

# Google starts one-dollar charity app

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CREATIVE COMMONS



VIA SECOBAY ON FLICKR.COM

The search engine giant Google has started a new app that lets people give just \$1 to different charities. Its 'One Today' app shows users a variety of charities every day.

The home page says: "Open the app, and you're presented with several projects to which you can donate \$1 with one click. It's that simple. And most people can afford the occasional \$1 donation." At the moment, it is only available in the USA to people with Android mobile phones. Google hopes to start providing the service around the world soon. Google spokeswoman Maya Amoils blogged: "We look forward to continuing to improve the One Today experience and to growing our dynamic community with incredible [non-profit organisations]."

The One Today website explained that: "Google has a long-standing commitment to supporting non-profits and to doing good. One Today makes fundraising easy for non-profits; it also makes giving simple and fun for users." Google believes the app will mean people can learn more about non-profits. It also hopes people will share their favourite projects on social media sites so that more people donate. It adds: "Do good daily! Engage with hundreds of non-profit projects each year and help contribute to their success." Ms Amoils wrote: "We're amazed by the great work non-profits do on a daily basis to make the world a better place, and we're thrilled to provide a new platform which helps [them]."

Sources: TechCrunch / VentureBeat / Google

## Writing

*We should all give a dollar a day to different charities. Discuss.*

## Chat

Talk about these words from the article.

*search engine / Google / give \$1 / charities / afford / service / dynamic / community / commitment / non-profits / fundraising / social media / do good daily / amazed*

## True / False

- a) Google started a charity that cost just \$1 to start. T / F
- b) An app shows users one new charity every day. T / F
- c) Google says most people have enough to give \$1 every now and then. T / F
- d) The app is not yet available worldwide. T / F
- e) A website said Google has promised to help charities. T / F
- f) The article says the app does not have a share button for charities. T / F
- g) Google wants people to go online to visit hundreds of charities a year. T / F
- h) The article says Google wants to make the world more amazing. T / F

## Synonym Match

- |                  |                     |
|------------------|---------------------|
| 1. lets          | a. excited          |
| 2. donate        | b. odd              |
| 3. occasional    | c. unbelievable     |
| 4. dynamic       | d. promise          |
| 5. incredible    | e. well-established |
| 6. long-standing | f. allows           |
| 7. commitment    | g. active           |
| 8. engage        | h. technology       |
| 9. thrilled      | i. give             |
| 10. platform     | j. join in          |

## Discussion – Student A

- a) Is giving money to charity sometimes difficult?
- b) Will a one-click way of donating mean more people will donate?
- c) Would you like to learn more about non-profits?
- d) Do you already "do good daily"?
- e) What does "charity begins at home" mean? Do you agree?
- f) How charitable are you?
- g) What more could Google do for charities?
- h) What questions would you like to ask the boss of Google's One Today?

## Phrase Match

- |  |                               |
|--|-------------------------------|
| 1. lets people give just                 | a. occasional \$1 donation    |
| 2. projects to which you can             | b. and fun for users          |
| 3. most people can afford the            | c. non-profit organisations   |
| 4. We look forward to                    | d. standing commitment        |
| 5. our dynamic community with incredible | e. to their success           |
| 6. Google has a long-                    | f. donate \$1 with one click  |
| 7. it also makes giving simple           | g. platform which helps them  |
| 8. share their favourite projects        | h. \$1 to different charities |
| 9. help contribute                       | i. continuing to improve      |
| 10. provide a new                        | j. on social media            |

## Discussion – Student B

- Is there a difference between a charity and a non-profit?
- What are your favourite charities and why?
- What do you think of Google's One Today app?
- Is \$1 too little?
- Can most people afford the occasional \$1 donation?
- Will you be downloading the app and helping non-profits?
- Are you happy with the work charities do?
- How often do you donate to charity?

## Spelling

- a ievayrt of charities
- presented with vsllreea projects
- most people can afford the salcoacoin \$1 donation
- continuing to rompvie
- growing our aycidnm community
- ncidieebrl non-profit organisations
- orsntupigg non-profits
- One Today makes sfignrdiuna easy
- eangge with hundreds of non-profit projects
- biutetocnr to their success
- do on a daily aissb
- provide a new oapmfrtl which helps them

### Answers – Synonym Match

1. f	2. i	3. b	4. g	5. c
6. e	7. d	8. j	9. a	10. h

## Role Play

### Role A – Save the Panda

You think Save the Panda is the most important charity. Tell the others three reasons why. Tell them things that are wrong with their charity. Also, tell the others which is the least important of these (and why): Clean Water For All, Protect The Pyramids or The World Peace Project.

### Role B – Clean Water For All

You think Clean Water For All is the most important charity. Tell the others three reasons why. Tell them things that are wrong with their charity. Also, tell the others which is the least important of these (and why): Save the Panda, Protect The Pyramids or The World Peace Project.

### Role C – Protect The Pyramids

You think Protect The Pyramids is the most important charity. Tell the others three reasons why. Tell them things that are wrong with their charity. Also, tell the others which is the least important of these (and why): Clean Water For All, Save the Panda or The World Peace Project.

### Role D – The World Peace Project

You think The World Peace Project is the most important charity. Tell the others three reasons why. Tell them things that are wrong with their charity. Also, tell the others which is the least important of these (and why): Clean Water For All, Protect The Pyramids or Save the Panda.

## Speaking - \$1

Rank these and share your rankings with your partner. Put who would get your \$1 first at the top at the top. Change partners often and share your rankings.

- |                      |                               |
|----------------------|-------------------------------|
| • AIDS research      | • guide dogs for the blind    |
| • save the gorillas  | • international peace project |
| • women's rights     | • water conservation project  |
| • old people's homes | • mental health project       |

### Answers – True False

a	F	b	F	c	T	d	T	e	T	f	F	g	T	h	F
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Answers to Phrase Match and Spelling are in the text.