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Snapping for charity

New app allows users to donate to their favourite causes just by taking a photo

MAYBANK has launched a digital application, "Snap & Donate", which enables customers to contribute to charitable beneficiaries by taking a picture of the charitable organisation's logo on their mobile phones, and then making a contribution directly to it.

The new app aims to strengthen the Group's digital presence, enhance mobile banking convenience for customers and encourage the use of cashless payment in the country.

It follows the successful launch of other various apps by Maybank including Maybank2u, Property Finder, Treats App, Quick Balance with Touch ID and Quick Balance on Apple Watch.

The new Snap & Donate app was launched by Maybank Community Financial Services Malaysia head Hamirullah Boorhan, in Kuala Lumpur.

"The evolution of giving to charity has progressed from cash to cheques, credit cards to online banking, and has finally reached the age of the smartphones.

"With Malaysia being a nation which has a population that uses smartphones more than computers, we are introducing Snap & Donate to influence digital fundraising," Hamirullah said.

"In 2013, we facilitated more than 15,000 donations worth RM1.5mil via Maybank2u to registered charities. In 2014, we saw a

40% increase in online donations.

"With over 10 million smartphone users in Malaysia, we are expecting a boost in these numbers with the convenience of Snap & Donate.

"It enables users to snap a photo of the beneficiary's logo, which is then scanned and digitally identified by the app.

"It then automatically connects the user to the desired beneficiary, allowing them to select the payment amount they intend to provide to beneficiaries. The minimum amount is RM10 and maximum is RM100 per day per beneficiary," he added.

Through the Snap & Donate app, customers can channel their contri-



Kicking things off: Hamirullah (left) and Maybank Virtual Banking and Payments head Kalyani Balakrishnan Nair at the launch of the Snap & Donate app in Menara Maybank.

butions to beneficiaries such as Islamic Relief, Mercy Malaysia, Buddhist Tzu-Chi, National Cancer Council Malaysia, Yayasan Al Jenderami, WWF, National Kidney Foundation, National Cancer Society Malaysia, MAA Medicare, Cancer Research Institute and Environmental non-governmental

organisations.

The list of beneficiaries will be expanded progressively.

"Maybank has always been a leader in banking technology and we are continuously looking for ways to be true to our mission of using technology to give back," he concluded.