

# THE PHILANTHROPY PROJECT

Get Inspired. Take Action. Change the World!



The Philanthropy Project is a 501(c)3 not-for-profit corporation.

[www.philanthropyproject.com](http://www.philanthropyproject.com)

# About The Philanthropy Project:

The Philanthropy Project helps youth bring their service projects to life! Through our platform:



individuals,



classrooms



+ schools

create personalized campaign pages for any service project they wish to undertake.

## Creating a campaign on The Philanthropy Project platform:

- Provides structure and support for youth taking action for causes they care about
- Helps to amplify the impact of youth service projects with integrated fundraising, event management, merchandise sales and volunteer recruitment/organization capabilities
- Walks youth through the Five Stages of Service Learning, ensuring a meaningful and educational experience
- Offers youth a way to share their stories of service with the world

By creating an environment where youth across the world are supported, united and celebrated in their desire to make a positive impact, The Philanthropy Project hopes to inspire a generation of lifelong philanthropists and social entrepreneurs.

[www.philanthropyproject.com](http://www.philanthropyproject.com)



## Making Sheila's Education Possible



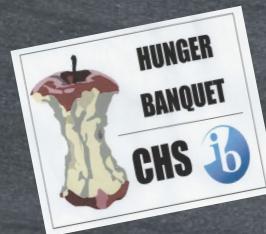
Rhoda & Fatoumata are students at Humble High School in Humble, TX. They created this campaign to financially sponsor a 17-year-old Kenyan student named Sheila so she could finish high school, and they also wanted to raise awareness about the challenges Kenyan girls face while completing their education. Campaign donors received bracelets handmade by Kenyan artisans, establishing a connection to the culture their donation supported. Thanks to the money Rhoda & Fatoumata raised in their campaign, Sheila will graduate high school in May 2016!

## Help Feed Colorado's Dogs



Lauren is a student at Summit Middle School in Boulder, CO. She wanted to support the Colorado Pet Pantry, an organization that temporarily feeds Colorado pets, allowing families to increase their ability to care for pets with the goal of keeping them out of shelters and with their families. Lauren used her campaign page on The Philanthropy Project to sell dog scarves, as well as tickets to professional mini photo shoot sessions of owners and their pets. Through her campaign, Lauren was able to donate more than \$1,100 to the Colorado Pet Pantry!

## Centaurus Hunger Banquet



Maddie & Maddi are students at Centaurus High School in Lafayette, CO. They used The Philanthropy Project platform to support them in planning an Oxfam Hunger Banquet in their community. In addition to fundraising, they used their campaign page to promote their Hunger Banquet, solicit donations for food and an event venue from local businesses, sell tickets and track RSVP's for the event, and organize volunteers to help during the event. Thanks to this campaign, more than 200 people experienced "eating as the world eats" during the Centaurus Hunger Banquet, and over \$3,500 was donated to local, national and global organizations fighting hunger!

"Our 5th grade students surpassed their goal and they are beaming with pride! Your platform was so easy to use and was a great tool for sparking meaningful conversation in our classroom. We can't wait to use it again!"

- Liz G., River Oaks Elementary School

# Partner With The Philanthropy Project To Help Youth Change The World!



## Become a Supporting Partner

**Supporting partners are visible, recognized and celebrated for their partnership + commitment to inspiring youth to take action!**

### HOW IT WORKS:

- Help us achieve our mission of inspiring, empowering and celebrating youth philanthropy. You decide where to direct your investment:
  - Invest in our Educational Partnerships
  - Invest in our Mentoring Program
  - Invest in our Youth Recognition & Ambassador Program
  - Invest in our Global Reach Initiatives

### BRAND VISIBILITY:

- Web Recognition: your logo and website will appear on our "Supporting Partners" webpage.
- Event Perks: receive invitations to our annual gala; complementary seats are available according to the level of support provided.
- Philanthropy Gift Cards: receive complementary Philanthropy Project Gift Cards for your employees, clients or customers; gift cards are available according to the level of support provided.

(Supporting Partnerships begin at \$5,000)



## Purchase Gift Cards

**A new currency of giving has arrived: The Philanthropy Project Gift Card!**

### HOW IT WORKS:

- Gift card purchases are 100% tax deductible. Recipients can apply the value of their gift card to support any youth philanthropy campaign(s) at [PhilanthropyProject.com](http://PhilanthropyProject.com).
- Gift cards are perfect for holiday, birthday, thank-you, and "just because" gifts for employees, clients and customers.
- Gift cards offer a unique way to engage employees and customers while making a substantial impact.
- You can purchase our standard gift cards in any amount of your choice.

BRAND VISIBILITY: (With gift card purchases of \$25,000+)

- Gift Card Branding: you can add a logo and custom message of up to 200 characters to the gift card carrier. Beginning at the \$100,000 level, you can create a custom design for your entire gift card.
- Web Recognition: when recipients redeem their gift card on a project, your logo appears next to the comment they leave for the campaign creator.
- Co-branded Landing Page: gift card recipients will begin their experience on a landing page featuring your branding and messaging.

More great ways your participation can make a difference ➤

## More Ways To Get Involved:



### Create a Match Offer

Inspire employees, customers, and the community to donate and amplify your impact!

#### HOW IT WORKS:

- A **Double Your Impact** offer matches funds (up to a specified amount) for all projects meeting criteria you specify.
- A **Make It Happen** offer provides mini-grants to amplify the impact for all projects meeting criteria you specify.
- An **Almost There** offer funds projects down so that they are within \$100 of their specified funding target.
- A **Promo Code** offer allows you to choose a phrase that anyone can enter to activate your match.

#### BRAND VISIBILITY:

- Web Recognition: your logo will appear on all campaigns eligible for your match offer. When donors click on your logo, a pop-up box containing your custom messaging appears.
- Custom Leaderboard: your fully branded leaderboard will display impact statistics, track employee or customer engagement, and feature all the projects you helped bring to life.
- Media Recognition: your company will be included in our print, web, radio, television, social media and email campaigns relating to the match offer.

(Match offer partnerships start at \$25,000; you can also support individual campaigns in the amount of your choice)



### Sponsor a Challenge

Work with us to build a customized challenge that incorporates your brand while inspiring youth to take action!

#### HOW IT WORKS:

- Partner with us to create a one-of-a-kind challenge that aligns with your brand or incorporates your products while inspiring youth to take action.
- Incentivize youth across the globe to participate in your custom challenge by offering prizes, matching funds or a combination of the two.

#### BRAND VISIBILITY:

- Web Recognition: challenge details along with your logo will be featured prominently on our homepage; your logo will also appear on all campaigns participating in the challenge. When donors click on your logo, a pop-up box containing your custom messaging appears.
- Custom Leaderboard: your fully branded leaderboard will display impact statistics, track employee or customer engagement, and feature all the projects you helped bring to life as part of the sponsored challenge.
- Media Recognition: your company will be included in our print, web, radio, television, social media and email campaigns relating to the sponsored challenge.
- Brand Recognition: your logo will be featured on all t-shirts, posters, brochures and mail pieces relating to the sponsored challenge.

(Challenge Sponsorships start at \$100,000)

For more information or to partner with us, contact Brooke Hill: [brooke@philanthropyproject.com](mailto:brooke@philanthropyproject.com) | (720) 593-2390

