



footprintsnetwork.org

The Collective Power of Many

"If you think you are too small  
to make a difference, you've never  
been in bed with a mosquito"

Dame Anita Roddick



The Footprints Network is an alliance of e-commerce businesses and their customers who fund community development projects through many small donations collected with every online transaction.

### What is Footprints?

Footprints is a highly successful fundraising mechanism that engages consumers to donate to tangible, poverty-alleviation projects globally.

It is the 'glue' between individual donors and charitable projects and uses web technology to economically facilitate these thousands of tiny transactions.

Footprints' sophisticated online reporting system covers multiple currencies, time-zones, businesses and projects; it is truly global in its scope.

### How does it work?

- If you sell stuff online, integrate Footprints to your purchase path.
- Your customers then check a box to add their donation to the purchase total.
- Customers can see the donation totals rising in real time and all project outcomes are reported back on the footprintsnetwork.org website.

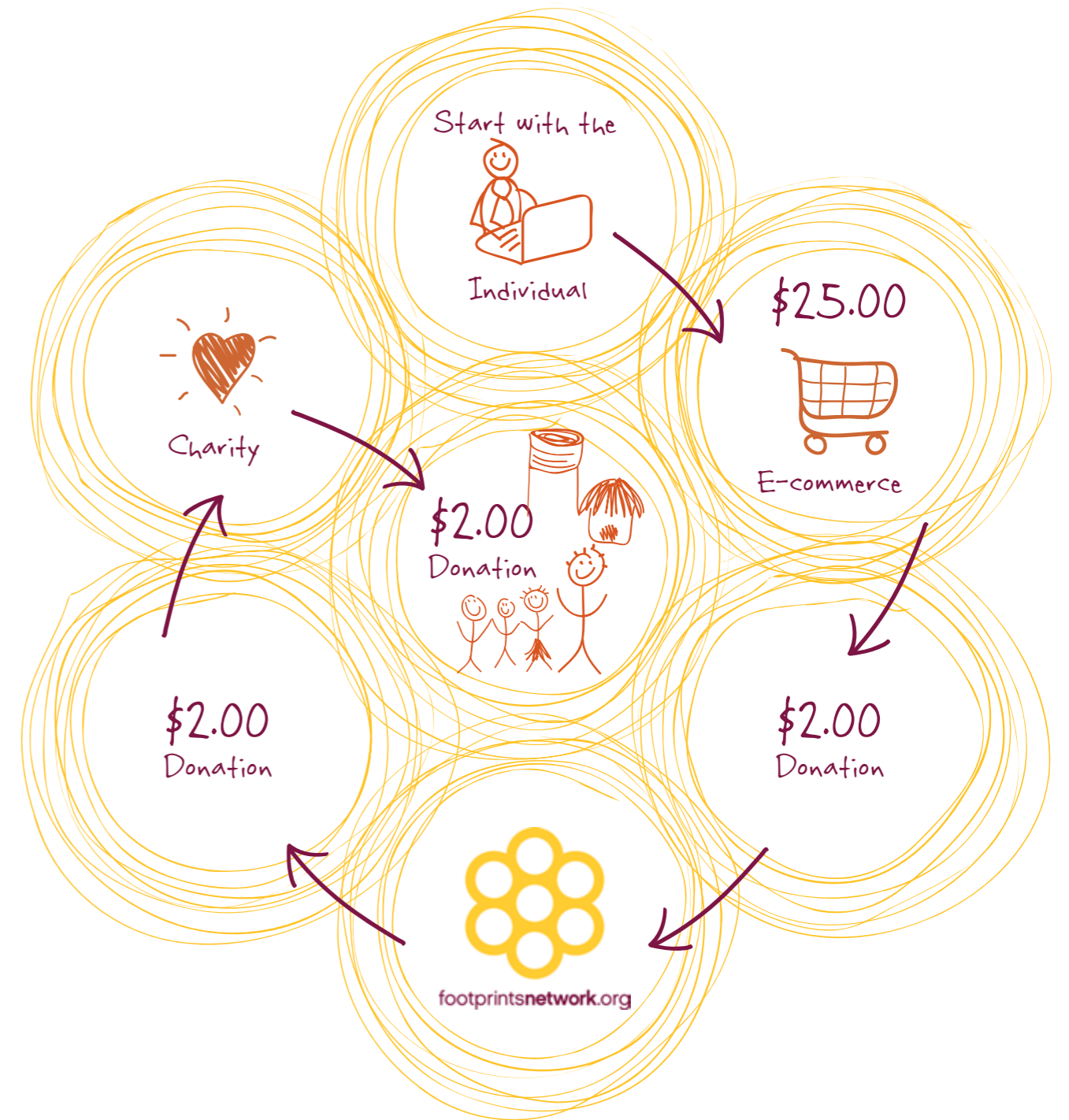
### Why is it so effective?

- It's easy to make a donation: customers already have a credit card in their hands
- The donation is small: less than the price of a cup of coffee
- The outcome is tangible: people understand exactly where their money goes
- 100% goes to the project: \$1 in = \$1 out
- When projects are tailored to fit the business/customer interests, response improves
- There is financial transparency & project reporting: engendering trust is vital.

### What's in it for business?

Online customers are smart and they care about the ethics and values of the companies that they purchase from. Here's how a business can benefit from integrating Footprints:

- A ready-made CSR program  
Simply & easily link your company's values to those of your customers.
- Improve your bottom line  
Create a tipping point for customers and build trust. Footprints has been shown to increase the online sales conversion rate by nearly 2%.
- Connects with your customers  
Establish a direct and meaningful connection between your customer, your business and the project they have chosen to donate to. Maintain a dialogue with customers long after the sale.
- Positively position your brand  
Customers who understand what your company stands for are more likely to generate positive word-of-mouth and return sales.
- Projects can be tailored  
Each business is different. Customer engagement improves when the project displayed is relevant to the product or service being paid for.
- Build business relationships  
Join an alliance of companies that share similar ethics and vision.
- Improve employee attraction, retention & motivation  
Give your staff something to be proud of. It unquestionably makes attracting top quality staff easier and lowers staff turnover.



### What have we achieved?

Since the launch in Jan 2005, Footprints has raised over \$700,000 (AUD) from more than 200,000 individual donations. It has funded 43 community projects in 18 countries including:

- Providing over 300 sight-saving surgeries
- Repairing several primary schools and training over 400 teachers
- Giving a whole village solar-lighting
- Installing water and sanitation in schools and villages
- Providing medicine to communities and orphanages

- Helping disadvantaged kids get through school
- Creating produce gardens, providing seeds and livestock
- Training farmers in new agriculture methods and nurses in blindness prevention

### Current Members:



Interested in joining the Footprints Network  
or want more information?

Contact **Christy McCarthy**, Relationships Manager on:

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