



and



DOING GOOD ONE SEARCH OR ONE PURCHASE AT A TIME!

Supporters of Cornerstones of Care are using GoodSearch and GoodShop, raising money with every search of the Internet and every online purchase!

Kansas City 2008

What if even a fraction of the \$20 billion generated by search engine advertisers* and online shopping was directed towards helping children and families?

That is the concept behind GoodSearch.com, a search engine powered by Yahoo! GoodSearch donates 50% of its revenue, approximately a penny per search, to the charities designated by its users. You use it exactly as you would any other search engine and the pennies add up quickly - just 500 people searching four times a day will earn around \$7,300 in a year. It doesn't cost the users a thing!

Similarly with GoodShop.com, consumers are helping their favorite causes by shopping at hundreds of well known retailers including Amazon, Target, Apple, Macy's, Best Buy, Orbitz, Staples and more. The shopping experience and the prices are exactly the same as going to the retailer directly, but by going through GoodShop, up to 37% of the purchase price is donated to the user's favorite cause!

Cornerstones of Care recently registered with the GoodSearch and GoodShop sites, giving its supporters a chance to raise money for the cause every time they search the Internet or shop online. The goal is to use funds raised through the sites to support the on-going needs of the **Cornerstones of Care** system - **helping kids and families**.

More than 60,000 nonprofits and schools are now registered with GoodSearch and GoodShop and more than 100 charities and schools register daily. GoodSearch has quickly spread via word of mouth and the blogger community.

Using GoodSearch is simple. Because the site is powered by Yahoo! users are assured of high quality results - but each time you search, money is generated by the advertisers for **Cornerstones of Care**.

"Every penny counts," said Thom McNamara, Community Outreach Director for Cornerstones of Care. "Why not make a donation that helps kids and families through your use of the Internet and online shopping by using GoodSearch and GoodShop?"

"We know there are a lot of people who want to do good but may not have the time or the money to help out," said Ken Ramberg, Co-Founder of GoodSearch and former President of MonsterTRAK, the largest online career site for college students (now a division of Monster.com). "GoodSearch and GoodShop make it as easy as possible. We've taken something people do every day - searching the Internet and shopping online - and have turned it into doing good."

For more information about Cornerstones of Care, contact Thom McNamara, Community Outreach Director, at 816.561.1837 or thom.mcnamara@cornerstonesofcare.org.

*Source: SEMPO survey



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