



# Press Release



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## Press Kit

### How It All Started

<https://www.helpfreely.org/>

Helpfreely.org is the first project of the the Help Freely Foundation, a social initiative founded by Guillaume Renault as a result of his 15 years experience in the marketing sector. After seeing millions being generated in the marketing industry while a very minimal percentage was directed towards charitable causes, he decided to use his marketing experience to create an innovative new system that could help fund thousands of social projects and was determined to make sure it would be simple, social, and completely free for anyone to use.

With its headquarters in Las Palmas, Gran Canaria, [Helpfreely.org](https://www.helpfreely.org/) aims to lend a hand to thousands of nonprofits all over the world, creating a multiplier effect that converts everyday actions into large, visible results. To do this, they make use of many web tools that make it possible for businesses to donate a percentage of their profits to the nonprofits selected by their users (or Heroes as they like to call them). With this they have created the first “Charitable Network” in the world.

### The Team

<https://www.helpfreely.org/about/>

Currently, Helpfreely.org is made up of a supportive and able team of more than 20 people. While the base is in Las Palmas, Gran Canaria, the team is very multicultural and currently serves more than 15 countries. Helpfreely.org plans to engage other markets in the near future, in order to offer this charitable tool to people in all corners of the world.

### What is Helpfreely.org?

<https://www.helpfreely.org/how-it-works/>

**A free system that is easy to use for both the users and the nonprofits.**

Helpfreely.org makes it possible for the more than 500 million online consumers in the world to raise funds for their favorite online charities at no extra cost while shopping online!

The technology that has been specifically developed for Helpfreely.org allows for the creation of a system of unlimited funding that can benefit nonprofit organizations all over the world. Thanks to an innovative model that takes advantage of the \$1.3 trillion dollars that are generated in the global online consumer market, these kinds of funds can be generated to go towards helping out nonprofit organizations.

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In addition, this system aims to set up an alternative source of funding for NGOs, always with the goal of helping out those who need it most. By adding only a few extra clicks to the online purchasing process, they believe can create unprecedented social impact.

## How does it work?

There are two different ways to raise funds using Helpfreely.org: the first and easiest to use is the app. The **Helpfreely App™** is currently available as a web extension for Chrome and Firefox and allows users to shop online and browse the web as always, without changing their habits. The great thing about the extension is that it only appears when the user enters the website of one of their partner shops. The App is discreet, non-invasive, and can be minimized until it is almost unnoticeable.

The second way to raise funds is to visit the catalog of charitable shops on the Helpfreely.org site and click on the **Shop & Help®** button. By using this option, the user can view and compare all of the shops. Once they've decided where to shop, the user will choose the worthy nonprofit that they want to help before being directed to the store's website to make a purchase.

For the first time, the only thing that is needed to contribute to a good cause is the desire to do so. The Helpfreely.org team takes care of the difficult part by becoming the link between charitable shops and the people who want to make a difference. Using Helpfreely.org doesn't cost online consumers neither time nor money and makes it possible for anyone in the world with the desire to help out their favorite causes to do so without leaving the comfort of their own home. It's the kind of help that can be given by anyone and will benefit us all.



## Finance

The mechanics of Helpfreely.org are simple: For the first time, a mutually beneficial synergy has been created between online shops, nonprofit organizations, and users. While it is the shops that offer up a percentage of their marketing profits, the users have the power to decide which causes they want to benefit from these funds. The Foundation is then responsible for transforming these funds into donations for the chosen nonprofit organizations.

Helpfreely.org takes pride in being a nonprofit project supported by the Help Freely Foundation. As such, the project ensures that 92% of the funds received will go straight to the nonprofit

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organizations that have signed up, while just 8% will be kept for the Foundation's support and organizational costs.



## Referral System: Heroes and Legends

At Helpfreely.org, users are more than just that. They're called "Heroes" because by deciding to use this tool, they're participating in real change at a global level. There are also "Legends": Influential and concerned people in the public sphere that choose to support their project by raising their voice to encourage others to unite for social change.

In addition, Helpfreely.org encourages people to use their referral system because they firmly believe that if everyone helps a little, great things can be achieved, and, if every user shares the message about this charitable network, the multiplier effect of donating could be enormous.

Once registered, every user can access a unique referral link that can be shared with their contacts through social media or via e-mail. For each new user that registers through their referral link, an extra 2% will be raised for their Main Cause (nonprofit). Through this system, whether they make a purchase or not, just by inviting others to join this new social movement for change, they can help raise funds for great nonprofits, easily and without any additional costs.

***"Alone we can do so little, together we can do a lot"***

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