



DC GIVES: A LOOK AT LOCAL PHILANTHROPY



Social Giving Platform Changecause Partners With Sport&Health to Help Veterans



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Tis the season to give back to those in need. and what better way to do that than with the click of a

the holiday season to give back to those in need, and what better way to do that than with the click of a button that instantly doubles your efforts. [Changecause](#), a fresh, new startup founded in Arlington, is reinventing the way philanthropy works – adapting it to the evolution of social media so that not only is your donation maximized, but the message you support is also amplified as loud as possible. Just in time for the holiday season, Changecause has [launched a new campaign](#) with the [Sport&Health](#) and [Volunteers of America](#) to provide shelter for the 2,000 homeless veterans in the metropolitan area.

The Changecause platform is simple, yet brilliant. They pair sponsoring companies with nonprofits so that when you donate a small amount to that cause, it's instantly doubled. So with this campaign, when you donate \$1, whether it be a one-time-thing or a recurring donation, to Volunteers of America's local veterans initiative, Sport&Health will donate the equivalent. But it doesn't end there – as much as philanthropy is about giving, it's also about advocacy and passing the message on. With Changecause, anytime you make a donation, the platform immediately blasts a message over your social networks announcing that you did so, increasing the likelihood that your donation will encourage your peers to follow in your footsteps. Just a few people pledging a dollar or two to VoA's Changecause page could exponentially grow to thousands, and in no time the \$2,222 goal could be funded.

Sport&Health regularly contributes to those in need. In fact, the 23 clubs and Volunteers of America have an ongoing philanthropic relationship, and on Veterans Day weekend, they teamed up to raise thousands of dollars for homeless veterans in the [Called to Care Fitness Challenge](#). Through Changecause though, people were able to give back in a different format, and continue to do so after the event was over.

“Helping those less fortunate in the communities surrounding us has been a commitment to Sport&Health Clubs for decades. We donate about \$100,000 annually and for the last 19 years we have hosted a fitness fundraiser for breast cancer that has raised more than \$500,000 for Komen Breast Cancer,” said Nancy Terry, senior vice president of marketing for Sport&Health Clubs. “Working with Changecause allows us to find alignment between our company and the individuals who support the same causes. Donations are amplified via the donor’s social media, so when a user donates it causes a ripple effect, and their friends can contribute as well. This allows us to raise even more money for Volunteers of America Chesapeake.”

Changecause Co-Founder [Edward Ridgely](#) said that while it's great to have a huge sponsoring partner like Sport&Health to help VoA, "it's ultimately about the charity. We're just the intermediary between the two." He added that, "in conjunction with the actual [Veterans Day] event, the great thing about Changecause is as people start to donate on the platform, it's seen by other family and friends and, in some cases, just casual users. It's just widening the exposure and giving great visibility to that cause through social media in a way that a physical event probably couldn't capture."

This isn't Changecause's first experience using the social giving platform to enhance a philanthropic event. On Oct. 9, they partnered with the Food Bank For New York City and Scott's Pizza Tours for [New York City's Slice Out Hunger](#). For every \$1 piece of pizza bought at the event, \$2 went to the Food Bank, and Ridgely said "it was immensely successful." Thanks to the efforts of Changecause and others, the event raised more than \$20,000, the most New York City's Slice Out

Hunger has ever raised. And continuing off the success of that effort, Changecause hopes to continue to raise even more money for Volunteers of America and beyond.

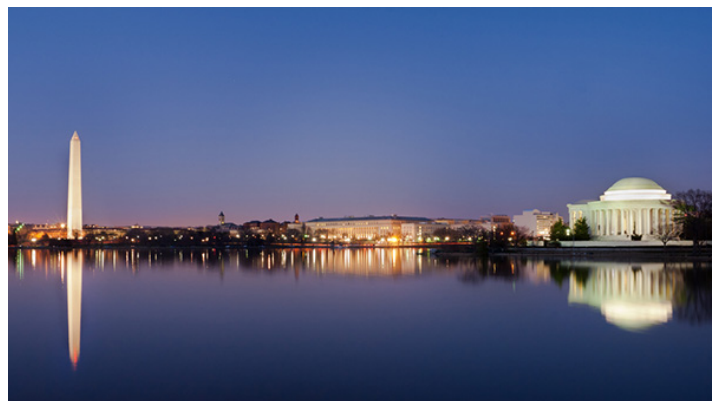
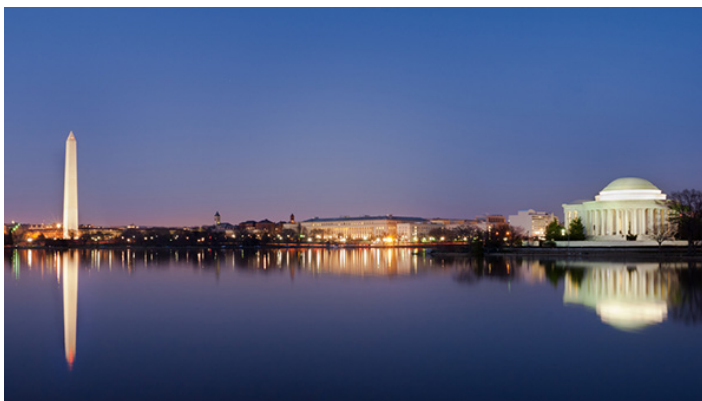
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