

Victory Day contest  
«Help Veterans» Application

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2020 is marked by the 75th anniversary of the Victory Day in World War II. Veterans are the people who started our future. Today, the Russian Federation has an active social policy in supporting the veterans of the two wars: the Great Patriotic war and the Second World War. Each of us can become a part of one big program of using our resources, whether it is money, intellectual ability or physical assistance. For example, buying a couple of cakes in the store or driving a veteran to the clinic, you will make them a little happier because they will feel needed again, not only on May, 9. Our team inspired by the existing problem offers an application that does not depend on the honourable date and will help you to do a good deed for veterans.

«Help Veterans» is innovation in the socio-economic support of those who need attention from participants and witnesses of the 1939-1945 and 1941-1945 military events. Unfortunately, every year the number of veterans is significantly reducing. In 2018 there were around 1.6 million World War II veterans in Russia. In 2019 there were only 1.28 million of them. Following this tendency, in 2020 there will be about 1 million of them or even fewer. We can't prevent it, but we can take care of them and make them a little happier every day. It doesn't matter if you don't have a lot of financial resources because everyone can do something good for veterans. Every day they need your support and you can provide it. In each city there are volunteer organisations that offer their help; they support veterans with cleaning, repairs, shopping, communicate with them, record their memories on video.

If you are not able to be so active, there are other options to say "Thank you!" to the people who gave us freedom, for example, HV.

HV does not have any analogues. One of its main advantages is the ability to provide financial assistance to veterans without leaving home. You can read the story of the veteran on their personal page, which were created by a volunteer. After this a person can send funds to the needs of the individual veteran. A person needs to press the button «DONATE» - and that's it! If you want to meet with the veteran personally to provide physical assistance, may it be a trip, cleaning the house, press the button «VOLUNTEER». Moreover, every user can purchase a Premium

Subscription that would allow to transfer money to each registered veteran on a monthly basis.

In recent years, new types of social security have appeared in the Russian Federation, due to modern needs and problems of society. The purpose of our application is to create a new modern resource for supporting veterans. "Help Veterans" is a new era in the volunteer movement!

This platform will provide the connection of generations relevant to date. It will allow young caring hearts to support veterans of the Great Patriotic War.

«Help Veterans» app is necessary to ensure that volunteers can visit older people, who need the support immediately.

Volunteers will be able to provide assistance such as:

- Purchasing necessary medicines for veterans
- Help with products and household goods
- Help with the renovation of an apartment or house
- Help with cleaning
- Walks and socialising
- Leisure activities.

Volunteers will be able to provide such assistance thanks to funds collected on the "Help Veterans" app. Every caring person can make a personal contribution to organize support.

A platform user finances the purchase of medicines, utility payments, or other assistance to veterans by pressing the «DONATE» button or signing up for a Premium subscription (250 rubles per month). A monthly report will be compiled by volunteers who have joined the "Help Veterans". Our team will publish the information about all funds spent on the platform.

To become a volunteer and join any of the initiatives, you need to create a profile. Tell us about yourself, include your email address and city of residence. In the app you can get the volunteer code and get the information you need to begin.

Apart from the young (16 to 30 years old), we refer to our target audience as middle-aged people who are more conscious of the distribution of their financial

assets and their temporary resources. They know exactly the importance of attention paid to older people.

It is worth focusing on the fact that HV will be easy to use, due to the lack of functionality load. The main components will be 2 buttons "DONATE" and "VOLUNTEER", as well as "NEWS FEED", which will contain information about veterans who need help and reports from volunteers about the money spent and work done. Also there will be a "DATABASE" button, which will contain all registered volunteers, veterans and the necessary information about them.

To popularise the application presented it is planned to place advertising on modern Internet platforms, for example: Instagram, Youtube and TikTok because the main target audience of HV is young people. In addition, advertising will be carried out through online magazines: "The Village," "Afisha" and "Dog.ru."

It is impossible not to mention the economic component of our project. Given that our project is presented as a web application, which will be accordingly supported on iOS and Android mobile devices, we will need a team of specialists ready to create it.

Today, the creation costs 225,000 rubles at the current exchange rate of the US dollar. The time frame for creating an app based on a favourable forecast is 2-3 months. Further maintenance of the app and overall design are to be developed by an IT specialist and web designer. They will cost 30,000 rubles per month.

Preparation of articles for publication in magazines, advertising in social networks and personal pages will be conducted by a PR-agency, the services of which will cost 50,000 rubles per month. Advertising on Instagram, YouTube, TikTok would cost 30,000 rubles per month. Thus, about 365,000 rubles is required to start a successful HV campaign; further monthly costs will amount to 140,000 rubles.

Today we live in a peacetime. We have a big amount of great opportunities to make our lives what we want them to be. We can get an education, find a dream job. We can breathe freely and be proud of our country. All this is possible only thanks to the great Victory that was won by our people in the great Patriotic War in 1945. Fortunately, we still have a chance to say thank you for this Victory and help those

who are the real keepers of the memory of the war – war veterans and home front workers. Thanks to the "Help Veterans" app, everyone can make veterans' lives better and warmer, because our care will allow them to feel necessary and important, regardless of the date in the calendar!