

## **Network for Good Delivers Online Donations to More Than 20,000 Nonprofits**

*Grant from W.K. Kellogg Foundation, Groundspring Merger Expected to Deepen Web Charity's Impact on Nonprofit Sector*

Washington, D.C. – November 14, 2005 -- Network for Good, the largest nonprofit website for charitable giving and nonprofit fundraising, announced Monday that it had directed donations to more than 20,000 nonprofit organizations through [www.networkforgood.org](http://www.networkforgood.org) since its inception. The milestone, which comes as Network for Good marks its fourth anniversary, reinforces the organization's role at the forefront of Internet-based philanthropy and as a critical component of nonprofit fundraising at a time of exponential growth in online giving.

Network for Good is taking steps to ensure its vital impact on the nonprofit sector continues and grows. Network for Good was recently awarded a \$1.4 million grant by the W.K. Kellogg Foundation in support of Hurricane Katrina relief efforts. Network for Good also recently announced its merger with Groundspring, a leading provider of Internet-based fundraising and donor management tools.

"In a very short amount of time, Network for Good has become the go-to resource for nonprofits seeking to harness the Internet to advance their missions, as well as for people wanting to make a difference by supporting charities with their time and money," said Bill Strathmann, Chief Executive Officer of Network for Good. "We're no longer an Internet start-up but rather an integral part of 21<sup>st</sup> century philanthropy."

The W.K. Kellogg Foundation has awarded Network for Good a grant of \$1.4 million in response to Hurricane Katrina disaster relief efforts. The funds will be used to provide W.K. Kellogg Foundation grantees and nonprofit organizations in Louisiana, Mississippi and Alabama with online fundraising and communications tools, as well as to support and enhance Network for Good's online services for donors and volunteers in coordination with Network for Good's partners, VolunteerMatch and GuideStar.

"As the response to Hurricane Katrina illustrates, online giving and Network for Good, are an increasingly important component of overall philanthropy. We are excited to be providing this grant because Internet outreach is essential to driving more resources to nonprofits, particularly the small and medium sized community-based nonprofits that often need the capacity and the tools that Network for Good offers them to connect to individual donors," said Thomas Reis, Program Director of Philanthropy and Volunteerism for the W.K. Kellogg Foundation.

"The Kellogg grant will allow us to do two important things in the coming months: to help the nonprofit organizations in the Hurricane Katrina disaster area to raise the funds they require to recover from this tragedy and pursue their missions, and to enable Network for Good to mobilize still more resources for those and other charities in the future," said Strathmann.

"The timing of this grant, and our merger with Groundspring, is critical because it will allow us to serve still more nonprofits at a time when they must capitalize on the rapid growth of online giving in order to survive and thrive," he said.

Since its inception on November 19, 2001, Network for Good has processed more than \$76 million in donations to more than 20,000 charities. Network for Good has enabled more than 300,000 donors and 200,000 volunteers to support the charities of their choice through its web site.

In September, Network for Good and Groundspring, the two largest nonprofit providers of Internet-based fundraising and donor management tools, merged, creating one effective resource

for small- to medium-sized nonprofits seeking affordable, easy-to-use, web-based tools for fundraising and managing donors online. The two organizations are currently integrating their fundraising and donor communications offerings and developing an expanded suite of tools for nonprofits to meet growing demand for the services they provide.

### **About Network for Good**

Network for Good ([www.networkforgood.org](http://www.networkforgood.org)) is one of the Internet's leading charitable resources, an easy-to-use, secure website that includes detailed listings of more than one million U.S. charities and a searchable database of more than 34,000 volunteer opportunities. Network for Good works directly with nonprofits to help them leverage the Internet as a tool for fundraising and volunteer recruitment. Founded in 2001 by AOL, Cisco Systems and Yahoo!, Network for Good is an independent, 501(c)(3) nonprofit organization.

### **About the W.K. Kellogg Foundation**

The W.K. Kellogg Foundation was established in 1930 “to help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations.” Its programming activities center around the common vision of a world in which each person has a sense of worth; accepts responsibility for self, family, community, and societal well-being; and has the capacity to be productive, and to help create nurturing families, responsive institutions, and health communities.

To achieve the greatest impact, the Foundation targets its grants toward specific areas. These include: health; food systems and rural development; youth and education; and philanthropy and volunteerism. Within these areas, attention is given to exploring learning opportunities in leadership; information and communication technology; capitalizing on diversity; and social and economic community development. Grants are concentrated in the United States, Latin America and the Caribbean, and the southern African countries of Botswana, Lesotho, Malawi, Mozambique, South Africa, Swaziland, and Zimbabwe.

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