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Giveness Introduces Easy-to-Use Technology Tools and 100% Commission Donation During Heavy Online Shopping Season

Giveness announced today the availability of several new technology tools to support the fund raising activities of nonprofit organizations.

/24-7PressRelease/ - LONGMONT, CO, November 21, 2007 - The company has also extended its policy of providing 100% of commissions to participating nonprofits through the busy holiday shopping period. Just in time for the holiday shopping season, these tools raise money for nonprofits through "charitable shopping." Online retailers pay referral commissions when shoppers are directed to their websites by third parties. Giveness facilitates the referrals from the supporters of nonprofits to online retailers and passes the commissions on to the nonprofit organizations.

"This is a perfect time for nonprofits to tap into these new tools. The end of the year is known for its high volume of online shopping and this gives nonprofits the opportunity to end their year with an increase in income from sources other than donations," said Richard Waldvogel, founder of Giveness.

"Using Giveness is a no-brainer," said Joe Linstedt, Campus Crusade for Christ director at Colorado State University. "Enrollment was quick and easy and the new tools give students a way to contribute to our financial needs simply by doing their regular online shopping through Giveness," he explained.

In addition to shopping via Giveness.com, supporters can now shop for their favorite nonprofit through applications that have been embedded in social network websites, links on the nonprofit's website and a toolbar add in that can be installed in a browser. With approximately 4% commissions being generated for online shopping, nonprofits can benefit simply by asking their supporters to shop via Giveness. During the holiday shopping period, Giveness is giving 100% of the commission proceeds to its member nonprofit organizations.

About Giveness

Giveness is an exciting and unique new service that helps nonprofit organizations and individuals unite to support philanthropic causes. Giveness has developed a powerful Online Shopping System that generates incremental income for nonprofits whenever a supporter shops online through Giveness. Online merchants who participate in the Giveness program pay a sales commission for each online purchase that an individual makes through one of Giveness' unique online shopping tools. During our beta period, Giveness will re-direct 100% of those commissions to the nonprofit that the consumer has selected to support.