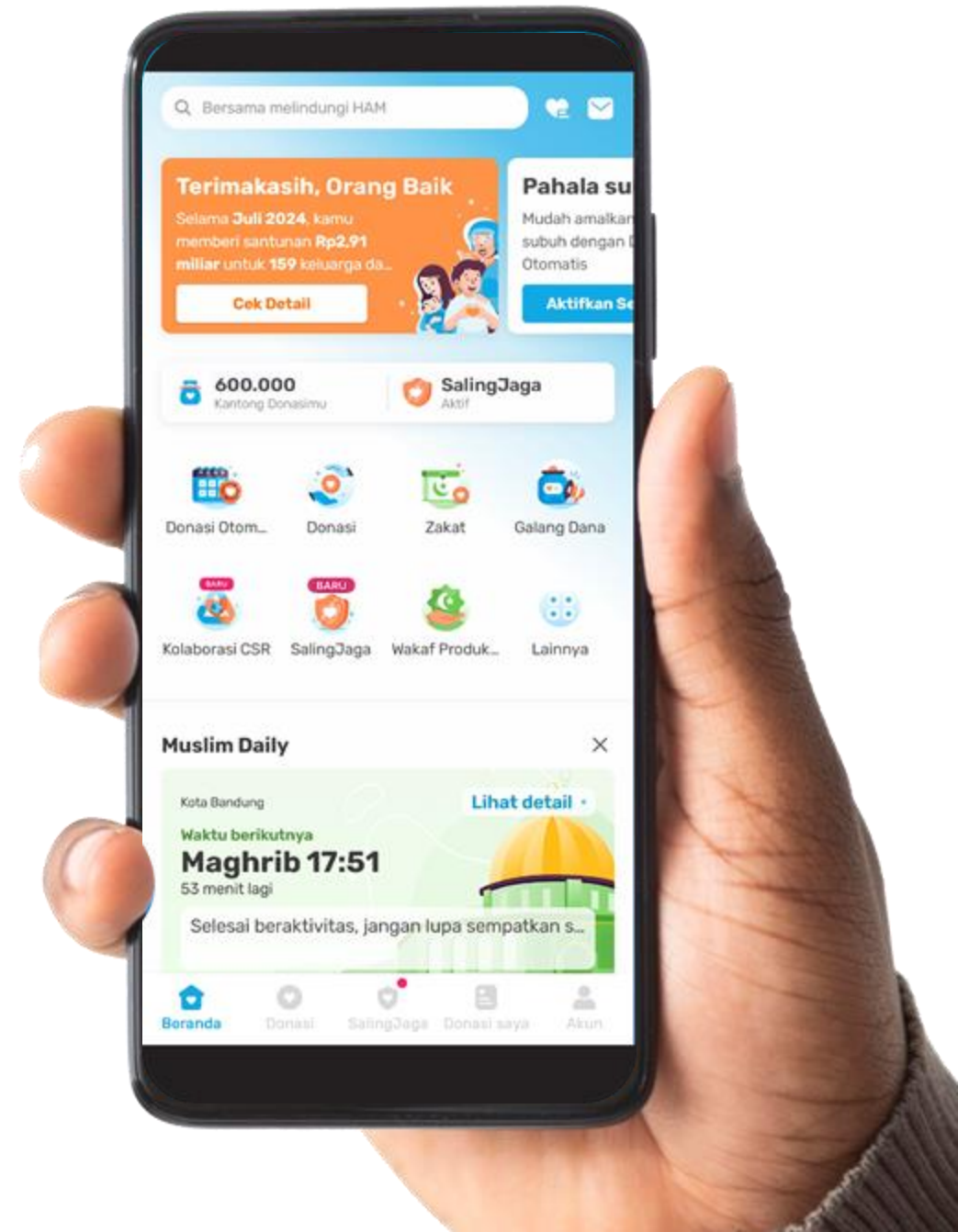
>12 million

Lifetime donors

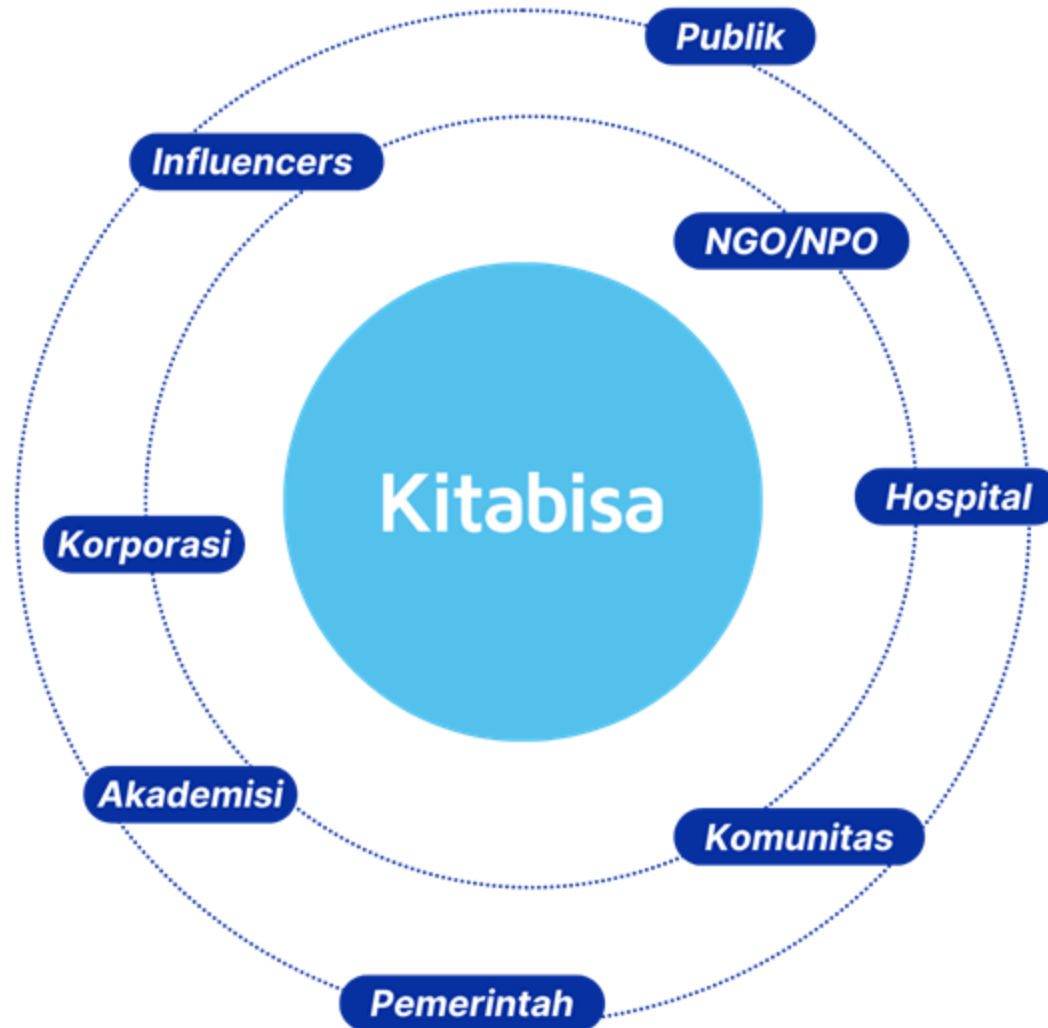
>31 million Transactions/year

>Rp5 trillion

Donations



Our **ecosystem** consist of multiple partners collaborating in the spirit of *helping each other*



FINANCIAL TECHNOLOGY

Kitabisa

SalingJaga

PROGRAM & SERVICES

Kitabisa·ORG



MEDIA & COMMUNITY



proud.
project



Part I: About Kitabisa

Part II: Notes

#1

Balancing the **two sides**

~2000 fundraisers
launched per month

← Balita & Anak Sakit



Jatuh Buat Otak Daijiro Nyaris Rusak!

Wahyu Andiyanto ✓

Terkumpul Rp48.590.147 Sisa hari 24



Tolong! Anak Nelayan, Epilepsy Mengancam Nyawa

Komunitas Sahabat Sehati ✓ ORG

Terkumpul Rp600.000 Sisa hari 2



Habis Biaya, Bantu Anak Penjaga Toko Berobat

SAHABAT LESTARI UNTUK SESAMA ✓ ORG

Terkumpul Rp201.000 Sisa hari 3



Kepala Makin Membesar, Bantu Anak Penjual Tahu

Yayasan Salam Sahabat Bersama ✓ ORG

Terkumpul Rp395.000 Sisa hari 3



Jatuh Buat Otak Daijiro Nyaris Rusak!

Rp48.590.147

Terkumpul dari Rp87.487.500

24 hari

1.615

Donasi

9

Kabar Terbaru

14 kali

Pencairan Dana

Informasi Penggalangan Dana

Penggalang Dana



Wahyu Andiyanto



Identitas terverifikasi

Bagikan

Donasi sekarang

How they **raise funds**

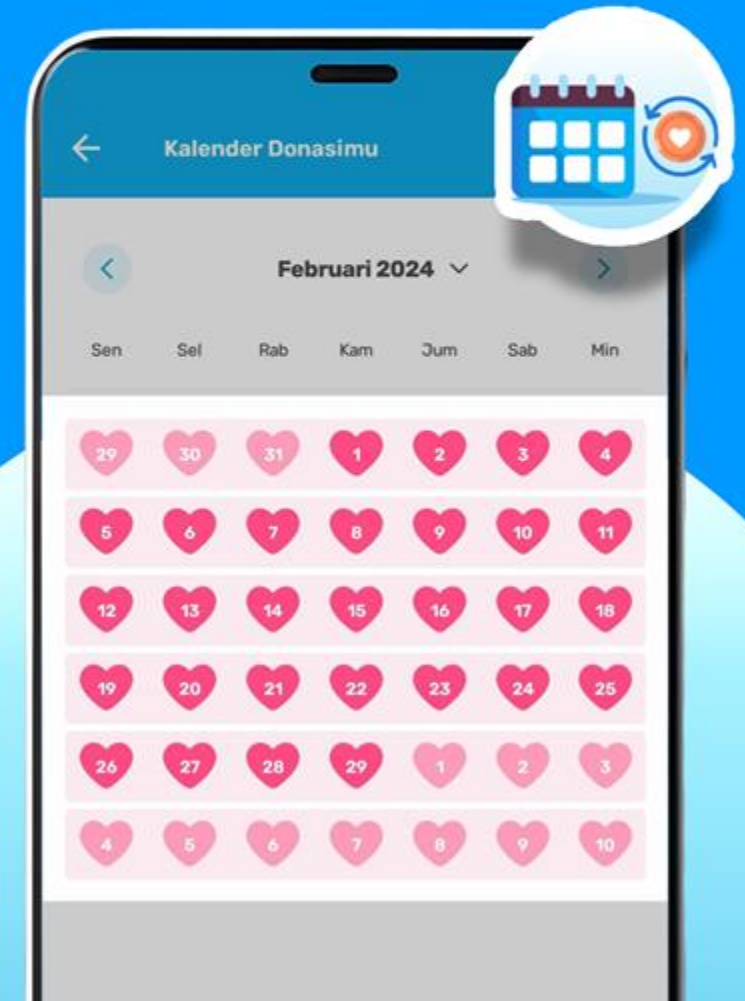
- Peerfunding
- Digital marketing
- ?

Donation app & donors community

1. Capture **regular giving habit**
2. **Internal drive** vs external triggers
3. Contribute to **>70%** of transactions

Donasi Otomatis

Bisa donasi tiap hari
tanpa takut lupa



#2

Key roles of **ecosystem partners**

NGOs

1. Raise funds for **underprivileged beneficiaries**
2. **Assist patients** in their treatment journey
3. Collaborate in **implementing programs**



Tolong! Anak Nelayan, Epilepsy Mengancam Nyawa

Komunitas Sahabat Sehat 

Terkumpul
Rp600.000

Sisa hari
2



Habis Biaya, Bantu Anak Penjaga Toko Berobat

SAHABAT LESTARI UNTUK SESAMA 

Terkumpul
Rp201.000

Sisa hari
3



Kepala Makin Membesar, Bantu Anak Penjual Tahu

Yayasan Salam Sahabat Bersama 

Terkumpul
Rp395.000

Sisa hari
3

Hospitals

1. Help **verify fundraisers** that fundraise independently
2. **Refer patients** with financial difficulty
3. Co-manage a **donation fund pool** to help other patients without the need to fundraise individually

A screenshot of the RSCM fundraising page. The top section features the RSCM logo and the text "Bersama RSCM, Bantu Pasien Berobat Sampai Sembuh" over a background image of surgeons in an operating room. Below this, the title "Berbagi Kesembuhan Bersama RSCM" is displayed. The current amount raised is "Rp16.873.080.414" in blue, with the goal of "Rp18.000.000.000" and "160 hari" remaining. A progress bar shows the current status. At the bottom, three statistics are listed: 353.166 Donasi (with a heart icon), 12 Kabar Terbaru (with a document icon), and 407 kali Pencairan Dana (with a speech bubble icon).

←

RSCM

Bersama RSCM,
Bantu Pasien Berobat
Sampai Sembuh

Berbagi Kesembuhan Bersama RSCM

Rp16.873.080.414

Terkumpul dari Rp18.000.000.000 160 hari

♥ 353.166 Donasi

📄 12 Kabar Terbaru

💬 407 kali Pencairan Dana

Influencers

1. **Amplify** existing causes to their network
2. Create fundraisers for **specific moments** (e.g. birthdays)
3. Create long-term giving programs **together with followers & fans**



Berbagi Bersama Rachel Vennya

100% terverifikasi oleh tim Kitabisa

"No act of kindness, no matter how small, is ever wasted"

Didukung:



Dampak

25

[Lihat Lainnya](#)



180.230

APD di 140+ Rumah Sakit



100.000

++ Paket Makanan

Dampak terakhir diperbarui 21 September 2023 - 10:55 WIB

Companies

1. Support specific causes with their **CSR & employee support**
2. Stimulate public participation through **donation matching & ads sponsorship**



#3

Expanding the **use case** of generosity

Insurance = donation?

1. Expanded to islamic insurance where **premium is treated as donation**
2. Distribute digitally to our **donors community**

Anggota Terbantu

Periode Januari 2025

Santunan tersalurkan
Rp1,5 Miliar

Anggota terbantu
82 Anggota

Sil* Pur*** Sar*** **Rp123,4 juta**
Hulu Sungai Tengah • Santunan Tutup Usia 31 Jan 2025

Imr Hak**** **Rp50 juta**
Jakarta Timur • Santunan Tutup Usia 22 Jan 2025

Sum*** **Rp67,9 juta**
Surakarta • Santunan Tutup Usia 20 Jan 2025

Dit* Pra*** **Rp400.000**
Tangerang • Santunan Perawatan Karena Kecelakaan 17 Jan 2025

Sug*** **Rp68,6 juta**
Muba • Santunan Tutup Usia 13 Jan 2025

Sya* Maa***** **Rp207,1 juta**
Serang • Santunan Tutup Usia 10 Jan 2025

Saf*** **Rp76,1 juta**
Pinoh • Santunan Tutup Usia 10 Jan 2025

Yah Sol***** **Rp63,5 juta**
Salatiga • Santunan Tutup Usia 7 Jan 2025

Penyaluran Santunan



Cerita dari Anggota Terbantu

Irma • 31 Desember 2024
Ibu Rumah Tangga

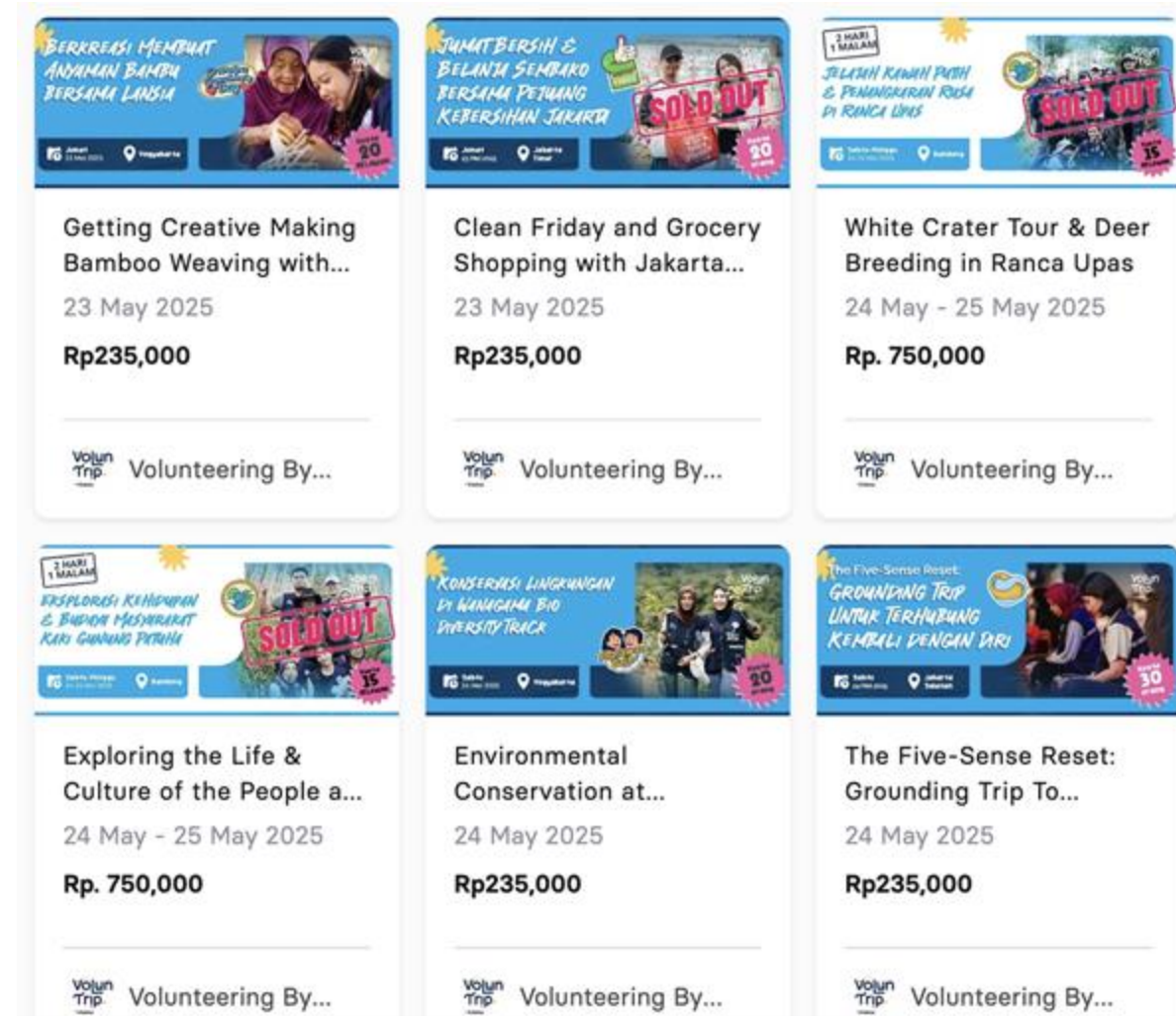
"Alhamdulillah banget santunan ini bisa ngebantu. Karena almarhum suami saya gak pernah mau nabung, uangnya itu selalu dipake beli tanah buat aset. Sementara kalo aset kan butuh waktu lama kalo dijual."



"Se
gak
say
lain
mal
mei

The rise of experience:

1. Donors seek **real-world** experience and connection to social causes
2. **Voluntrip**: Single to multi-day social trip & experience for everyone
3. **>20.000** tickets sold



#4

Towards a (more) **sustainable & lasting**
impact

Current insights

1. Retail donation still largely driven by **emotional impulse** and **religious drive**
2. **Immediate** > sustainable impact
3. [Kitabisa.org](https://kitabisa.org) → our umbrella to promote sustainability programs

ABOUT KITABISA.ORG

Grow Beyond Crowdfunding, Striving for Sustainability

For 10+ years, Kitabisa has won people's trust as a crowdfunding platform. Now we're growing even more by developing our trusted implementation services & sustainability programs under Kitabisa.org. Empower corporations, NGOs, & institutions to effect tangible, captivating changes.

All institutions under Kitabisa.org have legal permits & guaranteed credibility.



Amil Zakat Institution (IAZ)



Social Marketing Implementer

And our sustainability programs are eligible to run independently or collaboratively.



Our Featured Sustainability Programs

[Explore All Programs](#)

We are now enhancing our programs with ESG and SDG pillars to sustain the impacts.

[Clear all filters](#)

[#BisaLagaLingkungan](#)

[#BisaSekolah](#)

[#BisaSembuh](#)

[#BisaBerdaya](#)

[Others](#)



Lintas Generasi
Pasar Generasi

grovira

[#BisaBerdaya](#)

Generasi Tani

Pemulihan ekosistem pertanian & kesejahteraan petani be...

[See detail](#)



PEUTA | Pemberdayaan LintasAbilitas

[#BisaBerdaya](#)

Lintasabilitas

Program pemberdayaan petani difabel

[See detail](#)



Green School Initiative

[#BisaSekolah](#)

Green School

Sustainable School Initiative to Rebuild School in Post...

[See detail](#)



Harapan Alam (HARPA)

[#BisaLagaLingkungan](#)

Harapan Alam (HARPA)

Sustainable Conservation & Preserving Nature in Indones...

[See detail](#)

Opportunities:

1. Leverage **religion-based philanthropy** (e.g. waqf/endowment)
2. Synergize **institution & retail philanthropy** (blended fund)



The graphic features a dark blue background with a yellow star in the top left corner. The main title is in white, bold text. Below it, a yellow rounded rectangle contains the fund's name in bold black text, followed by a description of the waqf scheme. A yellow button with black text is positioned below the text. At the bottom, there are three circular illustrations: a boy in a white cap holding a green star with a crescent and star, a woman in a white hijab holding a green star, and a woman in a white hijab holding a green star. The background of the illustrations shows a mosque dome.

✦

Donations Maintained and Growing Every Year for Sustainable Impact.

Kitabisa Endowment Fund

Dana Abadi uses a productive waqf scheme. Productive waqf means managing assets or funds to bring greater benefits to social activities.

More about Endowment Fund

The illustration at the bottom shows three circular frames. The left frame shows a young boy in a white cap and blue shirt holding a green star with a white crescent and star. The middle frame shows a woman in a white hijab and green shirt holding a green star. The right frame shows a woman in a white hijab holding a green star. The background of the frames is blue with a mosque dome.

Thank you & **let's connect**

vikra@kitabisa.com | 081318629774 | @vikrai jazz

Campaign

Aziz Ahmad

Select Better, Amplify Further: Building Participation-Driven Partnerships in Indonesia's Impact Ecosystem

Presented by:



Date:

Thursday, 22 May 2025



Our Journey: A Decade of Social Campaigns

2015 Beginning



Offered diverse campaign services including marketing campaigns for businesses, political campaigns for parties, and social campaigns for charities.

2018 Dedication



Made a pivotal decision to become a social startup and focus only on social campaigns with our app awarded **Google Play Indonesia's Best App for Good** in 2020.

2023 Reflection



After working on **100 social campaigns** and navigating a pandemic, we reflected on why there was a lack of engagement for social campaigns among the broader public.

Contribute, Don't Compete:

“We build what the ecosystem needs, not what already exists.”

We chose to **contribute to the ecosystem** by building:

A platform to vet
and elevate
grassroots
participation

A way to amplify
stories and
strengthen
selection

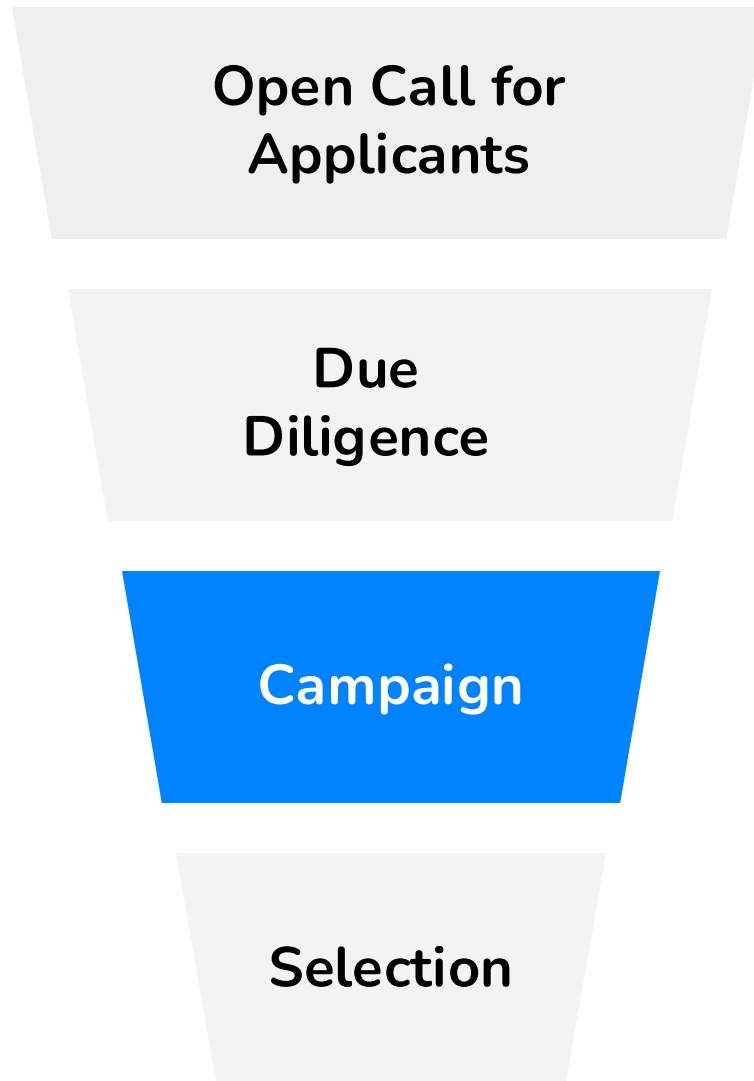
A partner-first
mindset grounded
in synergy, not
rivalry

♥campaign



Google Play
Awards Winner

Best App for Good



Select Better,



Amplify Further

We help funders:

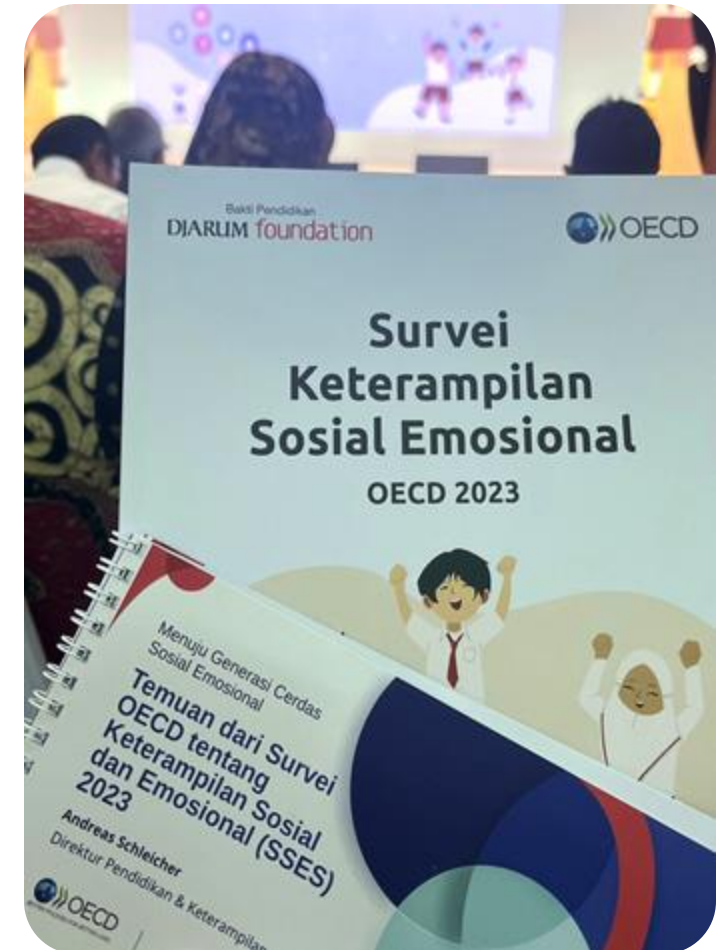
1. Find stronger partners through **open calls**
2. Strengthen programmes through early **public engagement**
3. Scale **citizen action and impact**

Case Study: **#TumbuhBersama** by **DJARUM foundation** Bakti Pendidikan

Previous Process

The Djarum Foundation funded an OECD survey to better understand the social and emotional skill levels in elementary and middle schools in Kudus.

When the second edition of the report launched in December 2024, the foundation sought to actively engage the community.



Case Study: **#TumbuhBersama** by Bakti Pendidikan **DJARUM foundation**

100 schools
applied

50 schools
shortlisted

Community
campaign

5 grants
awarded

#TumbuhBersama Campaign

Launched with the survey report, the campaign offered five grants to fund SES programs.

A total of 100 schools applied, and 50 were shortlisted. These shortlisted schools to launch Social Challenges and engage their students, teachers, and parents.



How our Campaign Platform works

A proven and engaging process that takes less than 2 months.



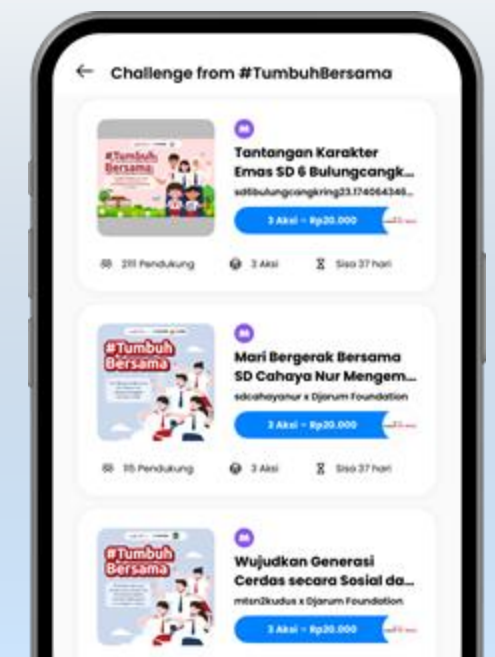
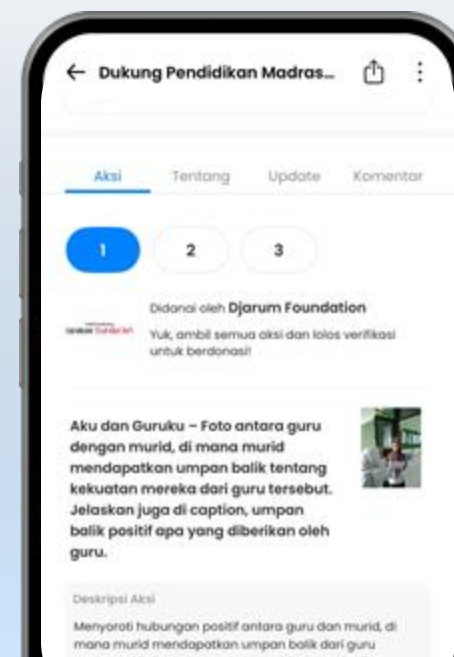
Google Play
Awards Winner
Best App for Good

Bakti Pendidikan Djarum
Foundation launched the
#TumbuhBersama
campaign on our app

50 shortlisted schools
launches a Challenge as
part of the campaign

Parents take 3 social
actions to show their
support and unlock a
Rp 20.000 donation.

After verification, grants
awarded to 5 schools with
the most verified
supporters.



Amplify Further

Creating more authentic and engaging content:

1. Community Voices

Highlight why each school wants the grant to enhance their social and emotional learning programs, giving insight into their commitment and passion.

1. Dynamic Storytelling

Capture and share each phase of the campaign—from the open call to completing challenges and awarding grants—telling a compelling story that resonates widely.



The Benefits

Integrating an Engaging Campaign into Your Social Program:

1

Empower Applicants

Train and guide applicants with the skills needed to effectively mobilize community support.

2

Enhance Transparency

Increase trust and accountability by engaging the community in the selection process.

3

Amplify Further

Focus on personal stories to create engaging content that resonates with the public.

4

Foundation for Scaling

Establish a basis for scaling successful programs through subsequent campaigns.

Builds partnerships and translates impact into action



The Silent Foundation
In aid of silent sufferers

INDIKA
FOUNDATION

Foundations



Government & NGOs



Corporates

Let's grow an ecosystem powered by participation

Join, Co-create, or Partner with us!

aziz@campaign.com



Indorelawan

Asa Nurmaranti



Take

Part

As

a Volunteer

A collective effort to make "Gotong Royong" a way of life in Indonesia.

"For seven consecutive years, Indonesia has been named the most generous country in the world"
(World Giving Index 2024)

About



288,000+ volunteers registered

6000+ organization registered

11.500+ volunteer opportunities

162.000+ followers on Instagram

Indo
relawan
.org

Ten years ago, we identified a gap: while social organizations needed the right volunteers, many people who wanted to volunteer didn't know where to find the information. **To bridge this gap, Indorelawan.org was created** : a platform that connects volunteers with civil society organizations and promotes collaboration to expand impact.

Our strengths lie in being **the largest volunteering platform in Indonesia**, our experience-based volunteer management training, and our ability to integrate individuals, organizations, and companies.

We believe that the more volunteers there are, the greater the role society can play in solving social problems ; **unity can be strengthened**, and **the spirit of gotong royong can continue to live** on in the hearts of the Indonesian people.

Ubah Niat Baik Jadi Aksi Baik Hari Ini

Turn good intentions into good actions today.

Visi

“Gotong-royong” or collective action through volunteering has become a part of the lifestyle of young people in Indonesia.

Misi



Making it easier to find volunteers and social activities

- Managing the Indorelawan.org website
- Improving website technology
- Helping users easily discover social activities and volunteer opportunities



Increasing youth engagement in social activities

- Social media campaigns
- Collaborations with communities and social organizations
- Corporate collaborations
- Partnerships with institutions
- Generasi Relawan (Volunteer Generation)
- Relawan Cilik (Young Volunteers)



Enhancing organizations' capacity to work with volunteers

- Community gatherings
- Technology partner support
- Volunteer Management training

A Decade of Indorelawan's Journey

Capturing the key moments that shaped Indorelawan's 10-year journey of connecting volunteers, communities, and real actions for a better Indonesia.



2013–2015

- Indorelawan.org 1.0 was launched.
- Belajar Berbagi was held in Jakarta and Bandung — a series of capacity-building activities and sharing sessions with social communities.



2016–2017

- The first Volunteer Festival was held in 2016 at Salihara, followed by the 2017 edition at Gandaria City, attended by over 3,000 visitors.
- Launched the #10JamAksiBaik campaign and National Volunteer Month.



2018–2019

- Morgan Oey was appointed as Indorelawan's Ambassador.
- Indorelawan participated in the 2018 Asian Games, mobilizing over 2,000 volunteers for clean-up efforts.
- Indorelawan.org reached 100,000 registered volunteers.
- Volunteer Hub Jakarta was established as a volunteering basecamp in Jakarta.



2020–2022

- Indorelawan and the Ministry of Health mobilized 3,000+ digital data volunteers to respond to the COVID-19 pandemic by collecting data on hospital beds, medicine, oxygen, and more.
- Launched the TEMALI Project, a capacity-building program for social organizations, with participation from over 100 organizations.
- In 2021, Generasi Relawan was launched to promote volunteering in three key issues: Stunting-Free Generation, Plastic-Free Generation, and Literacy Generation.



2023–2024

- Indorelawan.org reached 280,000 registered volunteers.
- The Generasi Bebas Stunting, Generasi Bebas Plastik, and Generasi Literasi programs mobilized 6,878 volunteers, mapped 1,022 posyandu (integrated health posts), identified 673 waste banks with 3 tons of sorted waste, and collected 21,655 donated books for 190 community libraries.
- Indorelawan launched its first volunteering research in collaboration with Australian Volunteers and Empatika Research.



Volunteers Demographic

based on Indorelawan.org data



70%

Volunteers are female



69%

Volunteers aged 18-25 years old



Top 5 issues for volunteers

Environment

Human
Rights

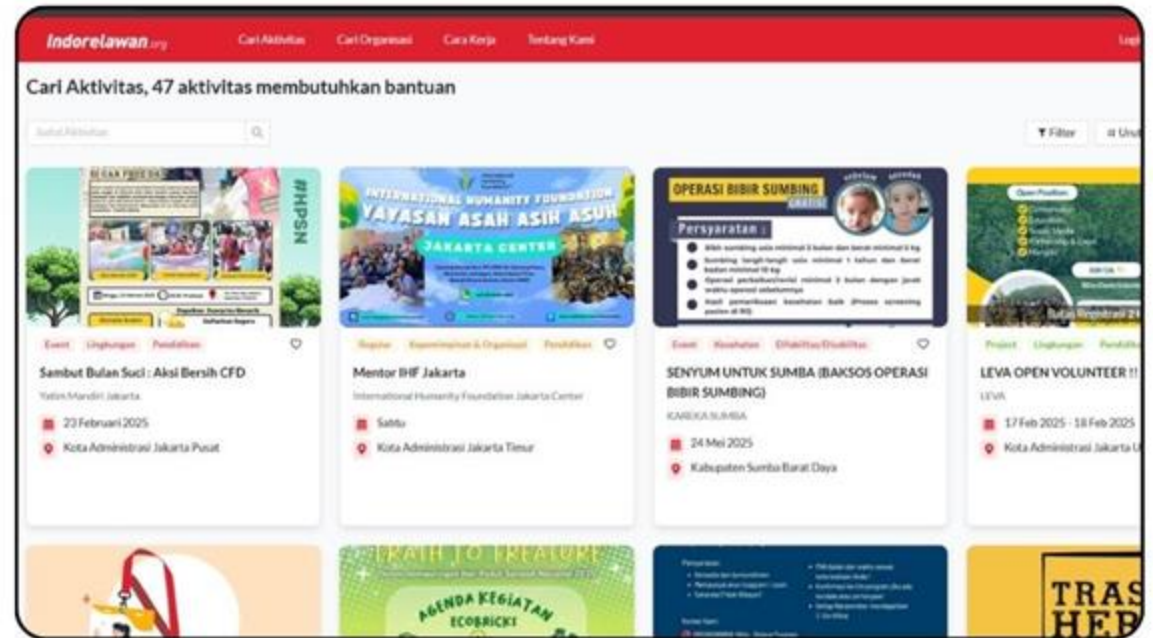
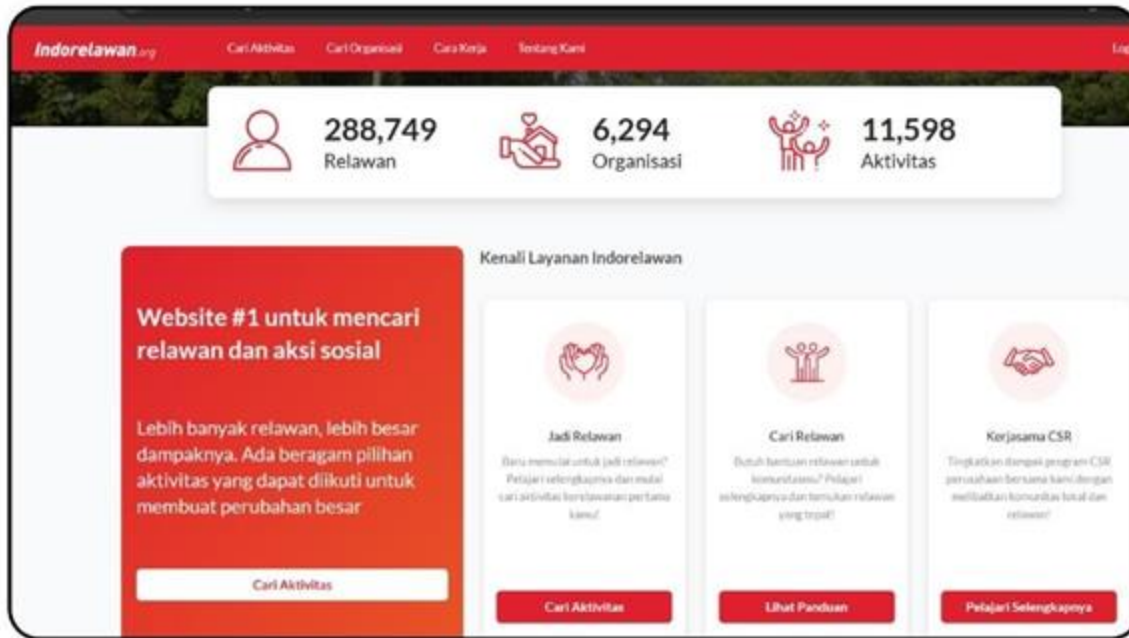
Education

Health

Community
Development



Website Interface



Managing the website to search for activities and volunteers has become easier.





Program

- Capacity-building classes for volunteers and organizations.
- Generasi Relawan
- Partnerships

Belajar Berbagi

A program that connects organizations with the private sector. It offers companies the opportunity to share their insights, experiences, and best practices with organizations.

TEMALI Project

A program focused on strengthening the knowledge of social communities in project management by applying peacebuilding principles in social initiatives.

Community Gathering

A regular event for organizations to strengthen internal management through sharing sessions, training, and interactive discussions, this program enables organizations to develop more effective management strategies,



Capacity Building



A program designed for volunteers and organizations seeking to improve their volunteer management skills, expand their networks, and strengthen their social impact. These classes are guided directly by experts in their fields, providing participants with up-to-date insights, best practices, and innovative strategies to address social challenges.



Generasi
Bebas
Plastik



Generasi
Literasi



Generasi
Bebas
Stunting

Generasi Relawan

Volunteer Generation

Generasi Relawan

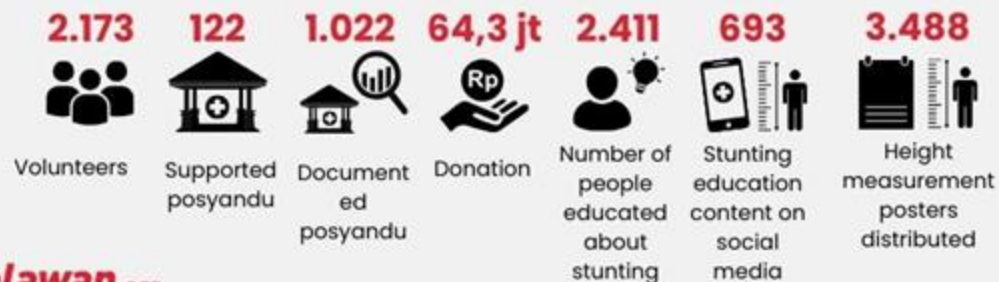


Generasi Relawan aims to be a platform for volunteers to understand issues related to plastic waste, literacy, and stunting. From 2021 to 2024, more than 6,000 volunteer alumni from various regions across Indonesia have joined the program.



Impact

Generasi Bebas Stunting



Indorelawan.org



Impact

Generasi Bebas Plastik



Impact

Generasi Literasi





Since 2021, I've been part of Generasi Relawan, starting as a volunteer in one of its pillars, Generasi Bebas Stunting (GBS), and eventually becoming the Project Coordinator for Generasi Relawan Batch 6.

While working on the organizing team, I started learning behind-the-scenes tasks such as designing the curriculum, writing Terms of Reference (ToR), coordinating with team members and other coordinators, and communicating with stakeholders in knowledge, community, and media partnerships.

When I became a leader, **I had even more learning opportunities:** managing team members, leading discussions, delivering briefs from Indorelawan to the team, and much more.



This journey has helped me see that in the chaos and noise of modern life, where at times a bright future feels far from reach.. **There are still so many people with good intentions,** willing to take action together and turn that goodwill into meaningful impact.

Small action, big impact. If we keep going, the impact can grow even bigger and reach even farther."

Nabila Fadlina

Generasi Bebas Stunting Volunteer



Partnerships



Our Services



Employee Volunteering

Designing and organizing volunteering activities for company employees.

CSR Program

Designing and organizing Corporate Social Responsibility (CSR) programs based on the company's social pillars.

Volunteer Management

Planning and managing projects that involve volunteers in CSR activities/events/other projects.

Social Campaign

Designing and publicizing company social campaigns/initiatives online or through offline activation activities involving volunteers/community.

Corporate Volunteering Platform

Providing an online platform designed to facilitate and manage social activities for company's employees/organization members.

Facilitation

Designing and managing a meaningful gathering using facilitation methods to encourage active and meaningful participation from participants.

Our Partners

Employee volunteering



Volunteer management



CSR Program Partner



Social Campaign



Corporate Volunteering Platform



Facilitation



Impact ✨ Together

Through cross-stakeholder collaboration, including companies, educational institutions, social organizations, government, and international agencies, Indorelawan has successfully mobilized many volunteers and empowered youth and communities to help accelerate the resolution of social issues.



Cara Indorelawan Tetap Aktif Bantu Sesama di Tengah Pandemi COVID-19

Milennial

17 Agustus 2020 16:31 WIB



Getong
Reyong



Cek Ketersediaan IGD RS Lewat Siranap 3.0, Data Diupdate Setiap 3 Jam

Chir Agutiyanti

10 Jul 2021, 16:13



Pawai Bebas Plastik 2023, Ajak Kurangi Penggunaan Plastik Sekali Pakai

Hani Pratomo - Senin, 27 Jul 2023 | 8:25 WIB



Bangga
Jadi Relawan

B20 Indonesia Summit Siagakan Puluhan Relawan Muda

Relawan yang terdiri dari anak-anak muda ini membantu panitia untuk mempersiapkan berbagai B20 dan media mengenai agenda yang ada di B20 Summit 2022.

Wahyu Arif - Sabtu, 16 November 2023 | 10:47





Thank You

Let's Collaborate for Ubah Niat Baik Jadi Aksi Baik Hari Ini



Marsya Nurmaranti
Asa@indorelawan.org

