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"
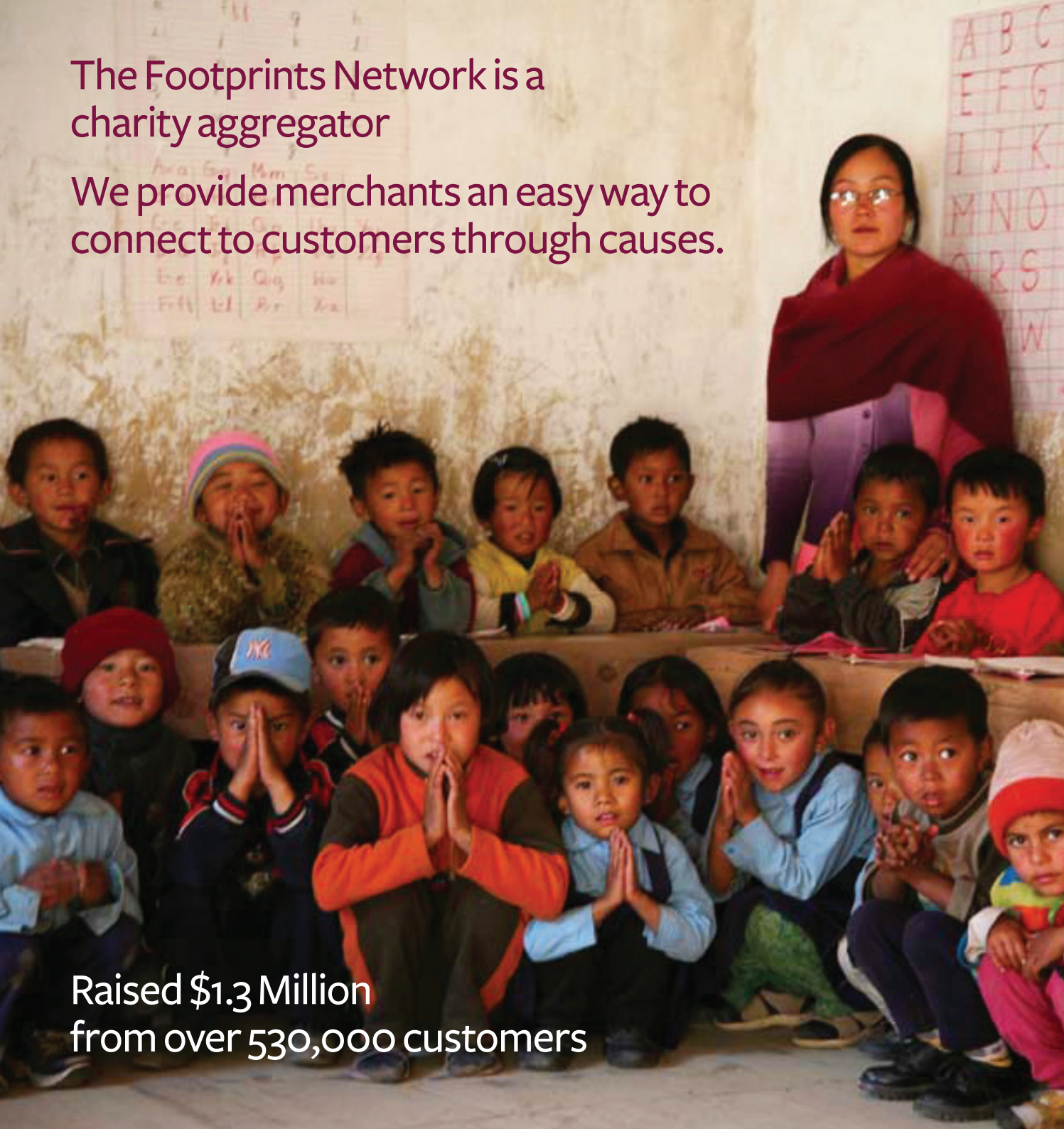
Dame Anita Roddick

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.
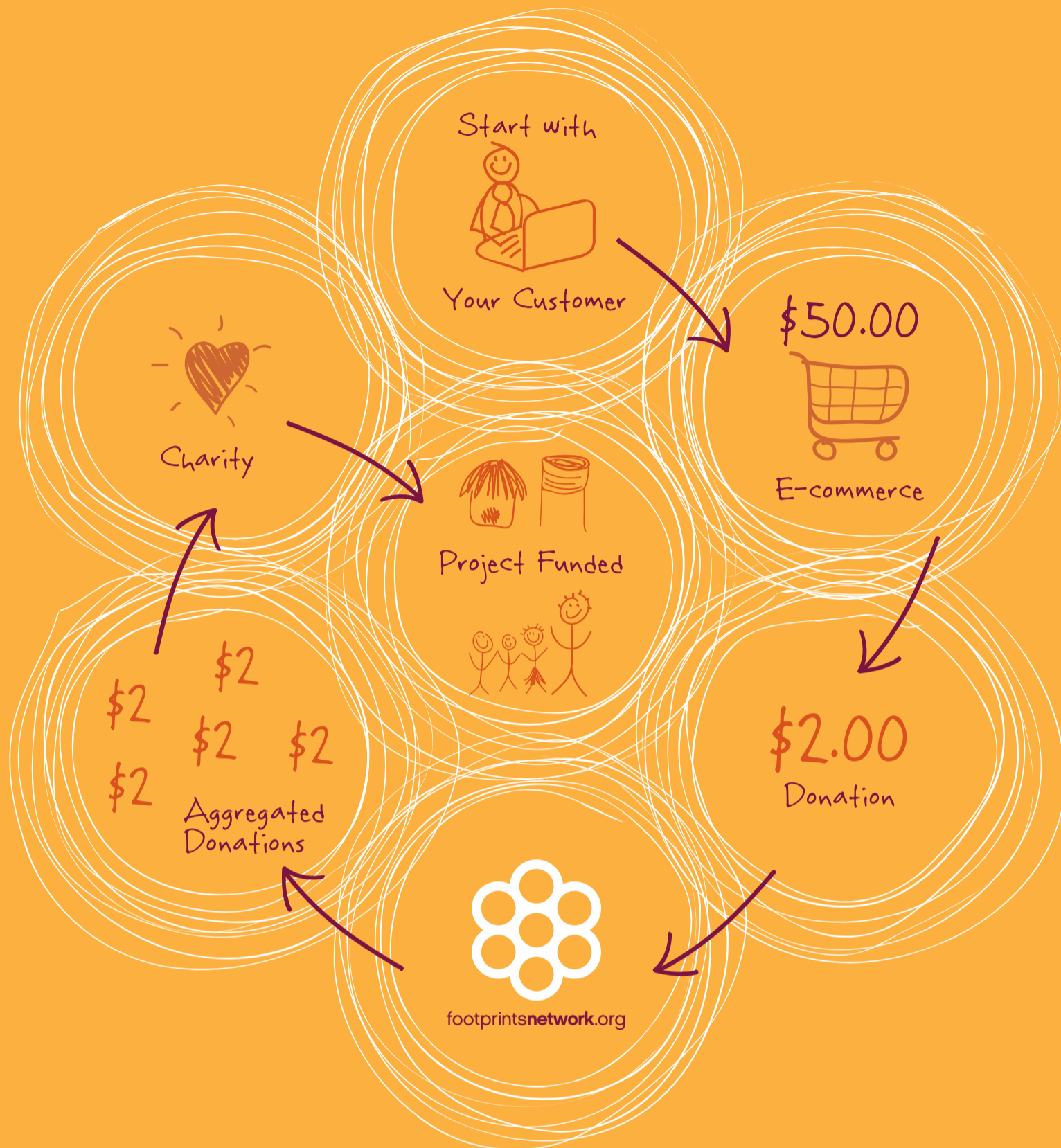
How does it work?

- 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.

Connect with your customers through causes.

Start with

Your Customer

$50.00

E-commerce

Charity

Project Funded

$2.00

Donation

$2 $2
$2 $2
$2

Aggregated
Donations

footprints**network**.org

What's in it for your business?

Online customers are smart and they care about the ethics and values of the companies that they purchase from. Here's how a business can benefit from integrating Footprints:

- Access a ready-made CSR program

  Systemize your charity involvement by simply & easily linking your company's values to those of your customers through causes that matter to them.

  Businesses can select projects to fund within their area of interest either long term or for marketing campaigns.

- Increase online sales

  Create a tipping point for customers and build trust; Footprints has been shown to increase the online sales conversion rate by nearly 2%.

- Engage with your customers

  Maintain a relevant dialogue long after the sale; when a project report is available, send your customers a thankyou email & show them the impact they made.

- Positively position your brand

  Customers who understand what your company stands for are more likely to generate positive word-of-mouth, social sharing and return sales.

  Give your own staff something to be proud of. It unquestionably makes attracting top quality staff easier and lowers staff turnover.

- Create content

  Create quality text, photo and video content around projects and causes and provide social sharing opportunities.

What have we achieved?

Since the launch in Jan 2005, Footprints has raised over AUS $1.3 Million from more than 530,000 individual donations. It has funded more than 80 community projects in 18 countries including:

- Providing over 700 sight-saving surgeries
- Repairing several primary schools and training over 1500 teachers
- Giving two remote villages solar-lighting
- Installing water and sanitation in schools and villages
- Creating goat-banks and women's small businesses for sustainable income
- Helping disadvantaged kids get through school
- Providing seeds and livestock, and training farmers in new agricultural methods
- Protecting sea turtles and marine wilderness

Current Members

WorldNomads.com

TID Travel Insurance Direct

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Interested in joining the
Footprints Network
or want more information?

Contact Us:

contact@footprintsnetwork.org
www.twitter.com/footprintsntwk
www.facebook.com/footprintsnetwork

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