



footprintsnetwork.org

The Collective Power of Many

“If you think you are too small
to make a difference, you’ve never
been in bed with a mosquito”

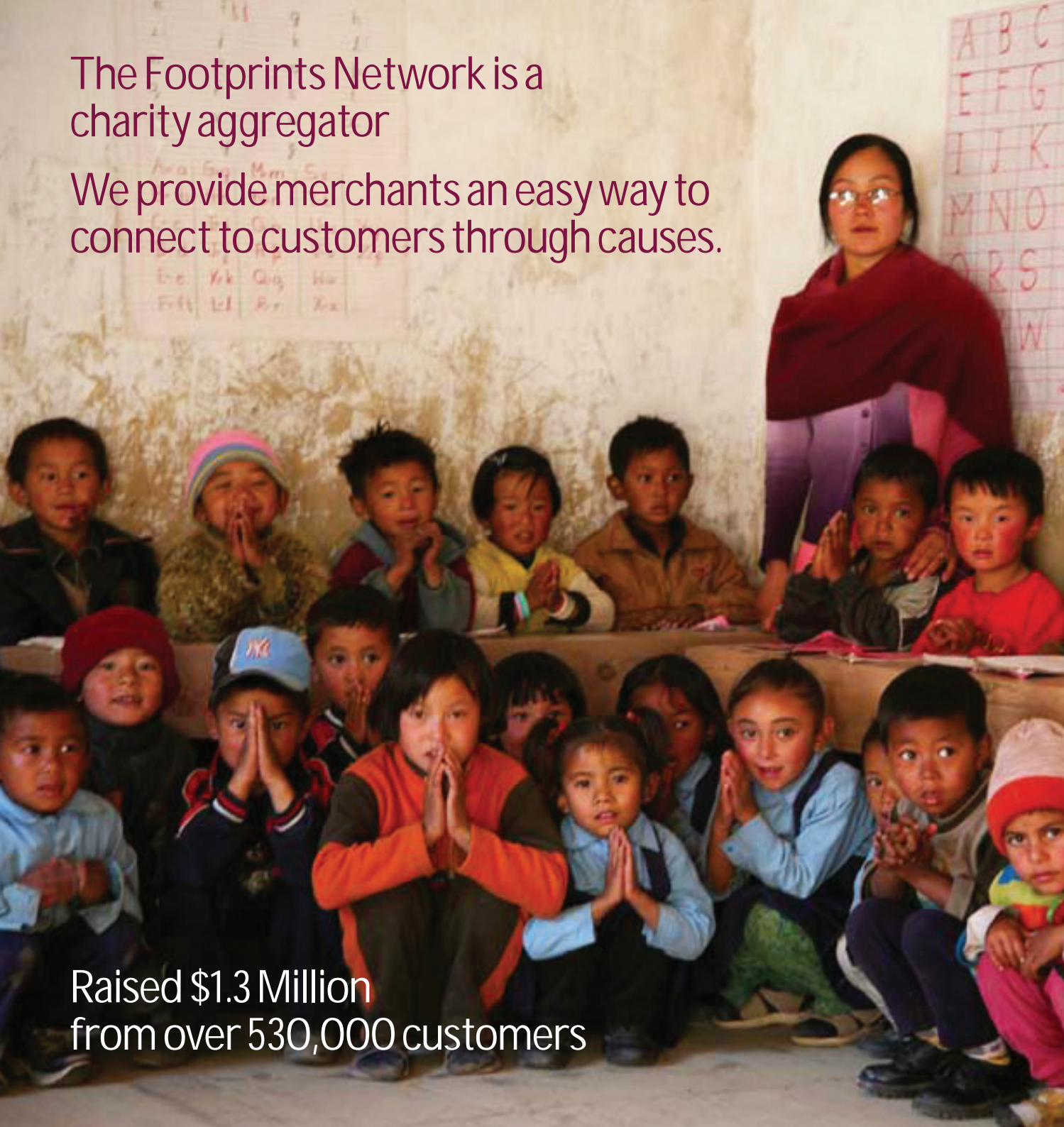
Dame Anita Roddick



The Footprints Network is a charity aggregator

We provide merchants an easy way to connect to customers through causes.

Raised \$1.3 Million
from over 530,000 customers



What is Footprints?

Footprints is a highly successful fundraising mechanism that engages consumers to donate to tangible, poverty-alleviation projects globally. It is the 'glue' between individual donors and charitable projects and uses web technology to economically facilitate these thousands of tiny transactions. Footprints' sophisticated online reporting system covers multiple currencies, time-zones, businesses and projects; it is truly global in its scope.

How does it work?

- If you sell stuff online, integrate Footprints to your purchase path.
- Your customers then check a box to add their donation to the purchase total.
- Customers can see the donation totals rising in real time and all project outcomes are reported back on the footprintsnetwork.org website.

Why is it so effective?

- It's easy to make a donation: customers already have a credit card in their hands
- The donation is small: less than the price of a cup of coffee
- The outcome is tangible: people understand exactly where their money goes
- 100% goes to the project: \$1 in = \$1 out
- When projects are tailored to fit the business/customer interests, response improves
- There is financial transparency & project reporting: engendering trust is vital.

Interested in joining the
Footprints Network
or want more information?

Contact Us:

contact@footprintsnetwork.org

www.twitter.com/footprintsntwk

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Level 5, 24 York Street,
Sydney, NSW 2000
Australia



