

On Greenpeace Day, Donate Directly Shows How Technology Can Turn Giving into Lasting Impact

From clean water to transparent giving, charity is being transformed by technology



Manchester, United Kingdom Sep 15, 2026 ([Issuewire.com](https://www.issuewire.com)) - As Greenpeace Day is marked on **15 September**, Donate Directly is highlighting how technology can help people make a more direct and transparent difference to communities around the world.

Greenpeace Day commemorates the 1971 voyage that sparked the Greenpeace movement –a reminder of the power of people taking action to tackle global challenges.

For Donate Directly, that same spirit of **direct action and meaningful change** is at the heart of its approach to charitable giving.

Donate Directly, [world first AI charity platform](#) uses technology to connect donors more directly with the people and projects they are supporting, helping donors see where their money goes and the impact

it creates.

TURNING DONATIONS INTO CLEAN WATER

One of Donate Directly's key projects is the funding of **water wells in Pakistan** and providing communities with access to water while giving donors greater visibility over the journey of their donation.

Each well can be tracked through **GPS**, with donors able to receive updates including photographs and videos showing the progress of the project.

From the initial location and construction stages through to completion, donors can follow the project rather than simply making a donation and never knowing what happened to their money.

For many donors, the well also represents **Sadaqah Jariyah a continuing charitable act whose benefit can continue beyond the initial donation.**

And the impact is not limited to people. The wells can also provide water for **animals**, helping communities and livestock access this essential resource.

FROM DONATION TO REAL-WORLD IMPACT

Donate Directly believes technology can change the relationship between donors and the charities or projects they support.

Instead of simply asking people to donate, the organisation aims to give donors a clearer picture of what their money is achieving.

Its approach includes:

- **GPS-tracked projects**
- **Photographic and video updates**
- **Greater transparency around construction**
- **Direct evidence of completed projects**
- **Long-term community benefit**
- **Support for both people and animals**

IQRAR UL HASSAN: TECHNOLOGY SHOULD BRING DONORS CLOSER TO THEIR GIVING

Donate Directly founder and ambassador **Iqrar Ul Hassan**, a Pakistani journalist and television anchor, believes technology can make charitable giving more personal, transparent and accountable.

He said:

"People want to know that their donation is genuinely making a difference.

“Technology gives us an opportunity to bring donors closer to the people and communities they are supporting.

“Whether it is a water well or another community project, we want people to see the journey – where their money goes, what it creates and the difference it makes.

“Greenpeace Day is a reminder that change can start with people taking action. We want to bring that same sense of action and accountability to charitable giving.”

A DIFFERENT WAY OF GIVING

Donate Directly is part of a growing movement towards more transparent, technology-led philanthropy, where donors expect to see evidence of the impact their money is creating.

Its water-well projects demonstrate how a donation can move beyond a financial transaction and become a tangible community asset.

For donors looking for [Sadaqah Jariyah](#), a well can provide an ongoing source of benefit long after it has been completed.

DONATE DIRECTLY

Donate Directly uses technology to connect donors with charitable projects and provide greater transparency around the impact of their giving.

Its projects include water wells in Pakistan, with GPS location information, construction updates, photographs and video evidence provided to donors.

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