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## Q&A with Jim Alvarez, Founder & CEO of Gesture providing a Guest Management, Mobile Bidding and Fundraising Platform for Charities



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Interview conducted by:  
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**CEOCFO:** *Mr. Alvarez, what was the vision when you founded Gesture®? Where are you today?*

**Mr. Alvarez:** The vision was that there had to be an easier way to run a charity event. By that I mean that I had gone to many charity events prior to starting Gesture and it was very cumbersome to make a donation. I tell people that here I am at the end of the event, I'm ready to make a one thousand dollar donation and I am waiting in line for over a half an hour. As I was waiting I just kept saying to myself that there has to be a better way. I do really wait in line for too many things in life, let alone to give someone one thousand dollars. Therefore, I was just thinking there has to be a better way and that was the genesis for Gesture six years ago and the development of our Mobile Fundraising Platform for Charities.

**"The thing that sets us apart the most is the fact that we have been doing mobile bidding longer than anyone and we have done more mobile bidding events than anyone. Therefore, in doing that we have significant experience, we work with the biggest non-profits in the world."- Jim Alvarez**

**CEOCFO:** *What is the better way? How does Gesture work?*

**Mr. Alvarez:** By implementing technology we are able to help charities raise more money. We are able to help them more efficiently collect money at the event. We take the fundraising that occurred at an event and we mobilize it and put it on people's phones. This does a couple of things for our charity partners. The first thing it does is that it allows them to open the fundraising to people that might not be able to attend the event. Imagine schools. Your alumni is now scattered throughout the nation and people want to make donations back to their alma mater and by putting the fundraising online, now people from Texas, California, New York; they can all participate at an event that takes place in Chicago. By doing that, not only does it allow people that might not be able to attend the event to participate, it also gives people more time to be able to participate. We say that if you have more time and you have more people you are going to raise more money. Then, at the end of the event we make it really easy for people to pay for any donations that they made, any auction items that they want, any raffle tickets that they bought; we make it really easy for them to pay right on their mobile phone. This really helps the charities, because one of the biggest pain points for a charity at the end of an event is what is called "check out." If you do not use technology it is very difficult to manage that entire process. With us, with one click of a button everyone is checked out, everyone is paid and the money goes directly right into our charity partners' checking account, very safely and very securely. We will process over one hundred and fifty million dollars this year for our charity partners and it just makes it much more efficient for them.