

IN SHORT

'Causes is a tech company that provides people with the platform and tools required to make the world a better place.

The **online campaigning platform** is the place to discover, support and organize campaigns, fundraisers, and petitions around the issues that impact you and your community.¹

STORY



'The Internet provides more opportunity than ever before for people to get involved in making the world a better place.'²

'On his 38th birthday, Mr. Sugars, a skin cancer survivor and chief executive of the professional coaching firm ActionCoach, decided to raise money for the Cancer Schmancer Movement, a nonprofit organization devoted to the detection and early treatment of the disease. With a few quick clicks on Facebook, Mr. Sugars installed a program called "Causes" on his profile page and asked each of his 3,000 friends on the social network to contribute at least \$38. Within a few weeks, more than 50 had given — some generously. By matching each donation, Mr. Sugars raised nearly \$8,000 for the charity.'³

The online campaigning platform Causes enables website visitors to support the people and causes that inspire them. Causes is a mobile-first social network with profiles for members, organizations, and campaigns, all of which are geared around the goals of raising money or signing up supporters for specific projects (e.g. The Trevor Project, Malaria No More, Ricky Martin Foundation,...).

Causes enables visitors to build their profile and show the world what they care about. That is how they can join with friends, leaders and communities ready to help them.

By building a passionate audience around social, political and cultural issues, their members can collaborate quickly and effectively on solutions to today's toughest problems whether it be enhancing child passenger safety, supporting military veterans, or fighting modern slavery.

IN FOCUS



- OPPORTUNITIES & CHALLENGES
- GENERATING IDEAS
- DEVELOPING & TESTING
- IMPLEMENTING & FINANCING
- GROWING & SCALING
- CHANGING SYSTEMS

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Rather, ten times, die in the surf, heralding the way to a new world, than stand idly on the shore.

FLORENCE NIGHTINGALE, SOCIAL REFORMER

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- 1) <https://www.causes.com>
- 2) <https://www.huffingtonpost.com/matt-mahan/why-the-world-needs-a-pur-b-3976611.html?guccounter=1>
- 3) <https://www.nytimes.com/2009/11/12/giving/12FACE.html>