Charities Look to Mobile Apps to Raise Awareness

More and more mobile apps are being launched by charities and non-profit organisations than ever before. The World Youth Organization are the most recent charity to join the likes of Oxfam and Barnardo’s in launching their mobile app. The app is available now on Android phones and released on IOS before the 8th March International Women’s Day Summit that WYO are hosting.

Unlike several apps, the World Youth Organization app is free to download on all devices. Current features include; latest news, access to the WYO blog, a donation page and information on all staff and contacts. Arlix Technologies say they plan to include; the listing of opportunities that WYO provides for young people, messaging between users and gaming.

CEO of Arlix Technologies, Alex Choi, who designed the app said “At Arlix we see the power of the worlds youth, especially since we are run by students! When we came across the World Youth Organization, we wanted to allow even more people to connect with the cause, so we created an app [for them]”.

The World Youth Organization is seeking to lead the way in the use of mobile technology for charities, as one of the few youth charities to have an official app. CEO, Kieran Goodwin, said “Having an app will open so many doors for young people that use WYO’s services. Nearly every young person owns a smart phone, the app will allow even more teens across the globe to get involved with the World Youth Organization and never miss an update from us”.

The teenage appeal of the app is massive, with thousands of downloads since the launch of the charity in January 2016. After being developed by teenagers from around the globe, WYO has said they will be adding the finishing touches to an already impressive product in a general effort to improve the lives of young people across the globe.

Download the app for free on Google Play at <https://play.google.com/store/apps/details?id=uk.co.arlix.wyo>