



## **e-Philanthropy, Volunteerism, and Social Changemaking:**

**A New Landscape of Resources, Issues,  
and Opportunities**

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The World Wide Web is constantly changing, and we anticipate changes will be needed ongoing. Even though we attempted to verify all links prior to publication, by the time you are reading this, changes may have taken place. Sites may have moved to another location or not be operating any longer. There will be sites that were not brought to our attention and need to be added.

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## Purpose:

The purpose of this report is to describe nearly 140 Internet sites that facilitate philanthropy, volunteerism, social change-making, and the development of nonprofit organizations; and to explore their significance for the future growth and transformation of the public commitment towards social change and a common good.

## Background/Context:

During the past year the existence and importance of online philanthropy and volunteerism has gone from being hardly noticeable to having national visibility and increasing importance. A year ago, it was difficult to find philanthropy and volunteerism on the web. Although many nonprofits and foundations had informational sites operating on the web and some organizations had created online news and information services, there was virtually no marketing of nonprofit sites and almost no links among sites. Most sites were used for posting information. Interactive sites (that enable the user to take action online) only began to emerge in the spring of 1999. These early interactive sites were a mix of nonprofit, for-profit, and hybrid enterprises. Early in 1999, *Guidestar*, a nonprofit, was completing the work of digitally capturing all IRS form 990s (nonprofit financial information statements); *Impact online*, also a nonprofit, was experimenting with the online facilitation of volunteerism. For-profit ventures like *Charitableway.com* and *Allcharities.com* were preparing to go online with services to help nonprofits expand and streamline their fund-raising and donor relations.

In mid-1999 a variety of informal discussions began to take place among organizations and individuals about the potential of these new online developments to expand philanthropy and increase organizational effectiveness in the nonprofit sector. In July 1999 the W.K. Kellogg Foundation, as a participant in many such discussions and in the spirit of helping to better understand the changing landscape, conducted a brief scan of Internet philanthropy and volunteerism and attempted to organize web sites by type and function. The July report revealed the rapid development of Internet-based options for giving time and money and documented some of the promising active online sites, roughly 30 in total. Through 1999, the landscape continued to change and evolve rapidly. The 1999 holiday season provided some illustrations of the fund-raising potential of some of the stronger sites. For example, Toys for Tots in partnership with *Amazon.com* raised over \$300,000. Webvan, an on-line grocery service, helped several food banks raise over \$700,000. And the American Red Cross raised \$2.5 million online last year.

This paper – documenting more than 100 new sites since the July report – provides an update of online activities and attempts to classify the types of Internet-based services that are emerging. The annotation of the sites provides a snapshot of the emerging field of e-philanthropy, volunteerism, and social changemaking. This information is descriptive and does not claim to be an authoritative analysis or an exhaustive consumers' report. This online landscape will continue to change rapidly as new sites appear daily.

In the future an online location for this report needs to be found so that new sites can be added to this “data bank” as they are activated on the web. For now, the report represents a description of what can be found on the web, as well as the input of funders, investors, social entrepreneurs, and e-philanthropy/e-volunteerism entrepreneurs. The issues and opportunities articulated here come from a growing group of stakeholders and are not owned by any one organization or individual.

## Organization of the Report

The narrative report contains descriptive information about the philanthropy, volunteerism, and knowledge-sharing activity emerging online, and includes an overview of eight types of sites that are emerging. Although many sites could be placed into several categories, they are organized according to the category that fits their primary purpose or activity. There is a section describing the challenges and opportunities ahead for e-philanthropy, volunteerism, and social change-making as well as some ideas for next steps to develop this emerging arena of activity.

The report contains two appendices:

- An annotated listing – by type – of almost 140 sites with basic descriptions of their purpose, scope of services, funders/investors and/or founders.
- A list of participants in the December 1999 meetings whose insights and ideas are reflected in the report.
- An alphabetical index to help the reader/user search for sites.

***“Our biggest challenge, which we’re facing right now, is being a nonprofit operating in Internet time and seeing disintermediation opportunities at every turn – whatever can be disintermediated will be.... We have large institutions beating down our door to work with us and we’re not able to respond because we don’t have the people or the technology to be responsive in Internet space.”***

—Nonprofit leader in a major partnership with other nonprofits and for-profits in the creation of a major site

***“We started as a 501(c) (3) nonprofit and then found out that we couldn’t recruit people. We had to bring on a full engineering team to build the site into what we envisioned. The second obstacle was to compete with the pure .coms coming down the pike. We needed to raise millions to build out the technology we needed and build a brand to go out and market ourselves.... So we decided to go for-profit (with a nonprofit trust built within it)...that enabled us to recruit talented technical people, pay with typical Silicon Valley stock options, and have access to venture capital funding.... It’s difficult to get foundations to move at high-tech speed, but venture capital is different.*”**

—Founder of a “.com” that envisions itself as one of the future portals for multiple services to nonprofits and donors

## The Internet is an Intersectoral World

It is important to realize that e-philanthropy, volunteerism, and social change are being created by both for-profit enterprises and nonprofit organizations. Although profit and nonprofit entities usually are identifiable by their “.com” and “.org” designations, it is often difficult to sort out the full array of profit and nonprofit partnerships on any given site.

Late in 1999 several new enterprises composed of intersectoral partnerships went live with high visibility and major media attention. These new sites will likely provide significant impetus to the expansion of Internet-facilitated philanthropy, volunteerism, and social change-making. For example, Cisco Systems and the United Nations Development Program initiated *NetAid* – a technology and rock concert model for raising funds for international third-world development. The Tides Foundation, with partnership support from Working Assets Corporation, opened *e-grants.org*, an electronic marketplace for donations and grants. And with much public visibility the AOL Foundation launched *helping.org*. The AOL venture is a partnership of America Online and the AOL Foundation with the Benton Foundation, Impact Online, Guidestar, Points of Light Foundation, Independent Sector, Urban League, and others. It is perhaps the most significant effort to build a noncommercial portal or network of sites that provide a full spectrum of services, opportunities, and information related to philanthropy, volunteerism, and social development efficacy. Impact Online, for example, credits increased traffic from *helping.org* with multiplying their requests for volunteer opportunities by thousands in just the first month online.

Even for those skeptical of the Internet’s potential for the nonprofit sector, it does appear that the use of Internet technology by nonprofits and foundations is literally exploding. Despite the technology gap (hardware, software, human capacity) experienced by many nonprofits, there are thousands setting up websites to communicate with members, provide information, and raise funds. Some of the more innovative/early adopter nonprofits are offering interactive services. Impact Online places volunteers; Innonet helps nonprofits to do evaluation; CompuMentor advises organizations; Benton Foundation connects citizens to action opportunities to serve youth; and the Markle Foundation has made Internet-based technology the center of their grant-making strategy. *Virtualfoundation.org* links donors to sustainable development projects. *Duo.org* enables groups or individuals to donate to charities assisting in disaster relief; and those who sign up also can be notified electronically when disaster strikes so that they can choose how to respond.

For-profit corporations and venture capitalists also are adding to the array of services and applications for expanding online giving. Many online sites for selling books, toys, drugs, food, and services of all types offer charitable contributions as part of the purchase price. For-profit providers of traditional fund-raising services are online selling their services to nonprofits. And venture capitalists and commercial entrepreneurs are looking to build services and information to and about nonprofits and giving opportunities as a new arena for e-commerce. *Charitableway.com*, for example, is capitalized and funded by Softbank and Benchmark Capital and has established a full-service site to enable direct donations, profit-sharing for social causes through merchant partners, facilitation of non-cash contributions, outreach to corporate partners, etc. *AllCharities.com* also is supported by investors as a commercial site. *GiveforChange.com* is hosted by Working Assets, but its only purpose is to help donors find the cause they wish to support and an appropriate nonprofit working on that cause.

## A Glance at the Online Sites

This section describes eight categories of sites:

1. e-Commerce Shopping/Profit Sharing
2. Fund-raising and Advertising
3. Philanthropy and Donor Services
4. Knowledge and Capacity Building
5. Volunteering and Service
6. Social Advocacy and Action
7. Events and Auctions
8. Portals/Full Spectrum Services

This categorization is intended to show emerging patterns of energy, focus, and resources within this early stage of “building-out” the Internet’s capacity to encompass social service/social change work.

In this section, each category is defined and a few examples of sites in that category are listed. To find all the sites in the category, go to the corresponding numerical section of the report.

***“Philanthropy is at the beginning of an evolutionary scale – we’re mostly single-celled organisms; but our site is an “amoeba.org.” We’re trying to make sure that we provide no screen, that we enable consumers to have full and complete access to make contributions or volunteer to anyone they want. All content is in partnership with nine nonprofits. We all have different roles and responsibilities. Catalyzed through the profits of a commercial Internet company, we saw the opportunity to create a nonprofit organization to help the nonprofit community build a sense of ownership on the Internet. All our services are free, in the midst of an enormous number of revenue models...but we don’t want to see any revenue cut from the nonprofit.”***

—Leader of a corporate foundation and a new comprehensive .org Internet site

## **1. e-Commerce and Shopping/Profit Sharing.**

These sites include enterprises that provide either direct or registered shopping and attempt to provide incentives to purchase by giving back a small percentage of the purchase price to charity. On some sites the sponsor has recruited charities to be listed and accessible to shoppers. On other sites the sponsor has left registration open to all charities to list themselves and to shoppers to designate their favorite organizations. The for-profit sponsoring sites earn their revenues with advertising; the remaining profit from the sale; or by taking a small percentage of the giving transaction for the service.

### **Examples include:**

[www.eBay.com](http://www.eBay.com)  
[www.igive.com](http://www.igive.com)  
[www.4charity.com](http://www.4charity.com)  
[www.charitymall.com](http://www.charitymall.com)  
[www.greatergood.com](http://www.greatergood.com)  
[www.shop2give.com](http://www.shop2give.com)

## **2. Fund-raising and Advertising.**

Most of these sites have a narrow focus of directly facilitating the giving process for donors and/or enabling nonprofits to do direct fund-raising online. In some ways, many of the commercial sites represent online versions of for-profit fund-raising services that are sold routinely to nonprofit organizations. Most of the sites have transferred some traditional fund-raising services to the net. Some also have designed new services uniquely suited to the web (e.g., designing and using websites in fund-raising). Several of the fund-raising sites provide “back office” or support services to nonprofits to enable them to use web-based fund-raising ideas. Some sites – like that of the American Red Cross – are examples of single source fund-raising sites. The organization is soliciting contributions to its own efforts.

### **Examples include:**

[www.donate.net](http://www.donate.net)  
[www.donare.com](http://www.donare.com)  
[www.fund-online.com](http://www.fund-online.com)  
[www.givetocharity.com](http://www.givetocharity.com)  
[www.kickstart.com](http://www.kickstart.com)  
[www.redcross.org](http://www.redcross.org)

### **3. Philanthropy and Donor Services.**

Although some of these sites are sponsored by for-profits, most have been created by nonprofit organizations, coalitions, or foundations to educate donors and to enable them to identify their interests and “the right” recipient organization – thus enabling the donor to act on a personal impulse for social change and betterment. The sites often provide a mix of education about issues, information about organizations, and opportunities to connect not only with potential recipients but also with other like-minded donors.

#### **Examples include:**

[www.allcharities.com](http://www.allcharities.com)  
[www.educateamerica.org](http://www.educateamerica.org)  
[www.e-grants.org](http://www.e-grants.org)  
[www.giveonline.org](http://www.giveonline.org)  
[www.newtithing.org](http://www.newtithing.org)  
[www.virtualfoundation.org](http://www.virtualfoundation.org)

### **4. Knowledge and Capacity Building.**

These sites provide information about causes and the nonprofit sector. Some sites are descriptive and help the user to locate needed facts or information about nonprofits and/or philanthropic institutions. Some focus on news and current events. Other sites provide technical assistance – accessible online – to increase nonprofit organizational effectiveness. Some also can connect donors and doers interested in the same cause.

#### **Examples include:**

[www.handsnet.org](http://www.handsnet.org)  
[www.impactproject.org](http://www.impactproject.org) (now [www.efn.org~impact](http://www.efn.org~impact))  
[www.philanthropy.com](http://www.philanthropy.com)  
[www.idealists.org](http://www.idealists.org)  
[www.nonprofit.about.com](http://www.nonprofit.about.com)  
[www.innonet.org](http://www.innonet.org)



## **5. Volunteering and Service.**

These sites have a very focused mission – to facilitate the placement of volunteer time and talent in nonprofit organizations. Some are designed to place volunteer board members; others are seeking volunteers with experience to match specific tasks.

### **Examples include:**

[www.volunteermatch.org](http://www.volunteermatch.org)

[www.impactonline.org](http://www.impactonline.org)

## **6. Social Advocacy and Action.**

Some of these sites enable nonprofits and social change efforts to position themselves positively in the media. Others facilitate direct participatory action (signing petitions, joining others in organizing efforts, etc.). Some are comprehensive on particular issues (e.g., [connectforkids.org](http://connectforkids.org)) while others handle multiple issues.

### **Examples include:**

[www.connectforkids.org](http://www.connectforkids.org)

[www.i-progress.com](http://www.i-progress.com)

[www.envirolink.org](http://www.envirolink.org)

[www.digitaldivide.org](http://www.digitaldivide.org)

## **7. Events and Auctions.**

These sites promote barter, auctions, and local fund-raising events run by volunteers and/or nonprofits in community-based settings. Although they involve buying/shopping, they differ from the shopping sites since they facilitate one-time events/auctions that are organized to benefit a particular organization. In the case of eBay the entire auction structure is open to nonprofits who wish to make income by selling products.

### **Examples include:**

[www.raffle-house.net](http://www.raffle-house.net)

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

[www.yardsale-net.com](http://www.yardsale-net.com)

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

## 8. Portals/Full Spectrum Services.

There are only a few of these sites, though others are in the planning and development stages. These sites offer a portal or one-stop approach to a variety of services including: information and knowledge sharing, connections to volunteer opportunities, online donations, or guidance in making donations.

### Examples include:

[www.helping.org](http://www.helping.org)

[www.guidestar.org](http://www.guidestar.org)

[www.oneworld.org](http://www.oneworld.org)

Taken together, the sites in all these categories represent the beginnings of an online marketplace for philanthropy, volunteerism, and social change-making. Although most of the sites are still in a start-up phase – often with only rudimentary information or services available – the concepts online show promise of offering comprehensive information and services in the future. The rapidly growing number of sites and the pluralistic nature of information available about the nonprofit sector that will likely be transferred online will create their own needs for technological support, networking, and searching.

***“We need an investment of resources – not just capital: we need people, programmers expertise, technology. We have the content; we know what we’re trying to get to people...but how do we build a new business that meets the interests of the new philanthropy community?”***

—Founder and CEO of a “.org” that offers online technical assistance and support to nonprofits and funders about the effectiveness of their work

***“When we started conceptualizing about a year and a half ago, the first thoughts that came to mind were to democratize opportunities for donors and nonprofits. I was involved in working with some of the earliest, largest e-commerce sites and founded an Internet consulting company. It has become apparent that the Internet is not cheap or free; there is a digital divide. Many people online already have relationships with nonprofits, but not all those nonprofits have the ability or access to engage online...our site is for-profit and we are providing value-added services to nonprofits and donors. And we intend to pass along 100 percent of donations to the nonprofit.”***

—CEO and founder of a “.com” fund-raising site

## **The Challenges of e-Philanthropy, Volunteerism and Social Changemaking**

Some people have compared commercial development of the Internet to the gold rush and the “wildcat” oil explorations. If such metaphors describe commercial-sector Internet development, then they may also be useful for capturing a description of the recent surge of interest among nonprofits to be “wired” and to go online with their services, fund-raising efforts, information, and knowledge. Some organizations are simply transferring existing hands-on programs and services to the net. Others are attempting to transform the concepts of nonprofit services by inventing online options that maximize and positively exploit the characteristics of the electronic world. Both transfer and transformation are important in creating a variety of online services; and both create challenges.

One of the main challenges society faces in regard to e-philanthropy, volunteerism, and social changemaking is the process of creating and holding on to a public commitment and a sense of responsibility for the common good when diverse motivations for profit, visibility, market dominance, and resources compete for time and attention. There are at least two major dimensions to the quest for an intersectorally shared commitment to the common good:

### ***Commitment to the Common Good: Values and Focus.***

The Internet holds great potential for helping to make philanthropy more ubiquitous (“everyperson philanthropy”). It could also significantly expand and enhance volunteerism, collaborative learning and sharing, and collective action among nonprofits resulting in increased organizational efficiency and impact. However, the needs of philanthropy, volunteerism, and the nonprofit sector cannot be met by simply transferring commercial models. It will require innovation – new solutions, new ways of using capital, different ways of conceptualizing partnerships – and an underlying common commitment by the leaders developing these sites that they serve the common good and are not simply commercial opportunities. How can all sites – for-profits and nonprofits alike – stay fresh and honest both in commitment and accountability? How can they serve those in need who lie beyond their own comfortable boundaries? How do they serve this common good and yet financially sustain themselves?

***Commitment to the Common Good:  
Technology, Standards, and Human Resources.***

There also are serious challenges that need the attention of the best Internet strategists – both nonprofit and for-profit. For example, quality control of nonprofits (How do donors/givers know if this is a legitimate organization?) and the quality of for-profit and nonprofit sources of data. If e-giving is driven by a straightforward commercial model with resources coming from transactions, there could be a drift of focus from one of efficient and ubiquitous giving to deserving nonprofits toward a bias for any giving transaction regardless of the authenticity or quality of the nonprofit organization. Another challenge in this new arena is the proper balance between “high tech” and “high touch.” While the Internet can facilitate increased sharing, connecting, and partnering, it will likely only prime the pump and still require face-to-face interaction, etc., to make these kinds of complex activities substantive and impactful. What is needed is a marketplace for knowledge development, human capacity development, and deal making. This will require mixing human needs, ideas, and opportunistic action with these innovative collaborative technologies.

***“We decided to commit to operating as a non-profit as that would be the best way to be accountable to the common good. But we’ve learned that the Internet is capital intensive. We need money for the basic services we offer online but we also need capital to drive traffic to the site. We’ve invested some of our own resources and we’re trying to figure out the next steps.”***

—Project leader for a “.org” philanthropy and donor service site

## Dialogue, Monitoring, and Action

During December 1999 a group of approximately 40 funders, investors, Internet, and social change entrepreneurs met in a series of self-organized dialogues to address these challenges. The meetings attempted to explore the effectiveness and adaptation of Internet-based tools and models for social change and to challenge both commercial and nonprofit entrepreneurs to strategize together about the online future of philanthropy, volunteerism, and social change-making. Specifically, the meetings were designed to:

- Help investors and social change innovators in this rapidly evolving marketplace find each other and establish their common interests for partnering;
- Help philanthropy, volunteerism, and social change enterprises learn from each other and improve the practice and design of their electronic solutions/ideas;
- Stimulate the commitment and deal-making potential of investors, funders, and creators of these Internet-based models;
- Help build a collective vision among investors and developers for what is needed – a collaborative network of e-philanthropy, volunteerism, and social development grounded in the common good.

From these meetings emerged lists of challenges and opportunities related to Internet philanthropy and volunteerism, as well as some ideas for next steps. The meetings also have sparked some additional “marketplace” activity, enabling attendees to find each other and to begin discussing collaborations. Each meeting was organized to capture critical challenges and opportunities and to suggest next steps for working together. A summary of those challenges, opportunities, and next steps follow. Since the purpose here is to capture the take-away ideas, this summary does not describe the dynamics or flow of discussion of the meetings.

## Challenges

- Most nonprofits are not technologically sophisticated and are not equipped for the technological transformation that is at hand. The digital divide separating people also separates organizations.
- Sophisticated nonprofits that are creating online services are so underfunded that the visible and accessible presence of nonprofit sources on the web is endangered.

- Foundations (private, public, and corporate) are lacking in Internet know-how and are too slow in their decision making to fund at a pace that matches the pace of technology.
- Online innovation for social change (whether for volunteering, donating, organizing) will require investment (not just grantmaking) and will require funders to work as peers with “doers” rather than continuing to reinforce the donor/grantee dynamics.
- Nonprofits and for-profits alike share in a quest to create sustainable revenue sources for portals and search engines that serve social-change interests. The growing diversity of funding and capitalization options challenge the knowledge and human resources of most nonprofits as well as the funders. This will inevitably lead to the creation of hybrid models of for-profits/nonprofits.
- Nonprofits and for-profits need to collaborate, but there is competition and tension between .orgs and .coms. It has historically been true that commercial ventures have the resources to drive out nonprofits if they want to.
- Existing and popular search engines do not include a wide range of nonprofit sources and are not programmed to be “smart” about searching for nonprofit/social change information. These search engines need to be improved; or a new and specialized search engine needs to be created.
- There is no commonly shared database or standard for the data.
- Regulation of the nonprofit sector as we know it will change as the web grows; increasing regulation of the web will affect nonprofits.
- The fast-changing landscape is confusing both for users and potential funders/investors. A savvy and objective monitoring mechanism that helps sort out this landscape in ongoing fashion is needed.
- The early stages of Internet innovation will create duplication of services out of which will arise opportunities for mergers and consolidation.

***“I’m encouraged by hearing people say they want access for all, big and small. Think of me as a seed funder, ideally a catalytic seed funder.”***

—Funder and investor in high tech companies

***“We changed our proprietary environment to an open one, worked with systems integrators to develop a unique search capability on pre-defined topics and delivering information on a daily basis from wherever you are on the web. The challenge is keeping up with technology, paying people enough to be in your environment, finding the technology resources you need, and trying to operate in a resource-starved environment.”***

—CEO of a major “.org”  
news/information service

## Opportunities

Most of the meeting participants expressed hope and aspirations for online philanthropy, volunteerism, and social change-making. They see the web as having the potential to equalize access for many and to catalyze new levels of cooperation and collaboration. The specific opportunities on which there was widespread agreement are:

- The Internet promises to provide something new that isn’t currently in the nonprofit world as we know it – self-service, open access to leadership opportunities, funding of highly specialized ideas, more efficient sharing of promising practices.
- Online access and collaboration will get organizations out of the sectoral paradigm and unleash resources through new partnerships.
- Online collaboration focused on the issues will democratize relationships and enable funders and grantees to move from patronage to partnership.
- The Internet allows an individual to integrate philanthropy and service into numerous other online activities (e.g., shopping can be philanthropic, volunteering online leads to giving, knowledge access can build commitment to both giving and advocacy).
- One major database and a major tech-support company could/should be developed to catalyze and support nonprofit online ventures.
- The Internet has yet-untapped power to connect people and to promote on-the-ground collaboration.
- Anyone/any organization can go global.
- New policies and regulations that are needed represent an opportunity to clarify and support society’s combined responsibilities for social change and common good.

## Next Steps

The following are the most consistently identified next steps from the meetings in December and various other discussions among people and organizations interested in this new Internet-based arena of action:

- Convene funders – especially private and corporate foundations – and discuss how they can make sense of the transformative potential of technology and how they can work together to fund at levels that enable nonprofits to “stay in the game” online.
- Conceptualize, fund, and launch a monitoring process that will document and interpret the growing presence of social-change activities online and contribute to both the knowledge-building and policy-making processes.
- Conceptualize, fund, and develop a plan for portals and search engines that help all of the pieces online make sense to nonprofits, funders, individual donors.
- Participate in the development of already emerging networks that are dedicated to bridging the interests of .orgs and .coms and are searching for common ground and collaborative opportunities. (e.g., NTEN, SEA Change).

In the midst of many large changes within philanthropy and the social-change process, the emergence of online mechanisms represents hope for more equitable, more participatory, more efficient, and more realistically resourced social service/social change organizations. The model for Internet business demands partnerships and alliances, the sharing of knowledge, and open access to information. This new model will change the roles and responsibilities of individual leaders and organizations; and it will change the roles and dynamics among them. This situation calls for collective action among funders, investors, and doers...with all deliberate speed.



## **Appendix A**

### **A Summary of e-Sites for Philanthropy, Volunteerism, and Social Changemaking**

This listing of e-sites is organized in eight categories:

1. e-Commerce Shopping/Profit Sharing
2. Fund-raising and Advertising
3. Philanthropy and Donor Services
4. Knowledge and Capacity Building
5. Volunteering and Service
6. Social Advocacy and Action
7. Events and Auctions
8. Portals/Full Spectrum Services

The most accurate thing that can be said about this listing – or any listing of Internet ventures – is that it is changing daily! The environment is extremely dynamic right now with new sites coming online every day; and those already online upgrade, expand, and re-focus their sites. However, this listing is the most comprehensive available right now that we know of and represents an effort to track systematically the evolution of online philanthropy and volunteerism. Many of the advance readers of this report (and its earlier drafts) have urged that a more formal monitoring, classification, and reporting system be established. One reader said, “Nonprofits and philanthropies alike need a ‘consumers’ report’ of online activities by and/or for the nonprofit community.”

The site descriptions are not uniform and consistent. The data and information that sites make available about themselves, their missions, sponsors, investors, etc., differs substantially from one to the next. These descriptions are a best effort to interpret what is available on the site so that potential users can acquire some insight into the purpose, possibilities and limitations of each site.

The categorization of the sites is intended to help readers of this report to conceptualize the different domains of activity emerging online. To some extent, these sites are translating existing services (consulting, fund-raising, volunteer matching, etc.) to an electronic format. In other important ways these new sites are transforming nonprofit concepts and inventing ideas and process that could exist nowhere else...except online.

This is a primitive, beginning effort to offer some ways of capturing and comprehending the exciting new universe of online philanthropy, volunteerism, and social change-making. Our hope is that future efforts will evolve substantially.

Stephanie J. Clohesy and Thomas K. Reis

## **1. e-Commerce Shopping/Profit Sharing**

**[www.4charity.com](http://www.4charity.com)**  
**[www.care2.com](http://www.care2.com)**  
**[www.charitymall.com](http://www.charitymall.com)**  
**[www.E501.com](http://www.E501.com)**  
**[www.eBay.com](http://www.eBay.com)**  
**[www.garbage.com](http://www.garbage.com)**  
**[www.giftspot.com](http://www.giftspot.com)**  
**[www.greatergood.com](http://www.greatergood.com)**  
**[www.helpanonprofit.com](http://www.helpanonprofit.com)**  
**[www.helptheworld.com](http://www.helptheworld.com)**  
**[www.igive.com](http://www.igive.com)**  
**[www.iReachout.com](http://www.iReachout.com)**  
**[www.kickstart.com](http://www.kickstart.com)**  
**[www.mycause.com](http://www.mycause.com)**  
**[www.nextwaveworld.com](http://www.nextwaveworld.com)**  
**[www.paxfamily.health.com/shopplus](http://www.paxfamily.health.com/shopplus)**  
**[www.schoolpop.com](http://www.schoolpop.com)**  
**[www.shop2bless.com](http://www.shop2bless.com)**  
**[www.shop2give.com](http://www.shop2give.com)**  
**[www.shopforchange.com](http://www.shopforchange.com)**  
**[www.shopforschool.com](http://www.shopforschool.com)**  
**[www.shopgenerocity.com](http://www.shopgenerocity.com)**  
**[www.tasmall.com/joinus](http://www.tasmall.com/joinus)**

### **4charity.com**

4charity is an e-commerce site. By shopping at any of 4charity's online vendors the shopper is donating a percentage of the total sale to the charity of their choice. The percentage donated by each vendor varies from 3 to 20 percent. 4charity then receives, as its commission, the same percent donated by the vendor. Originally run by volunteers at Stanford, 4charity found a viable for-profit start-up in the summer of 1999. 4charity is backed by private investors and is run by its founder, Scott Dunlap.

**care2.com**

(See section 3. Philanthropy and Donor Services)

**charitymall.com**

This e-commerce site allows shoppers to purchase goods online at the regular price while donating to their favorite charity. Each time a registered shopper makes a purchase at one of charitymall's registered online businesses a commission of anywhere from 3 to 30 percent is paid by the business. One hundred percent of that commission is then sent directly to the charity.

Charitymall includes well-known merchants such as Lands End, J. Crew, art.com, and many more. Charitymall is run by principals Tim Kunin and Greg Hesterberg. It is unclear what profits charitymall makes from the site.

**E501.com**

E501, now called Helpnetworks.com, is broken up into two separate but similar sites; Helpaschool and Help nonprofit. Both sites are e-commerce sites dedicated to helping nonprofits and schools in one's area. Organizations and schools can ask to be listed as recipients on the web site. Shoppers can then locate the school or nonprofit they wish to contribute to by conducting an online search using a group name, city, and/or state. By purchasing goods from "Help," a donor's charity of choice will typically receive 5 percent of the total purchase. Helpnetworks, in turn, receives an unspecified amount from each contribution to cover the cost of technology as well as expanding its services. Helpnetworks is privately held, and is run by President Hays Waldrop. While these sites are fully functional they have a limited database of nonprofits and schools to choose from.

**eBay.com**

eBay.com provides efficient one-to-one trading in an auction format on the web. Viewers can register to buy and sell items and create a member web page. The site offers news, chat rooms, a library, charity information, and an eBay online store. Volunteer members maintain requests posted on a giving board. EBay also provides an excellent forum for raising money for nonprofits, and organizations are encouraged to list items for this purpose. The site is fully functional at this time and supported by eBay, Inc.

**garbage.com**

Garbage.com provides access to purchase the Garbage Star Crazy Lip Gloss. All the proceeds are donated to cancer charities. Garbage, the musical performers, promote this site at their concerts and on the Internet. The site is set up for online purchasing, is fully functional at this time, and contains little information about its funding, supporters, or cause.

**giftspot.com**

The goal of Giftspot.com is to create an efficient experience for purchasing and spending online gift certificates from the best choice of retailers on the Internet. Viewers can purchase electronic gift certificates that can be used to shop online. There also is the option of donating a leftover gift certificate balance to a charity of choice. The site is fully functional at this time. They have established partnerships with Earthday Network, American Lung Association, Gilda's Club, and Easter Seals.

**greatergood.com**

Greatergood.com builds, markets, and manages "online shopping villages" for nonprofit partners' sites. Nonprofits can register their organizations to benefit from profits made by retailers. Shoppers will have over 5 percent of their purchase donated to the organization of their choice. The site is fully functional at this time. An affiliate fee paid by the participating retailers supports site services.

**helpanonprofit.com**

Helpanonprofit.com is an e-commerce site where shoppers can choose the registered nonprofit of their choice. Shoppers can purchase from a list of registered businesses including sites such as JC Penney, Lands End, and Toys 'R' Us. There is little information on the site concerning possible costs to the nonprofit or what percentage of each purchase they receive. Organizations can receive additional information by completing an e-mail request at the site.

**helptheworld.com**

HelpTheWorld.com has a mission to help the world by generating money for charities with their web site, donating 50 percent of the profit made with this site to selected charities. Consumers can get the same price, products, and services by using links to online stores, and help generate money for charities they help select and sponsor. Commission-paying shopping links and advertising supports these services. The site is fully functional at this time.

**igive.com**

Igive.com is designed to enable anyone to participate in community service quickly and easily; to do so without cost to members or their designated nonprofits. Donors can shop at an online mall where a percentage of merchant's profits are donated to a chosen cause. Foundation and nonprofit information is already listed or participants can opt to list their favorite charities. The site is fully functional at this time. USLocalNet is an iGive partner. Robert Grosshandler is the founder.

**iReachout.com**

Shop4charity.com is now iReachOut.com. This site provides assistance to charities and nonprofit organizations in fully utilizing the power and reach of the Internet to enhance awareness for their cause and fund-raising by revenue sharing. Organizations are able to expand their web presence, raise funds, attract new donors and volunteers, and promote awareness for their causes. Shoppers and supporters can raise funds for charity while shopping online. The site also offers to donate 10 cents to a selected nonprofit organization for every free electronic greeting card sent during the holiday season. This site is fully functional at this time. Kamlesh Keswani is the founder.

**kickstart.com**

Kickstart is a Colorado-based organization that sets up home pages for organizations and their members. Through these home pages, organizations can send information to their members and keep in touch. A percentage of all purchases made online through the organization's affiliate programs then go back to the organization via the home page. There is a \$100 start-up fee for each home page (groups and members). This fee appears to be Kickstart's source of income.

**mycause.com**

MyCause.com is an associate of Amazon.com, Beyond.com, eToys.com, MagMall, Outpost.com, Proflowers.com, and Travelocity. When a participant chooses a cause and links to a vendor, the cause is registered to receive a commission on any purchase made during that visit. The site is fully functional at this time and covers its expenses by retaining a portion of the commission received from vendors.

**nextwaveworld.com**

Next Wave World is an environment on the web where people have the opportunity to make a difference, and to purchase exceptional objects created by skilled artists. Each time an item is purchased, the benefits are multi-dimensional and multi-mutual, creating a ripple effect of good will and contributing to a variety of community charities. Twelve charities are being funded with about 10 percent of the profits made from purchases in the virtual art galleries. The site is fully functional at this time and is supported by the profits made by artists.

**paxfamilyhealth.com/shopplus**

Paxfamilyhealth.com provides a convenient way to help worthy causes at no extra cost. Site viewers can shop securely and privately on the web with a wide variety of online merchants and a percentage of the purchase will automatically go to the nonprofit organization of choice. There are no membership fees. The site is fully functional at this time.

### **schoolpop.com**

Schoolpop.com raises funds for schools at no cost to the schools or to the online shoppers. Up to 20 percent of every purchase made through schoolpop.com goes directly to the shopper's school of choice. The shopper registers on the site, selects a school, and then goes shopping at any of the many stores in the online mall. The site is fully functional at this time. Schoolpop.com receives corporate support from Autodesk, Cisco Systems, Hewlett Packard, and Hitachi Data Systems. Paula Fairwether is the director of corporate support.

### **shop2bless.com**

Shop2bless.com is building an online community using united efforts of its members to raise funds for Christian Ministries and worthy causes, and to further the message of the Gospel. By shopping in the online mall, shoppers can earn between 2.5 and 12.5 percent for their favorite ministry, charity, or nonprofit organization. There are no membership fees. The site is fully functional at this time.

### **shop2give.com**

Shop2give.com aims their guiding vision of responsible commerce to combine capitalism and consumerism with philanthropy, with a goal that every Internet transaction will include a charitable donation. Customers can shop online, paying the same prices as shopping directly, and shop2give will automatically forward a percentage of the sales as a charitable contribution under your name to the nonprofit organization of your choice. There are no membership fees. The site is fully functional at this time. The site services are supported by a transaction percentage paid by merchants and by selling space to advertisers. Ami Kassir is the founder.

### **shopforchange.com**

Shopforchange.com is a product of Working Assets', a company that has raised more than \$16 million in donations to nonprofit groups working for peace, equality, human rights, education, and a cleaner environment. Participation is simple – just sign up for their residential or business long distance, credit card, or Internet service, and they donate a portion of the monthly charges to selected groups at no extra cost. Also, every time products are purchased from their online merchants they donate 50 percent of the price to nonprofit groups. Working Assets' is a for-profit corporation and the site is fully functional at this time.

**shopforschool.com**

Shop4school provides site users access to the best products and brands online, while providing an easy-to-use tool for supporting schools. Parents, teachers, and friends can purchase a variety of name brand products online, while simultaneously contributing funds to the school of their choice. The site is fully functional at this time. Corporate support through the Adopt a School Program is provided by Edina Realty, Halleland, Lewis, Nilan, Sipkons & Johnson, Health Partners, Rider, Bennett, Egan, & Arundel.

**shopgenerocity.com**

Shopgenerocity is an e-commerce fund-raising company focused on making the benefits of Internet fund-raising readily available to community-based nonprofit organizations. Supporters can make purchases in an online mall where up to 20 percent of the purchase will benefit a nonprofit organization. Organizations are required to submit an online application. Revenues are generated through financial incentives from participating merchants. The site is fully functional at this time. Eric Davis is the president and co-founder.

**tasmall.com**

Tasmall.com develops and hosts online shopping malls for organizations with no investment. A nonprofit organization can have a mall built so that members and supporters can shop there to help raise money for their cause. Tasmall.com will then send the generous commissions on purchases made through the mall to the nonprofit. The mall will be 14 web pages and stocked with over 70 top Internet merchants. There will be a form put on the mall page so new people can request information about the organization. News and events can also be listed on the mall. The site is fully functional at this time. Sampson Marketing, Inc. is the supporter of these site services and they receive a percentage of the purchase profits.



## **2. Fund-raising and Advertising**

**www.charityweb.com**  
**www.conservenow.org**  
**www.contribute.com**  
**www.donare.com**  
**www.donornet.com**  
**www.donate.net**  
**www.eneews.com**  
**www.fund-online.com**  
**www.givenation.com**  
**www.givetocharity.com**  
**www.i-progress.com**  
**www.kickstart.com**  
**www.lic.org**  
**www.litlamp.com**  
**www.maguireinc.com**  
**www.paybycheck.com**  
**www.politicsonline.com**  
**www.redcross.org**  
**www.remit.net**  
**www.signup4u.com**  
**www.ten97.com**  
**www.thefundraiser.org**  
**www.wecaretoo.com**

### **charityweb.com**

Charity Web is a provider of e-commerce solutions for nonprofits. Charity Web attempts to give secure, real-time capabilities so that clients can receive 100 percent of all on-line donations, payments, and purchases. Charity Web offers online, by-credit-card-payment services and the set-up of an online shopping mall. Charity Web was created by and is run by Kurt Hansen.

**conservenow.org**

This is the web site of the Conservation and Preservation Charities of America (CPCA), a coalition of 34 national organizations. This site offers information on a workplace-giving program, its member charities, and applications to become a member organization as well as a link to make donations to support and maintain the site. Unfortunately, this donation link has been periodically out of order. CPCA is run by volunteers and is supported by private and corporate donations.

**contribute.com**

Contribute.com enables organizations to receive contributions from donors on the organization's web site by custom building an online payment form to match the look and feel of the existing site. A primary support person is assigned to guide and assist the organization through the set-up process and provide training to administer online contributions. The site is fully functional at this time. No set-up fee is charged; a processing fee is collected for each contribution. The parent company of this site is CollegeNet, Inc.

**donare.com**

Donare.com provides a convenient means for foundations, nonprofits, charities, and political campaigns to collect donations through one trusted source. A supporter can make online donations to the charity of their choice as well as research nonprofit organizations and foundations. Research links include sites such as the National Charities Information Bureau and the Nonprofit Locator. Donare.com will provide a free hyperlink to a nonprofit organization's web site and will soon be able to secure credit-card transactions (this service is not yet available). This site is a service of The Lindon Group.

**donornet.com**

Donornet focuses on the nonprofit professional and the needs of nonprofit organizations. Donornet is an e-commerce service provider that promises to create efficient Internet solutions for reaching new audiences, revenue, and loyalty. Donornet offers a number of fund-raising modules including donation collection, product offering, online auctions, as well as e-mail fulfillment (e.g., allowing a nonprofit to e-mail all of its donors individually or as a group), and a database management system. Donornet is designed to allow nonprofit groups to set up, design, upgrade, and maintain a fully functional web site. In addition, Donornet has a media center including publications like the *Wall Street Journal*, *New York Times*, and *The Philanthropy Journal*. Donornet is fully functional, however certain functions are inaccessible without membership. Donornet is privately held, its CEO is Janice Kercheville, Gayle Greer is chairman of the board.

**donate.net**

This fund-raising and donor service site is run by Conscious Change. Conscious Change is designed to help any 501 (c) (3) (government-recognized nonprofit) to receive contributions on the World Wide Web by developing a link from the nonprofit's web site to a credit card donation system. Conscious Change promises confidentiality, account management, and real-time tracking of all donations and contributions. Conscious Change also offers a free consultation to determine service cost and an appropriate system for each individual client. This company is privately held and the website lists no individual as a contact or company head.

**enews.com**

Newstand Network's web site has an affiliate designated and created for nonprofits. Groups may choose to sell Newstand Network's magazines from their site for a 10 percent commission plus a 6 percent bonus by Enews, for a total of 16 percent per sale towards the nonprofit organization. This site is privately supported.

**fund-online.com**

(See section 4. Knowledge and Capacity Building)

**givenation.com**

Givenation.com offers fund-raising services to nonprofits. This site has just launched and little additional information was immediately available.

**givetocharity.com**

Storm Internet Services, Inc. is an international secure online donation service for nonprofit organizations, making Internet philanthropy easy, safe, and cost effective. The site offers its text translated in French, German, Italian, Spanish, and Portuguese. Only nonprofit organizations are accepted on the listing. Services offered by this site include web design, Internet marketing, web hosting, and Internet consultation. The site is fully functional at this time. There is an administrative fee for each donation. Michael Storm is the founder.

**i-progress.com**

I-Progress.com provides Internet fund-raising, publicity, and advertising for progressive candidates and causes. Their goal is to help organizations use the power of the Internet for advocacy and social change. I-Progress creates web sites that provide in-depth information and gain the interest of volunteers and donors. I-Progress also proposes that by launching this "Internet advertising campaign," an organization can raise enough money to cover all of its costs. The site is fully functional at this time. Bob Fertik is the founder and president.

**kickstart.com**

(Refer to 1. e-Commerce Shopping/Profit Sharing)

**lic.org**

Local Independent Charities of America (LICA) is a federation of over 500 local nonprofit organizations helping children, poor, ill and disabled, elderly, and others in need in local communities. This site helps supporters find organizations that meet their interests, presents information about missions and programs, and provides links to web sites and e-mail. Members can use a keyword search or a Table of Chapters to find a charity of interest. Charities are reviewed and certified annually. LICA provides charities with one-stop application, certification, and access to workplace giving, web-based giving, and other low-cost “federated” fund-raising. The site is fully functional at this time. Members depend on public support to continue their work in local communities. Anyone can make donations through the registered secure server.

**litlamp.com**

LitLamp.com provides a way to accelerate the growing trend toward more personal, values-centered marketing. This site is now offering a 90-day free trial service, after which each listing is \$99 per quarter. LitLamp will actively seek out an array of events, experiences, and new media for integrating an organization’s communications. This site helps organizations sell more sponsorships, stay in control, raise awareness, drive traffic to their site, provide continuity, pursue leads, become part of a movement, and measure effectiveness. The site is fully functional at this time. Martin Resource Group, Inc., a marketing group with expertise in building brands, event marketing, public relations, sponsorship, brand strategy, cause marketing, and research is the corporation supporting this site.

**maguireinc.com**

Maguire/Maguire, Inc. combines a strategic vision for an organization’s future, with the management and production skills for implementation. Services include managing workplace-giving drives, establishing company donor-advised giving programs, design and management of corporate focused-giving programs to complement market awareness and positioning programs. Maguire/Maguire, Inc. can provide total campaign management. Interested supporters can download a state employee application to become eligible to participate in these services. The site is fully functional at this time. Fees are custom-tailored to meet an organization’s needs.

**paybycheck.com**

I-Check easily accepts checks via the Internet, phone, or fax. Organizations can obtain check information from current customers over the Internet by adding a link to a personalized i-check page. After paying a one-time sign-up fee of \$49.95, a low per-transaction fee of \$1.08 will be charged with each use. The site is fully functional at this time, with partnerships with Icast, Scan, Transworld Systems, Inc., Cisco Systems, F5, USWest, Frontier Communications, and RussMate.com. This site is for services only and does not provide online charity opportunities.

**politicsonline.com**

Politics Online is a provider of Internet information and tools for political professionals. Services include online fund-raising, access to Guidebooks and NetPulse, the biweekly newsletter, CD-Rom guide for designing and using the Internet in political campaigns, and viewing recent news stories about Politics Online. The site is fully functional at this time. The online contribution processing system is developed in conjunction with First Union Bank and Politics Online retains 10 percent of each contribution as a processing fee.

**redcross.org**

The American Red Cross has a site set up on the Internet to provide information, news, and volunteer and contribution opportunities, among other services. The American Red Cross services include Armed Forces Emergency, Disaster, Health and Safety, International, Nursing, Youth Involvement, and Volunteering. They are working to ease human suffering on a global scale. This is an example of a single organization using its web site to facilitate giving and volunteering for its own activities. Many other nonprofits have similar sites and online donation procedures.

**remit.net**

RemitNet is a payment service provider focused on making electronic commerce a universal reality, enabling small businesses and nonprofit organizations to take advantage of the Internet. They are dedicated to improving the e-commerce services offered by Internet service providers. With a complete solution to e-commerce, a nonprofit organization can begin to utilize a web site to do online fund-raising, event registration, and online membership. The site is fully functional at this time. Payment plan is based on anticipated donations. John Hwang is the CEO.

**signup4u.com**

Signup4u.com removes the hassle for both members and organizations of event registration and online payments. Sponsored by the Services Corporation in conjunction with Authorize.Net, the SignUp4U Network allows organizations to generate and host an unlimited number of customized event registration forms at no cost. There are no hidden fees and no merchant account set-up required. The site is fully functional at this time.

**ten97.com**

Ten97, Inc. is an interactive media network dedicated to providing programming, fund-raising, promotional and informational services benefiting socially responsible causes and to helping network members link up by common social causes. Members can conduct Internet and television fund-raising through auctions, product sales, and recycled product drives; they can also search out information and promotional news. By combining television's appeal and Internet versatility and interactivity, they have developed an interactive media network. The site is fully functional at this time. Corporate sponsors and private donors support Ten97.com.

**thefundraiser.org**

Thefundraiser.org educates, assists, and empowers nonprofit organizations to meet the challenge of funding their causes through traditional fund-raising programs and by seizing on new opportunities created through e-commerce and new technologies. Organizations are required to complete an online application to have a global mall set up and linked to the organization's web site. Services include designing and developing that organizational web site. The site is fully functional at this time. A percentage of the profits provide financial support for services. Corporate sponsors supplement clients' fund-raising activities. Larry LeMaitre-Roberts is the CEO.

**wecaretoo.com**

WeCareToo.com assists charities and nonprofit organizations by giving them free web publicity and helps in raising funds; offers businesses low-cost advertising and links to their own e-mail and web sites; and offers consumers the chance to receive discounts and gifts from participating advertisers, and free classifieds on the web. Nonprofits can register their organization for publicity and fund-raising, and donors can shop at the WeCareToo Mall and support their favorite charities financially. The site is fully functional at this time. This site is a service provided by TWT Marketing, Inc.

### **3. Philanthropy and Donor Services**

**[www.allcharities.com](http://www.allcharities.com)**  
**[www.animalfunds.org](http://www.animalfunds.org)**  
**[www.care2.com](http://www.care2.com)**  
**[www.charitygift.com](http://www.charitygift.com)**  
**[www.charitywave.com](http://www.charitywave.com)**  
**[www.childrenscharities.org](http://www.childrenscharities.org)**  
**[www.duo.org](http://www.duo.org)**  
**[www.educateamerica.org](http://www.educateamerica.org)**  
**[www.egrants.org](http://www.egrants.org)**  
**[www.givedirect.org](http://www.givedirect.org)**  
**[www.giveforchange.com](http://www.giveforchange.com)**  
**[www.giveonline.org](http://www.giveonline.org)**  
**[www.grantmatch.com](http://www.grantmatch.com)**  
**[www.grantsnet.org](http://www.grantsnet.org)**  
**[www.icharity.net](http://www.icharity.net)**  
**[www.independentcharities.org](http://www.independentcharities.org)**  
**[www.margaritaville.com](http://www.margaritaville.com)**  
**[www.mvpsoa.org](http://www.mvpsoa.org)**  
**[www.newtithing.org](http://www.newtithing.org)**  
**[www.philanthropycenter.org](http://www.philanthropycenter.org)**  
**[www.reliefnet.org](http://www.reliefnet.org)**  
**[www.svcv.org](http://www.svcv.org)**  
**[www.thehungersite.com](http://www.thehungersite.com)**  
**[www.virtualfoundation.org](http://www.virtualfoundation.org)**  
**[www.womenandchildren.org](http://www.womenandchildren.org)**

#### **allcharities.com**

Allcharities.com is a multifunctional web site providing a very comprehensive list of charities where individuals can donate (over 670,000). This site gives detailed descriptions of all the charities listed so that the donor can make an informed decision. Allcharities does not make any money from the donations. It is, however, a for-profit, privately held company. Allcharities makes its money by selling consulting services, primarily web-based business solutions, to nonprofit organizations.

**animalfunds.org**

This site, sponsored by Animal Funds of America, helps connect donors with animal charities that match criteria specified by the donor. The site also facilitates those donations online. Specific information on the site describes the qualifications for organizations and charities interested in becoming members.

**care2.com**

This for-profit company looks to help the environment through its online services. Care2 is partnered with 400 merchants. When a purchase is made, 10 percent of the revenue goes to environmental nonprofits. Care2 also provides a calendar of “green events,” a list of “green living” tips, and “green directory service.” Care2 is a network of artists, environmentalists and business leaders. It was founded and is run by Randy Paynter, Matt McGlynn, Melinda Su, and Camilla Eriksson.

**charitygift.com**

Charitygift is an organization that allows the online donor to design a card in which is enclosed a donation that the recipient can designate to any charity they wish. The cost of the card is anywhere from \$3.95 to \$6.95 depending on the quantity ordered, and the amount of the donation. Cards can be ordered in large quantities. It appears that companies are giving the cards (donation opportunities) to employees and clients as gifts. Charitygift is a for-profit organization.

**charitywave.com**

Charitywave facilitates online donations to the donor’s nonprofit of choice. One hundred percent of the donation goes to the designated group with no administrative costs taken out of the funds. It is run by the Wave group, a software company that writes online security programs. It is also partnered with a large New York law firm and a St. Louis public relations firm.

**childrenscharities.org**

This nonprofit site allows potential donors to find information about and search for credible children’s charities that match their interest. The site also facilitates online donations. Charity organizations can review the membership requirements and apply at the site.

**duo.org**

The Do Unto Others (DUO) site allows groups or individuals to donate to its member charities, all focused on easing the suffering of people who have been affected by war, natural disasters, famine, and epidemic. There are currently 49 organizations which donors may choose to support. Donors may also sign up for DUO’s “Emergency Action Alert” which will notify you via e-mail when man-made or natural disasters occur and to whom your donation can be sent to best aid relief efforts. DUO is fully operational as of this writing. Supported by donations and volunteerism, DUO is a nonprofit organization.



**educateamerica.org**

This nonprofit site screens and certifies high-quality charities for donor consideration, helps givers find the charity that most suits their beliefs and causes, and provides low overhead methods for charities to use with potential contributors. Educate America also provides employers with cost-effective methods for employee-giving on the job. This site is fully functional and is building a broader database of givers and charities in need. Educate America is supported by donations and the time of volunteers.

**egrants.org**

Egrants is a project of the Tides Foundation. Donors choose qualified nonprofits, dedicated to progressive social change, from an online catalog or web site managed by an Egrants collaborator. Egrants accepts credit card donations, which are automatically marked for the nonprofit chosen, and the funds are deposited to an e-commerce merchant bank account. At scheduled intervals the donations are doled out to designated nonprofits minus credit card and administrative costs. Donors then receive an e-mailed receipt and similarly the nonprofits receive detailed information with each donation. Egrants is a growing nonprofit site, supported by its parent foundation Tides, and the administrative fees mentioned above.

**givedirect.org**

This nonprofit site has a number of online options for charitable giving. From this site one can give directly to any charity listed on-site by credit card, check, billing, gift of securities, or payroll deduction. Give Direct also provides access to “united funds” that share your contribution with several charities. It also allows you to start your own personal, private, online foundation from which you can either make donations or accept proposals for donation.

**giveforchange.com**

GiveForChange is associated with Egrants and the Tides Foundation, that in turn has teamed up with Working Assets (communication company). Give For Change allows registered individuals to make a gift to one of many nonprofit organizations listed. Give For Change then passes the money along to Egrants which passes the money along to the selected nonprofit. Anyone can nominate an organization to be added to the relatively comprehensive list. As an added bonus, donors may put the donation in the name of another individual as a gift to them. Give For Change takes 10 percent of each donation made. The company is held privately.

**giveonline.org**

Give OnLine helps individual donors make online donations to charitable nonprofit organizations of their choice. The site is offered as a free information service for individuals wishing to make financial contributions, providing simple links for donating to a charity. Give OnLine was organized as a probono service of Data Sense, Inc. The site is fully functional at this time. Funding comes primarily from private sources.

**grantmatch.com**

GrantMatch provides a place where grant makers and seekers can tell each other who, what, where, when, how, and why they exist in the nonprofit world. Grant seekers can register their organization and list proposals or donation requests by specific categories. Grant makers can list their funding interests and also create a request for proposals. GrantMatch is currently seeking three Fortune 1000 or major foundation sponsors. The site is fully functional at this time. Supporters are made up of individuals, corporations, charitable foundations, and nonprofit organizations.

**grantsnet.org**

GrantsNet specializes in funding training opportunities in Biological and Medical Sciences. It offers advice on everything from hiring lab technicians to providing a list of the best funding sites, as well as a directory of 734 funding programs, and news on funding. This nonprofit requires only that you register to become a user.

**icharity.net**

icharity.net has created a list of charities that can be accessed by using their “select a category” link. Supporters can select and make donations to the charities that are listed. These services are functioning, yet viewers cannot access all of the site information. Icons are set up on the homepage for corporate sponsorship, calendar events, auctions, and special donations, but could not be accessed.

**independentcharities.org**

Independent Charities of America, an association of national charities, pre-screens high-quality national and international charities and presents them online for donors to consider. Their purpose is to represent charities that meet the highest standards of public accountability and program effectiveness to prospective givers in fund drives conducted at work. Members are presented to more than 10 million workplace givers annually. A charity may apply for membership if it is incorporated in the U.S., has programs that serve or affect people in at least 15 states or one or more foreign countries, and commissions an annual independent financial audit conducted by a certified public accountant. The site is fully functional at this time. If a charity is “local,” please visit their sister federation providing the same services – Local Independent Charities of America (lic.org).

### **margaritaville.com**

Jimmy Buffet's Margaritaville.com provides access to information about the SFC Foundation (Singing For Change), which is a private foundation established by Jimmy Buffet. Initially funded with contributions from his 1995 concert tour, SFC continues to receive one dollar from each concert ticket sold during his tours. The foundation offers competitive grants to progressive nonprofit organizations that address the root causes of social or environmental problems. The three areas of interest listed on the site are children and families, disenfranchised groups, and the environment. Viewers are encouraged to submit recommendations for innovative grassroots programs to be considered for funding. SFC works in association with Floridakeys.com. The site is fully functional at this time.

### **mvpsoa.org**

Military, Veterans, & Patriotic Service Organizations of America (MVP SOA) provides service to givers, employers, and charities. MVP SOA has assembled, screened, certified, and presented 29 high-quality "military and patriotic" charities for giver consideration. They provide a cost-effective way for companies to encourage employee giving at work. The Contributor's Assistance Service matches prospective donors with organizations. The site is fully functional at this time and depends on public donations to continue their work.

### **newtithing.org**

Newtithing Group is a philanthropic research organization committed to increasing charitable giving, personal fulfillment, and the productivity of donations to the nonprofit sector. The group is a California corporation whose total profits are donated annually to charity. Their central service is a method for helping donors determine affordable charitable giving levels. Their educational tools include published guides and booklets, a budgeting advisor, web site columns and news, and speaking engagements. This site seeks to educate nonprofits, planned giving advisors, fundraisers, philanthropists, prospective donors, private foundations, philanthropic departments of private companies, and other interested parties. The site is fully functional at this time. Tim Stone is the executive vice president.

### **philanthropycenter.org**

Philanthropycenter.org is an online information resource for charitable and nonprofit donors in the Peninsula and Silicon Valley, providing a forum to collaborate and catalyze societal change with measurable results. Viewers can research and explore the "nonprofit landscape" by area of interest, geographical location, budget size, and agency name. Featured organizations are private nonprofit agencies in San Mateo and Santa Clara counties. They have in common at least one paid staff member and a minimum budget of \$100,000.

The Center for Venture Philanthropy created this site to serve as a gateway for local investors who want to educate themselves about the charitable sector. The Peninsula and Silicon Valley Library Systems' Community Information Program manages the web site support.

### **reliefnet.org**

A nonprofit organization, ReliefNet exists to help humanitarian organizations raise global awareness and encourage support via the Internet. Part of ReliefNet's site, Relief Rock, links to ReliefNet's online pledge system. Here donors can pledge financial support for participating organizations. ReliefNet has an online library of articles that relate to the causes it supports. ReliefNet is nonprofit and there is no charge to donors or the organizations receiving donations via ReliefNet.

### **svcv.org**

Silicon Valley Community Ventures (SVCV) provides business advising, resources, loans, and equity financing to businesses located in or hiring from low income Bay area communities. From this site individuals can apply for a business advisor, find resources for business, apply for SVCV financing, and put together a business plan. SVCV's site also provides a bulletin board of important events and news topics in business. This nonprofit site is supported by the Microsoft Corporation.

### **thehungersite.com**

The Hunger Site enables people to learn about hunger and make free donations of food to the hungry. Corporate sponsors pay to have their logo displayed each time a visitor makes a free food donation. One hundred percent of the proceeds go directly to the relief organization. This is a free web site to all participants, provided by the private individual who founded it, John Breen.

### **virtualfoundation.org**

Virtualfoundation.org supports local projects initiated by non-governmental organizations in the fields of environment, sustainable development, and health, and to encourage private philanthropy among citizens from all walks of life. Anyone entering the web site can help develop and support projects started by grassroots organizations around the world. Ecologia founded this foundation; individual and organization donors support an international nonprofit organization that has supported environmental movements across Eurasia and the site. The site is fully functional at this time. Randy Krikausky is the president.

#### **womenandchildren.org**

Women, Children & Family Service Charities of America is a coalition of charitable organizations dedicated to meeting the needs of women, children, and families. They help heighten public awareness of women's and children's issues and help raise funds mainly through participation in workplace campaigns. Supporters can research contact information, mission statements, and web site links of members, and also donate online via a secure server. The site is fully functional at this time. This site is a service of Maguire/Maguire, Inc.

### **4. Knowledge and Capacity Building**

**[www.activecomputer.com](http://www.activecomputer.com)**

**[www.affinitypartners.com](http://www.affinitypartners.com)**

**[www.benton.org](http://www.benton.org)**

**[www.boardmatchplus.org](http://www.boardmatchplus.org)**

**[www.changemakers.net](http://www.changemakers.net)**

**[www.changingourworld.com](http://www.changingourworld.com)**

**[www.charityball.org](http://www.charityball.org)**

**[www.communities-by-choice.org](http://www.communities-by-choice.org)**

**[www.compumentor.org](http://www.compumentor.org)**

**[www.ctcnet.org](http://www.ctcnet.org)**

**[www.cybergrants.com](http://www.cybergrants.com)**

**[www.digitaldivide.gov](http://www.digitaldivide.gov)**

**[www.fastweb.com](http://www.fastweb.com)**

**[www.fdncenter.org](http://www.fdncenter.org)**

**[www.fund-online.com](http://www.fund-online.com)**

**[www.gilbert.org/new/features](http://www.gilbert.org/new/features)**

**[www.gillfoundation.org](http://www.gillfoundation.org)**

**[www.grantsdirect.com](http://www.grantsdirect.com)**

**[www.handsnet.com](http://www.handsnet.com)**

**[www.icomm.org](http://www.icomm.org)**

**[www.idealists.org](http://www.idealists.org)**

**[www.igc.org](http://www.igc.org)**

**[www.impactproject.org](http://www.impactproject.org) (now [www.efn.org/~impact](http://www.efn.org/~impact))**

**[www.innonet.org](http://www.innonet.org)**

**[www.linkresearch.org](http://www.linkresearch.org)**

**www.netcentives.com**

**www.nonprofit.about.com**

**www.nonprofit.gov**

**www.nonprofits.org**

**www.nonprofitzone.com**

**www.ntia.doc.gov**

**www.openstudio.org**

**www.philanthropy.org**

**www.philanthropysearch.com**

**www.pnnonline.org**

**www.progressivepubs.com/foundations**

**www.serve.net**

**www.supportcenter.org**

**www.wego.com**

### **activecomputer.com**

Active computer's mission is to facilitate increased communications, productivity and sales by implementing the power of technology. Active has been working with nonprofits for eight years. Active provides technological support and software on a contractual basis. For example, Active will continue developing web applications and web sites for clients as well as innovating new web capabilities. The costs of service vary depending on needs and the life span of the contract. Active's CEO is Ken George. The company is privately held.

### **affinitypartners.com**

AffinityPartners accommodates nonprofits, corporate philanthropists, entrepreneurs, health care organizations, and professionals with e-commerce systems. AffinityPartners helps develop an e-commerce site by: establishing an e-commerce web site, connecting partners to a procurement, distribution, and secure payment system for e-commerce products, monitoring sales and providing royalties, assisting nonprofits with maintaining the e-commerce site for the duration of the partnership. AffinityPartners is privately held and for-profit.

### **benton.org**

Benton's site provides information regarding its programs, grants, and mission. Benton's site, however, does have a "shopping" link that provides access to free publications and texts on topics including The Benton Foundations, communications, Policy and Practice, Connect for Kids, Strategic Communication, and Destination Democracy. Benton has also partnered with AOL.com to create the helping.org site. (See section 8. Portals/Full Spectrum Sites)

**boardmatchplus.org**

Boardmatchplus and its affiliated program boardclassifieds.org are sponsored by the Support Center and serve the San Francisco Bay area. Both programs are designed to work together to help nonprofit organizations to search for new board members and at the same time enable individuals to search for board service positions. Although there are numerous board matching programs throughout the United States that use person-to-person assistance, these are the first programs to attempt an online matching process. The Support Center provides the site, the tools, and information but does not participate in facilitating matches found online. Individual board candidates and the organizations self-facilitate the process.

**changemakers.net**

The Changemakers website is a guide to social entrepreneurship that provides resources, ideas, and opportunities in the field. This site provides a wide variety of topics, links, and resources through an online journal, library, and a multi-media studio. Changemakers is based in Calcutta, India, and its executive director is Sushimita Ghosh.

**changingourworld.com**

Changingourworld.com provides information to nonprofits about raising financial capital, on-site fund-raising, starting up nonprofits, fund-raising audits, recruiting board members, public relations, and planned giving. Mike Hoffman and Associates is the independent full-service fund-raising and development-consulting firm that maintains Changingourworld. This for-profit consulting group bases its fees upon needs and time.

**charityball.org**

Charityball.org brings together a diverse blend of charitable organizations on the web, making it easier for potential donors to learn about and give to the charity of their choice. Viewers are able to sign up with an e-mail address and have access to several linked web sites, a newsletter, nonprofit information, coming events, member charities, and other contacts. The site is fully functional at this time. A Kentucky nonprofit corporation provides these site services.

**communities-by-choice.org**

Communities-by-choice is a nonprofit organization that hopes to bring together the human family at all levels from local communities to the entire world. This site provides information on creating sustainable community development that considers the long-term economic, ecological, equitable future of communities. Communities-by-choice also provides a "Community Center" in which individuals can post events, list or search job openings, share resources and take part in online discussions related to sustainable community development.

**compumentor.org**

Compumentor offers low-cost, volunteer-based computer assistance to schools and nonprofits. The site provides information and registration opportunities for mentoring projects. Compumentor also has a software distribution program and consulting service. This site provides numerous resources for aiding nonprofits and schools on topics from reusing donated computers and hardware to Network concepts to databases. Half of Compumentor's support comes from private foundations, while the other half comes from earned income and client fees. Compumentor, which has a staff of 30, was founded and is run by Daniel Ben-Horin.

**ctcnet.org**

Ctcnet (Community Technology Center's Network) is a group of 300 community computer centers around the nation. These computer centers are located in job training sites, senior centers, stand-alone computer labs, and museums. The training program's mission is to make computers accessible to all and provide the training necessary. The site provides training and technology information to the centers online. It is run by the National Science Foundation, Apple Computers, Lotus, The Kellogg Foundation, and The Learning Company, all of which are founders/supporters.

**cybergrants.com**

CyberGrants provides online grantmaking and grantmaking solutions for nonprofits and philanthropic organizations alike. CyberGrants offers nonprofits free use of all of its services; grant makers, on the other hand, are charged a fee for access to CyberGrants' management database to track their grants. Grant makers can customize online proposals from nonprofits and set their own form of categorization for budgets, grants, and approval process. CyberGrants can also be installed on a grant maker's intranet. CyberGrants fees are based on the registered number of users, technical support level, and the total annual dollars given by the grantmaking institution. CyberGrants offers grant makers the unique ability to make, track, and customize its grant-making process while also giving nonprofits the ability to locate grant makers and submit proposals. CyberGrants is owned and operated by Integrated Data Solutions Inc.

**digitaldivide.gov**

This site is maintained by the National Telecommunications and Information Administration. It contains papers and speeches from Secretary Daily's December 9, 1999, conference on the Digital Divide.



**fastweb.com**

FastWeb provides students with an opportunity to find, register, and receive scholarships. FastWeb boasts access to over \$1 billion in scholarships. The site offers not only access to possible scholarships but valuable information on student life, financial aid, and directors of universities and the people who help in the search for a college. FastWeb is supported by universities nationwide. FastWeb is privately held.

**fdncenter.org**

The Foundation Center (FDC) web site is a link to philanthropy on the Internet. FDC has a grant maker web site including private, corporate, and community foundations. FDC also offers as a free service an online library where individuals can find answers to questions about foundations, nonprofit resources, funding research, and much more. At FDC's online market one can order publications relating to foundations, electronic resources, and FDC itself. FDC is a nonprofit organization whose mission is to, "...foster public understanding of the foundation field by collecting, organizing, analyzing, and disseminating information on foundations, corporate giving, and related subjects. Our audience includes grant seekers, grant makers, researchers, policy makers, the media, and the general public."

**fund-online.com**

Fund-Online.com is an online collection of fund-raising resources. The site provides up-to-date bulletins on workshops and conferences beneficial to fundraisers as well as links to other Internet sources. Adam Corson-Finnerty and Laura Blanchard, the site's founders, also provide chapters from their book, "Fund-raising and Friend-raising on the Web."

**gilbert.org/new/features**

The Gilbert Center's goal is to support and empower the people and organizations that are changing the world for the better by serving as an incubator of many new projects and innovations. As pioneers of Whole Systems Internet Design, they design communication systems that build relationships and improve workflow. The site also conducts online fund-raising and is fully functional at this time. Michael Gilbert is the consultant backing this site.

**gillfoundation.org**

The Gill Foundation serves as a catalyst and provides resources for communities in pursuit of justice and equality, while building awareness of the contributions gay men and lesbians make to American society. Viewers can learn how to influence funding for local projects, obtain help in building their own organization and gain the tools and know-how for fund-raising, and access donor resources to make better funding decisions. The site is fully functional at this time. There is a participant fee for services. Tim Gill is the founder.

**grantsdirect.com**

Grantsdirect.com is an online source for grant information; a private research service containing a database of more than 27,000 grant recipients from more than 1,000 donors. Access to this service is available through the purchase of an annual subscription. Services include a text search of more than 30,000 recipients, focusing research by city, state, or recipient code, reading detailed donor reports that include contact and financial information, researching gifts to nonprofit organizations, and identifying new foundations making grants in your community. The site is fully functional at this time. Grantsdirect.com is supported by subscriptions to services provided by Jankowski Associates, Inc.

**handsnet.com**

Handsnet.com provides organizations with effective online community strategies to improve programs and policies for children, families, and people in need. Handsnet offers a variety of hands-on strategic planning workshops and management seminars. An interesting feature within Handsnet is the “web-clipper.” For a variable membership fee this personal service clips articles about topics that one chooses. They are equipped to accept online donations for its “Building the Human Services Community” program. There is no mention of those who are the financial backers or corporate sponsors for this site.

**icomm.org**

Icomm is a nonprofit organization dedicated to helping nonprofits, charities, and community organizations worldwide by providing Internet services and volunteer support. Icomm offers web hosting and e-mail services including multiple e-mail addresses and mailing lists and technical support. Icomm is supported in part by volunteers, donations, and interested in possible partnership with corporate donors. Icomm’s site allows for information retrieval, and technical assistance.

**idealist.org**

Idealist.org is guided by the common desire to find practical solutions to social and environmental problems, in a spirit of generosity and mutual respect. Here you will find 20,000 nonprofit and community organizations in 140 countries, which can be searched by name, location, or mission. All services to nonprofit organizations are free. Services include learning how to take action by finding organizations, volunteer opportunities, programs, books, and events; find a directory of companies and consultants that provide products and services to nonprofit organizations; learning tools through consulting, guides, and conferences; and finding links to the most useful resources on the web for management and funding. There are also job listings through the career center, internships, and consultants. The site is fully functional at this time. Idealist.org is supported by Action Without Borders, a nonprofit organization.

**igc.org**

As a project of The Tides Center, the nonprofit Institute for Global Communications (IGC) shares the vision of actively promoting change toward a healthy society. The mission of IGC is to advance the work of progressive organizations and individuals through strategic use of online technologies. Through membership, nonprofit organizations and individuals have the opportunity to contribute news and information, promote their issues, and use IGC's tools for fund-raising, events, and more. The site is fully functional at this time. Annual membership fees are based on reported revenue.

**impactproject.org (now efn.org/~impact)**

The Impact Project is a small member-supported nonprofit established to support people with wealth to significantly contribute their money and talents toward creating a more sustainable and just world. By sharing a wide range of personal experiences, they hope to explore how money is linked to virtually every aspect of our lives – from how we get along in our closest relationships, to how we feel about work, to how we define and pursue our purpose in life. They hope to inform members about inspirational models for people and organizations to use their financial resources with unusual integrity and power. The Impact Project is helping to create a network of people who don't always share the same views, but grapple with some of the same essential questions regarding wealth and money. Members have access to programs including literature, a feature journal, counseling, workshops, and special outreach to inheritors in their 20s. A membership fee supports the site services.

**innonet.org**

The Innovation Network, Inc. (Innonet) enables public and nonprofit organizations to better plan, execute, and evaluate their structure, operations, and services. Visitors can access a search service for model programs and effective approaches to social services and access a participatory evaluation service. Innonet conducts research, consultation, trainings, workshops, and Internet technical assistance, and participates in a free interactive workstation developing program plans online. The site is fully functional at this time. The supporters for this site are The Ford Foundation, The Morris and Gwendolyn Cafritz Foundation, The Arcana Foundation, Fannie Mae Foundation, The Community Foundation for the National Capital Region, The Eugene and Agnes E. Meyer Foundation, and The David and Lucile Packard Foundation. Allison Fine is the executive director.

**linkresearch.org**

Link Research gives community-based organizations the opportunity to find researchers by posting their research project on the Internet. Researchers are able to browse these projects, choose, and apply directly to the organizations. Link has been built with the help of the Packard Foundation, The James Irvine Foundation, Nathan Cummings Foundation, and the Markle Foundation.

**netcentives.com**

Netcentives.com is a San Francisco-based company dedicated to producing promotion products (Click Rewards) that drive commerce on the web. Consumers can earn frequent flyer miles by purchasing products, downloading software, or filling out surveys. Netcentives Professional Services Organization offers technical consulting, developmental services, marketing, online advertising, sponsorship, joint marketing programs, and e-mail direct marketing. They are in partnership with 10 major airlines for the use of frequent flyer points. The site is fully functional at this time. Its shareholders also support Netcentives, Inc.

**nonprofit.about.com**

Nonprofit.about.com provides links to a number of charitable and philanthropic opportunities and knowledge resources. These links include online donating, online fund-raising, grantmaking, planned giving, and venture philanthropy among others. About also provides articles and fact sheets relating to benefiting the nonprofit world. Nonprofit.about.com is a division of about.com, founded by Scott Kurmit.

**nonprofit.gov**

Nonprofit.gov provides a network of links to Federal government information and services of particular relevance to nonprofit organizations. Viewers can search key information sites, services, and directories. The site is linked to all Cabinet Departments and many agencies; contains information about grants, regulations, taxes, and other services, as well as information on a wide range of other topics and programs. The site was created by The White House Office of Public Liaison, is fully functional at this time, and supported by NonProfit Gateway.

**nonprofits.org**

The Internet Nonprofit Center provides an online resource with scores of items and advice about nonprofit organizations. Organizations and supporters can read Nonprofit Online News, research programs and foundations, find out about conferences, and participate in online discussions. This site receives a royalty on nonprofit book purchases through Amazon.com. The site is fully functional at this time. This Center is a project of The Evergreen State Society. Putnam Barber is the president.

**nonprofitzone.com**

The Nonprofit Zone implements free information systems for nonprofit organizations designed to heighten awareness of public interest issues, thereby prompting effective exposure, discourse, and positive action. This site enables the nonprofit community to discuss their own agendas and surface problems of mutual concern. Every few weeks, an organization can sign up for a featured free service. RemitNet, the supporter of these site services, offers a complete solution through their selection of products that include Online Donations, Event Registration, and Online Memberships. The site is fully functional at this time.

**ntia.doc.gov**

The National Telecommunications and Information Administration (NTIA) is run by the U.S. Department of Commerce. The site allows individuals and organizations that are applying for grants to sign up online for free workshops explaining the NTIA's process for submitting a grant. The site also has information on issues relating to the Digital Divide.

**openstudio.org**

Open Studio is a national initiative of the Benton Foundation and National Endowment for the Arts. Open Studio provides Internet access and training to artists and nonprofit arts organizations. Open Studio provides a list of local sites across the U.S., a resource and links section, as well as an online magazine.

**philanthropy.com**

The Chronicle of Philanthropy, a newspaper of the nonprofit world, provides a news source for charity leaders, fundraisers, grant makers, and other people involved in the philanthropic enterprise. A membership subscription offers the new issue, an archive of articles from the past two years, and more than four years worth of searchable grant listings. These listings can be freely browsed by site topics. The site is fully functional at this time. Subscription fees support the Chronicle.

**philanthropysearch.com**

Philanthropysearch.com is providing an easy, direct path to searching the philanthropic and nonprofit sector. They already have over 1,000 web sites listed in their database. By typing in a keyword search, or clicking on any of the search categories, one can find many links to web sites for nonprofit organizations and their causes. Since this is a fairly new web service, they are extending very affordable sponsorship rates to charter advertisers.

Philanthropysearch.com is a privately held corporation seeking investors who are interested in helping to build a strong network for nonprofits. Leann Garms is the director.

**pnnonline.org**

Philanthropy News Network's mission is to help people understand, support, and work in the nonprofit world. This site hosts dozens of articles relating to nonprofits as well as an electronic newsletter and links to sites such as their Nonprofits and Technology conference series. The site also allows the user to find and post volunteer opportunities. Philanthropy News Network is currently operated by a private foundation looking to change their status to an operating foundation.

**progressivepubs.com/foundations**

Progressive Publications offers extensive lists of progressive foundations, their addresses, phone numbers, program officers, giving priorities, average grant size, and deadlines. Progressive Publications offers this data free once registered and given a password, which is also free. However, Progressive Publications is a for-profit company that makes money providing books to individuals that are (according to their mission statement) "concerned citizens, activists, professors, policy makers, and politicians with ammunition they need, electronic and written, to promote progressive change." Michael Shuman, who reinvests profits from the site into social change work, founded Progressive Publications in 1997.

**serve.net**

ServeNet is an Internet Service Provider and consulting organization, specializing in providing web hosting for commercial and nonprofit organizations and web site design. Viewers can purchase low-cost access to a secure server for credit card transactions (\$10/mo.), and purchase a model shopping basket system (\$50) that clients can modify to suit their own needs. Credit card and ordering information is delivered by encrypted mail, a service called "Trusted Transaction Exchange." ServeNet also provides the "Factotum" data analysis tools, which are designed to help a user create a consistent view of complex data. The site is fully functional at this time. ServeNet is a division of Zenith Internet Services, LLC.

**supportcenter.org**

A consulting and training organization, Support Center hopes through workshops, publications, and programs to improve and help nonprofits utilize the best management tools and concepts to serve communities. Support Center also offers links to a number of publications and supportive groups focusing on nonprofits. Foundation donors and corporate sponsors maintain the Support Center.

**wego.com**

Wego.com allows all types of organizations and businesses to set up web sites which include services such as personalized calendars, chat rooms, announcements, and directories. Its services are free to all “dot org” organizations. The service is supported by an affinity marketing program that helps generate non-dues revenue for organizations. For those “dot org’s” and other groups that don’t wish to participate in WeGo’s affinity programs the service is offered for a monthly fee.

## **5. Volunteering and Service**

**www.impactonline.org****www.volunteerexchange.org****www.volunteermatch.org****www.wfnet.org****impactonline.org**

Impact Online is a nonprofit site dedicated to matching volunteers to their community’s needs. Impact offers online resources for volunteer managers, volunteers, and nonprofits. In addition, Impact offers links to building your own web site. Impact Online’s premier service is Volunteer Match (see section 4). Impact Online is supported by corporate sponsors like The Gap as well as the Saal Family Foundation and the W.K. Kellogg Foundation, and nonprofit partners including volunteer centers and city care organizations. President Jay Backstrand heads Impact Online.

**volunteerexchange.org**

Volunteerexchange.org promotes, supports, and facilitates volunteerism in Silicon Valley, with an emphasis in youth involvement. Volunteer opportunities are created, publications distributed, and training provided to encourage youth volunteerism. Services include referrals to nonprofit organizations, participating in training and networking sessions for administrators of volunteer programs, and receiving sponsorship for volunteer events. Volunteer Exchange has teamed up with KNTV to produce news spots highlighting volunteerism in the Valley. The Human Race is a walk/run coordinated by Volunteer Exchange to raise funds for nonprofit agencies in the county. There are also monthly bulletins and a bimonthly publication called Heartbeat. The site is fully functional at this time. Volunteerexchange.org is supported by purchasing Volunteer Exchange Stock. Mitsu Kumagai is the CEO.

**volunteermatch.org**

ImpactOnline uses VolunteerMatch as its premier service to utilize the Internet to help individuals nationwide find volunteer opportunities posted by local nonprofit and public sector organizations. Contributing organizations can register and post nonprofit opportunities for free, giving volunteers easy access to an accurate and diverse source of activities including walk-a-thons, beach day cleanups, tutoring, home building, meal deliveries, and more. Viewers can search and find volunteer opportunities by zip code and category; then sign up automatically by e-mail for those that fit their interest and schedule. The site is fully functional at this time. Endorsements for these site services come from the Corporation for National Service, Habitat for Humanity, Red Cross, United Way, YMCA, Yahoo!, Excite, Quantum, Sun Microsystems, Network Associates, Hambrecht & Quist, Hewlett-Packard, the Mayfield Fund, and Senators McCain and Kerrey.

**wfnet.org**

The mission of Women's Funding Network is to ensure that women's funds are recognized as the "investment of choice" for people who value the full participation of women and girls as key to strong, equitable and sustainable communities and societies. Viewers can join a network of women's foundations and individuals who share a commitment to increasing philanthropic resources for the support of women's equity. Women's Funding Network is fostering strategic alliances among women, donors, communities, and institutions; and they are creating new opportunities for involvement, investment, and leadership. The site is fully functional at this time and is supported by foundations and individual donors.

## **6. Social Advocacy and Action**

**www.charitycounts.com**

**www.connectforkids.org**

**www.digitaldivide.org**

**www.envirolink.org**

**www.i-progress.com**

**www.jointogether.org**

**www.netaid.org**

**www.politicsonline.com**

**www.voxcap.com**



**charitycounts.com**

Charitycounts is an online community for those involved in nonprofit groups. The site has message boards that allow members to discuss nonprofit issues. The site also includes nonprofit fund-raising auctions, an online donation forum, volunteer match, and an affiliate mall where a percentage of the purchases can be donated to a nonprofit. There is no information available on the site concerning who runs this site or its financial supporters.

**connectforkids.org**

Connect For Kids brings together the power of the Internet, of public-service advertising and of original journalism to engage and equip Americans to act on behalf of children and families, from volunteering to voting.

Connectforkids.org serves as a “portal plus” for Americans who want to explore community solutions to complex social issues, get connected to organizations, resources, and services and find information on over 45 topics related to children, families, and communities. The project supports children’s service and advocacy groups by promoting their information to new audiences. Developing original stories to explain complex children’s issues, showcasing model programs, connecting children’s groups to one another, and creating the platform from which to organize further outreach and public education efforts. A partnership with the Advertising Council has brought Connect for Kids more than \$250 million in donated advertising.

**digitaldivide.org**

Digitaldivide is an advocacy group that facilitates discussion regarding the digital divide and related issues. The group organizes discussions and conferences. Its major funder is the Rockefeller Foundation, with additional funding by Gates, Benton, Kellogg, and Markle foundations. This site offers information and video conferences.

**envirolink.org**

Envirolink defines itself as the “online environmental community.” This “online community” attempts to unite organizations and volunteers worldwide. Envirolink provides comprehensive, up-to-date environmental resources. Envirolink hopes to promote individuals, community, and organizational activism through modern communication technologies. Envirolink takes no stand on any specific environmental issues but instead acts as an online clearinghouse for resources. Envirolink relies on donations and volunteerism, all of which can be facilitated online. Envirolink was founded and created in 1991 by Josh Knauer and is sponsored by nonprofit organizations and businesses alike.

**i-progress.com**

(Refer to 2. Fund-raising and Advertising)

**jointogether.org**

Join Together is a national resource for communities fighting substance abuse and gun violence. The site is maintained by Boston University School of Public Health and funded by grants from the Robert Wood Johnson and Joyce foundations. The site offers information on substance abuse and gun violence and their affects on communities. In addition to information, the site brings some transparency to the democratic process by offering a “legislative toolbox” which tracks individual congressional votes on related issues and makes it convenient to write your legislator. For those interested in starting their own grassroots organization against gun violence and substance abuse this site outlines the step-by-step process for community organization.

**netaid.org**

Netaid is a forum for activists to collaborate and share ideas as well as to read about other related actions. The site offers opportunities to read about an issue, for example world hunger, then join an organization, sign a petition, or make donations. The site is accessible to just about anyone, from school children to the business world. The United Nations Development Program as well as Cisco Systems and other private Internet and computer companies sponsor it. You may have heard of this site when it was launched by Secretary General Kofi Anan and President Clinton in conjunction with a set of world-wide concerts. This is an educational, not-for-profit site.

**politicsonline.com**

(Refer to 2. Fund-raising and Advertising)

**voxcap.com**

This site offers a variety of activities including chatting with others about national and community issues, e-mailing policymakers, and reading up on current events and political issues around the world. You can make donations online to several different charities. The site also allows you to create an online club with other people who share your interests. They provide information on how to create an online activism campaign.

## **7. Events and Auctions**

**www.2du.com**

**www.communitybids.com**

**www.eBay.com**

**www.membership4u.com**

**www.raffle-house.net**

**www.seeuthere.com**

**www.webcharity.com**

**www.yardsale-net.com**

### **2du.com**

2du.com is an information site that lists sales, special events and community activities in real time. In order to have an event listed on the site individuals choose from a number of packages ranging in cost from free to \$100. 2du also offers fund-raising opportunities for community groups. To raise money individuals have the option of selling advertising packets for 2du. For every package purchased in the name of your group, your group earns a percentage commission that varies per group.

### **communitybids.com**

CommunityBids is an online auction fundraiser. The site offers an easy way to earn money within the community by auctioning goods and/or services. The site promises that no experience or special software is required but only that users follow the step-by-step instructions. This for-profit site charges a \$10 organization creation fee, a \$1 per item charge, and a 1.25 to 5 percent sales commission, all of which is billed monthly. CommunityBids is privately held and operated.

### **eBay.com**

(refer to 1. e-Commerce Shopping/Profit Sharing)

### **membership4u.com**

Membership4U.com is sponsored by E Services Corporation and is dedicated to serving nonprofit organizations. It is designed to remove the hassle, for both member and organization, of registration and dues payment. A nonprofit organization can customize a registration form and host it on the Membership4U Network for free. The site is fully functional at this time. All commissions paid to Membership4U are on a per transaction basis.

**raffle-house.net**

Raffle-house.net provides the use of money raised from ticket sales to further charitable programs for nonprofit organizations. Site viewers can purchase raffle tickets to win prizes. Requirements include providing social security number, must be over 18, have an e-mail address, and provide a credit card number. Each ticket is considered a charitable donation. The site is fully functional at this time. The two charities that sponsor this raffle are Liberty County Public Library and Liberty County Literacy Program.

**seeuthere.com**

Seeuthere.com is an online event-planning service. Leveraging the power of the Internet, seeuthere.com automates many of the time-consuming, manual tasks involved in planning events, while giving the organizer greater control and more tools to increase visibility, attendance, and revenues. Services offered are automated invitation and RSVP management; free customized event web site; online ticketing; an event resource marketplace; membership management services especially designed for associations and nonprofits; guest communication via e-mail, fax, postal mail, and automated telephone response; marketing and accepting online donations. The site is fully functional at this time. These site services are supported by transaction fees. Joseph Chen is the founder and CEO.

**webcharity.com**

Webcharity.com transforms item donations to cash for nonprofit organizations via auctions or retail sales. They have raised over \$150,000 and now have more than 600 nonprofit members. Individuals and companies can pledge new and used items to their favorite cause, which will then be sold, with 100 percent of the donation going to the organization. These services are free for nonprofit organizations to use, and they charge buyers a 10 percent premium for items purchased. The site is fully functional at this time. WebCharity's sponsoring partners are Auctions.com, AdCast, and Event411.

**yardsale-net.com**

YardSale-net.com offers quality auction items with proceeds that benefit and aid distressed families residing in Appalachian Regions. Donors can bid for items in various categories and learn how distressed families will benefit from the proceeds. The site is fully functional at this time. ADFAC (Aid to Distressed Families of Anderson County) supports the services on this site.

## **8. Portals/Full Spectrum Services**

**[www.charitableway.com](http://www.charitableway.com)**

**[www.createhope.com](http://www.createhope.com)**

**[www.guidestar.org](http://www.guidestar.org)**

**[www.helping.org](http://www.helping.org)**

**[www.oneworld.org](http://www.oneworld.org)**

**[www.philanthropysearch.com](http://www.philanthropysearch.com)**

### **charitableway.com**

Charitableway (CW) is a multifunctional e-commerce site. CW offers four ways to give, including credit card donations, shopping, volunteering opportunities, and in-depth information about charities so that anyone can make an educated decision when choosing a charity to support. CW, like most e-commerce and charity sites, also allows you to track and make donations confidentially.

### **createhope.com**

Createhope is a clearinghouse organization that allows the donor to donate money online, partner with volunteer and activism opportunities, and to receive news about what is going on in the nonprofit community.

Createhope has partner agreements with many nonprofit and for-profit organizations. The groups listed are anything from large national to local groups looking to raise their profile. No information is available onsite about what percentage of the donation is kept to cover site services.

### **guidestar.org**

GuideStar helps improve the effectiveness of the nonprofit sector through the collection and presentation of a free database of information about nonprofit organizations. Viewers can find information about the operations and finances of nonprofit organizations and donors can seek out and compare charities and monitor their performance. Organizations pay nothing to have their information on GuideStar. The site is fully functional at this time. This site is grant-supported by Philanthropic Research, Inc., a public charity; includes partnership with the Philanthropic Collaborative, the Claude & Louise Rosenberg Foundation, the Evelyn & Walter Haas, Jr. Foundation, the Rockefeller Brothers Fund, the Andrew Mellon Foundation, the W.K. Kellogg Foundation, the AOL Foundation, and others.

**helping.org**

Helping.org is an online resource designed to help people find volunteer and giving opportunities in their own communities and beyond, donating time, services, or financial support. Services include access to online resources to organize, recruit, fundraise, and publicize. The site also maintains information and resources on the issue of the Digital Divide, the technology access gap affecting rural, urban low-income, and minority populations. The site is fully functional at this time. Helping.org partners providing resources to the site: America's Promise, American Red Cross, Benton Foundation, the Digital Divide Working Group, GuideStar, Independent Sector, National Urban League, Resources for Nonprofits Working Group, UniTEQ, and VolunteerMatch (Impact Online).

**oneworld.org**

OneWorld is a global information service, search engine, and network for international development. The most advanced nonprofit Internet portal, it encompasses the sites of more than 600 partners, such as Amnesty International, Save the Children, and Oxfam. OneWorld publishes daily news bulletins and comprehensive issues reports in five languages, provides a comprehensive database with more than one million documents covering 80 topic areas, and distributes radio programming. It is being accessed by users from over 120 countries, and has editorial centers in India, Zambia, Costa Rica, Italy, the Netherlands, and Austria. The Benton Foundation is slated to launch a U.S. center in early 2000, to provide content tailored to U.S. audiences. OneWorldUS will model new forms of solutions-oriented journalism and public education that build on the knowledge and networks of U.S.-based NGOs, many of which have had difficulty reaching Internet audiences, and disseminating their information and calls-to-action worldwide. Oneworld offers a number of online opportunities in the charitable community including links to opportunities as well as an "ethical" online mall where products can be purchased from nonprofit organizations' commercial ventures.

**philanthropysearch.com**

(refer to 4. Knowledge and Capacity Building)

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## Appendix B

### December 1999 Meeting Participants

<b>Participant Name</b>	<b>Organization</b>
Kevin Anderson	Deloitte & Touche
Lorne Adrian	Social Enterprise, Inc.
Jay Backstrand	Impact Online
Putnam Barber	Internet Nonprofit Center
Daniel Ben-Horin	Compumentor
China Brotsky	Tides Foundation
James Canales	Irvine Foundation
Stephanie Clohesy	Clohesy Consulting
Stuart Davidson	Labrador Ventures
Dave Eisner	AOL Foundation
Jillian Elliot	Uniteq
Joan Fanning	Npower
Allison Fine	InnoNet
Bill Foster	Excite
Kathi Gwynn	Steven and Michele Kirsch Foundation
Emily Hine	Microsoft Corporation
Deborah Kattler-Kupertz	Virtual Philanthropy.com
Roberta Katz	The Technology Network
Barbara Kibbe	Packard Foundation
Larry Kirkman	Benton Foundation
Lorna Lathram	Omidyar Family Foundation
Aaron Levine	Ford Foundation
Barbara Link	NTEN
Marie Lynch	Deloitte & Touche
Brooke Mahoney	Volunteer Consulting Group
Frank Melcher	Uniteq
Cora Mirikitani	Irvine Foundation
Mike Mohr	Comprehensive Financial Management
Pete Mountanos	Charitableway.com
Cate Muther	Three Guineas Fund
Trevor Neilson	Bill and Melinda Gates Foundation
Jacqueline Novogratz	Rockefeller Foundation

## **Participant Name**

## **Organization**

Tracey Pettengill	4Charity.com
Drummond Pike	Tides Foundation
Brian Pinkerton	Excite
Jim Pitofsky	SEA Change
Tom Reis	W.K. Kellogg Foundation
Jason Saul	Center for What Works
Michael Saunders	Handsnet
Buzz Schmidt	Guidestar
David Scholtz	AllCharities.com
Trabian Shorters	Eugene and Agnes E. Meyer Foundation
Jeff Skoll	eBay
Michael Stein	Support Center for Nonprofit Management
Rob Stuart	NTEN
Cricket Sutkus	Internet Foundation
Doug Thomas	Social Enterprises, Inc.
Tae Yoo	Cisco Foundation

To our meeting participants, thank you for your time, energy, and input.





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