



Disaster Strikes: Clients and Their Employees Provide Relief

On Saturday, April 25th, 2015, a magnitude 7.8 earthquake struck Nepal near its capital, Katmandu. Over the next few days a series of aftershocks caused damage in Nepal and at least three other countries. By Tuesday morning, more than 4,400 people were confirmed dead and over 8,000 were injured. As news of the devastation began to spread, 47% of YourCause corporate clients responded by quickly creating disaster campaigns and highlighting charities supporting the Nepal relief efforts. Employee donations plus corporate match reached more than \$1.2M, with over \$530K+ raised from donations within the first week.

Get the Word Out: Promoting Disaster Campaigns and Supported Organizations

YourCause clients promoted Nepal relief efforts in their CSRconnect communities through promotional images that directly led to a disaster campaign page or a customized resource page. Employees were able to easily make credit card donations and request a company match for the organizations highlighted on the disaster campaign page. Other clients utilized a resource page to encourage giving through payroll, credit card and offline donations and provided information about the company match guidelines for relief efforts as well as suggested organizations.

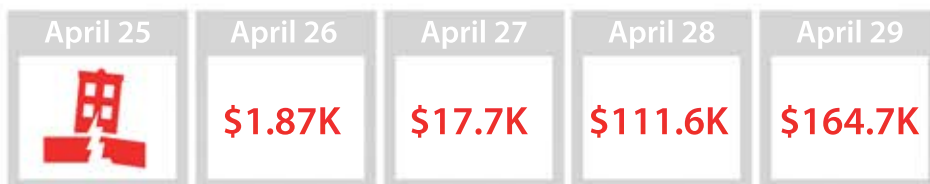
Supported Organizations: Focusing Support to Select Charities

On average, clients supported five (5) different charities within their campaigns and employees across all clients gave to 40+ organizations to support Nepal. Some of the top charities supported by YourCause clients were:

- + Save the Children Federation, Inc.
- + Doctors Without Borders USA, Inc.
- + Mercy Corps
- + CARE
- + United States Fund for UNICEF
- + World Food Program USA

Timely Execution is Everything: Donation Frequency Reveals Level of Impact

Donation frequency and the amount raised reveal that disaster fundraising is most effective during the days immediately following the disaster. Donations progressively increased during the first four days following the earthquake and then quickly declined. It is crucial for clients to execute and promote their campaigns quickly when donors feel a sense of urgency to donate to the cause. Employees demonstrated their generosity and raised an accumulated total of \$295.9K+ within four days.



>\$1.2M total donations including company match