

## T-shirts for charity

Emerging local artists and nonprofits will get a boost from SocialPakt.

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New York artist Elizabeth Haywood will design a limited edition T-shirt for the Humane Society of New York. But the tops won't be shipped off to people who have donated to the nonprofit. They'll be available online for just seven days at SocialPakt, a new Internet company that combines commerce and charity.

The shirts will sell for \$25. The nonprofit will get \$6, the artist will get \$3, and SocialPakt will get the rest. Each week will feature a different charity and emerging artist, with the hope of creating buzz for the campaigns. The business launches on Sept. 19.

SocialPakt is the brainchild of Bailey Schroeder, an executive at Barclays who is leaving this month to run the company full-time, and Greg Mullens, a former Mets minor league pitcher who is currently in law school. The duo, who are engaged to be married, have raised about \$400,000 for the startup.

"We felt this could be a great way to give communities that struggle financially a way to get exposure," Ms. Schroeder said.

Read more: <http://www.crainnewyork.com/article/20110821/SUB/110819858#ixzz1afSTW34T>