



citizen effect

# Press Kit





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2452 18 Street NW, Washington, DC 20009  
Phone +1 202.640.1845 | [www.citizeneffect.org](http://www.citizeneffect.org)

**- PRESS RELEASE -**

Contact: Brett Walling  
Phone: 202 640 1845  
Email: [brett.walling@citizeneffect.org](mailto:brett.walling@citizeneffect.org)

**FOR IMMEDIATE RELEASE**

**CITIZEN PHILANTHROPISTS SOLVE MAJOR GLOBAL CRISES, ONE PROJECT AT A TIME**

Students, Professionals, Businesses Use [www.CitizenEffect.org](http://www.CitizenEffect.org) to Make an Impact

**Washington D.C. – November 2, 2009** –1.4 billion people live on less than \$1.25 a day, 2 billion lack access to sanitation, and 1.6 billion live without electricity. **Citizen Effect ([www.citizeneffect.org](http://www.citizeneffect.org))** believes the solution to the world’s global challenges does not only lie with large projects funded by large organizations, but with average citizen’s partnering directly with communities in need.

“In the 20<sup>th</sup> Century, philanthropy was dominated by the Rockefellers, Fords, and MacArthurs,” says Citizen Effect Founder and CEO Dan Morrison, “but the 21<sup>st</sup> Century will be dominated by Citizen Philanthropists – students, young professionals, small business owners – that don’t want to just give \$50, but want to bring friends and family together to raise \$5,000 and to see the real, direct impact they are having on the world’s global issues.”

**Citizen Effect** connects people directly to communities in need to fund small but critical projects. Through Citizen Effect, Citizen Philanthropists from San Francisco, Chicago, New York have partnered with communities from India and Peru (and soon Zambia and Vietnam) to complete water and sanitation, food security, clean energy, education and health projects.

One group of high school students raised money through a music concert to fund biogas plants in India. Biogas plants will not entirely solve the global energy crisis – but they did solve the local energy crisis for six families in Sonalnagar Village. The biogas plants also have a strong economic impact on the community since the women used to walk hours a day for wood, but now have the time to work and start small businesses. To learn more about what the Citizen Philanthropists in your area are doing, visit [www.CitizenEffect.org](http://www.CitizenEffect.org).

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If you would like more information on this topic or to schedule an interview with Citizen Effect Founder and CEO Dan Morrison, please call Brett Walling at 202 640 1845 or email Brett at [brett.walling@citizeneffect.org](mailto:brett.walling@citizeneffect.org).



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## - Case Studies -

### **New Trier High School**

Sonalnagar Village is an agricultural community that borders the Kutch desert in Gujarat, India. There, village women once spent hours every day collecting firewood to fuel their family's cooking fires; these efforts not only left the women exhausted, but also contributed to deforestation and erosion. Four high school friends – Alison, Leyla, Nasreen and Neha - wanted to help. They partnered with Sonalnagar to provide the village with biogas plants that convert manure into cooking gas. The girls held a music benefit at their school to engage their friends and raised the \$2,400 needed to build the plants. Since then, the new biogas plants have already had an impact on Sonalnagar. Six families are leading healthier lives while also having a reduced impact on their environment and six mothers now spend their time collecting an income, rather than firewood.



### **Team Edelman**

Edelman Chicago is using Citizen Effect to operate their employee engagement program. Edelman selected five projects from around the world to sponsor and five employees volunteered to become their Citizen Philanthropists. The Edelman Citizen Philanthropists are leveraging the Citizen Effect platform to reach out to their co-workers, friends, family and social networks and raise the \$5,000 needed for each project. Edelman will also provide matching funds for each project. Rather than just writing a check for a cause, Edelman is using Citizen Effect to directly engage their employees and their families in their social giving.



### **Carolyn Butcher**

Carolyn Butcher partnered with Dungra Village to build a childcare center. Dungra is a rural farming community of 170 families who each live on \$1-\$2 a day. Without a childcare center, Dungra's children were unable to attend school and their mothers could not leave home to earn an income. Carol, a coach and yoga instructor in Washington, D.C., donated the proceeds from her coaching and yoga sessions to fund the \$1,100 project. Thanks to Carolyn's efforts, 25 children are now receiving an education, basic health care, and two nutritious meals six days a week. In addition, the women of Dungra are able to work with the comfort of knowing their safe and nurturing environment.





## - FAQ-

### What is Citizen Effect?

- Citizen Effect empowers individuals to take charge of their giving by partnering directly with communities in-need and selecting their own small but critical project to complete.
- Through Citizen Effect's online platform, an individual selects a project, receives a central fundraising webpage, promotes the project through social media (Facebook, Twitter, etc.), raises money doing something they love, and connects directly to their partner community to see the measurable impact of their work.
- 100% of the money raised (less credit card fees) goes directly to the project you choose. The project does not start until you finish fundraising.

### Who is Citizen Effect's target market?

- Citizen Effect's target market is people who want to be more than just donors; they want to lead projects and take control of their giving experience. We call them "Citizen Philanthropists."
- Citizen Philanthropists— students, young professionals, small business owners, retirees — don't want to give \$50, but want to leverage their friends, family and local communities to raise \$1,000 to \$10,000 and make a real and significant impact in the lives of others.
- Citizen Philanthropists do not want to give and forget; they want to see the direct impact of their work and build a relationship with their partner community.

### How does Citizen Effect work?

- Citizen Effect provides the online and offline tools people need to raise money for their own small but critical project.
- **Our certified field partners (NGOs) upload small but critical projects** directly to Citizen Effect's project management system. Once they are approved, Citizen Effect makes them available to the public. Citizen Effect currently has field partners in the United States, Africa, Asia, South Asia, Central America, and South America.
- Citizen Philanthropists **choose their own project** based on their interests – a region of the world (India, Zambia, Vietnam, etc.), a global crisis (water, food, energy, education, health), or a fundraising goal.
- Each Citizen Philanthropist has a **dedicated project page**. This webpage includes all the information about the project, the Citizen Philanthropists, and the donors. From this page, the Citizen Philanthropists can send email, blog, organize fundraisers, post messages and content to Facebook and Twitter, and collect donations.
- Then the Citizen Philanthropists develop a creative, grassroots approach to **raise the money**. We encourage them to do something they enjoy doing since it makes fundraising easier and more enjoyable. Some examples include a chilifest, 5K run, wedding registry, baby shower, concert, profit sharing, yoga classes, and a cross-country bike ride.
- Once the funds are raised, Citizen Effect **sends the money** to the field partner, who implements and constructs the project.
- During construction, field partners **send photos, videos, messages and updates** of the project. Upon completion, they send quarterly impact reports for the next 2 years.



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### **How is Citizen Effect different?**

- Citizen Effect empowers an individual (or small group) to lead a project and take control of the project fundraising. We call the project leader a Citizen Philanthropist. Once the individual or group agrees to become the Citizen Philanthropist for the project, it is their sole responsibility to raise all the money the project needs to be completed.
- Other micro-philanthropy organizations— Kiva.org, GlobalGiving.org, DonorsChoose.org— all employ a crowd-sourcing approach. Their model asks hundreds of donors to contribute \$50 to the project of their choosing. There is no lead fundraiser.
- To raise \$50 million, other organizations need to identify 1 million donors to give \$50 each. This requires a costly marketing approach.
- Citizen Effect needs to identify 10,000 Citizen Philanthropists who raise \$5,000 to raise \$50 million. This allows us to take a very targeted marketing approach and reduce our costs. In addition, Citizen Philanthropists are highly likely to repeat and complete another project, and we typically see that if a Citizen Philanthropist receives 100 donations, 1-3% of these donors will be interested in becoming a Citizen Philanthropists.

### **Why small projects— are they scalable?**

- The UN, USAID, large foundations, and the global philanthropic community have spent trillions of dollars over the last several decades trying to alleviate global poverty, yet 1.4 billion people still live on less than \$1.25 a day, 2 billion lack access to sanitation, and 1.6 billion live without electricity.
- Citizen Effect ([www.citizeneffect.org](http://www.citizeneffect.org)) believes the solution to the world's global challenges does not only lie with large projects funded by large organizations, but with average citizens partnering directly with communities in-need.
- One project will not solve the global energy or water crisis. But an \$8,000 solar project brings light to hundreds of people and solves the energy crisis in one community.
- In addition, the ripple effects are profound. Construction of a village well saves women from needing to walk hours for water, and gives them the time to work and start small business. A biogas plant provides a family with clean cooking gas and a sustainable source of organic fertilizer for their fields. A childcare center provides 30 children with education and gives their mothers time to earn an income.
- While each Citizen Philanthropist is in charge of one project, the projects are part of larger programs that ensure that the communities we work in are becoming more self-reliant and sustainable.

### **Where is Citizen Effect Going?**

- In five years, Citizen Effect's goal is to complete over 10,000 projects, impact over 1 million lives and raise over \$40 million per year.
- We will be working with field partners on projects in the United States, Africa, Asia, South America and the Caribbean.
- We will develop fundraising applications that make it easier for our Citizen Philanthropists to reach their goals and truly self-manage their own philanthropy.
- Other organizations will be leveraging our platform so they too can benefit from the power of Citizen Philanthropy and open up a new fundraising channel for their organizations.



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## - Citizen Effect Board -



### **Neel Parekh - Chairperson**

Neel Parekh (Chair) is a Partner and Analyst with Tiger Consumer Management, a New York based hedge fund. Prior to his time at Tiger Consumer, Neel was an attorney with Latham & Watkins LLP, where he represented a number of clients in antitrust matters. Neel also serves on the Board of Directors for the Urban Arts Partnership, a non-profit based in New York, which advances arts based education in underserved schools. Neel is a graduate of Brown University and the University of Michigan Law School.



### **Elizabeth Brown**

Elizabeth Brown brings a wealth of executive and entrepreneurial skills to her latest venture, PlanetHope. Her accomplished background includes responsibilities as an Executive Director, administrator, advocate, social worker, fundraiser, educator, and consultant. Elizabeth's experience with the Los Angeles Department of Children and Families led her to create a groundbreaking program for at-risk teens in her native Palm Beach County, Florida.



### **Court Coursey**

Court Coursey, 37, born and raised in Atlanta, Georgia, is the Entrepreneur-in-Residence and Managing Director of TomorrowVentures, LLC. Tomorrow Ventures identifies innovative concepts on a global basis to pair with exceptional management, and provides capital and counsel, to help build successful businesses. Court serves on the Board of Directors of giiv, Intern Inc., PlanetHope, Cx, and Ceiba Wireless.



### **Michael Dunn**

Michael Dunn is Chairman and CEO of Prophet and has helped orchestrate the firm's tremendous growth over the past several years. This includes expanding the firm's global presence and enhancing Prophet's position as the premier brand and marketing management consultancy committed to building great brands and businesses.



### **Joshua Hale**

Joshua Hale is the Executive Director of the Big Shoulders Fund in Chicago, Illinois. The Big Shoulders Fund has been in existence for nearly 24 years providing support for inner-city Catholic schools located in Chicago's most underserved communities. Currently, the Big Shoulders Fund has a \$40 million endowment and supports 93 schools serving more than 25,000 students.



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### **Jane Madden**

Jane Madden is a Corporate Responsibility and Sustainable Development expert with 20 years experience in emerging markets and global organizations. As Senior Vice President, Corporate Social Responsibility at Edelman, Jane advises multinational corporations, multilateral agencies, and NGO's on environmental, social and governance policies. Previously, Jane served at The World Bank for 12 years and launched the World Bank's Global Development Learning Network Center in Kabul, Afghanistan.



### **Thomas J. McCarthy**

Thomas J. McCarthy is a Partner at Akin Gump and counsels clients on U.S. law and policy affecting international trade and business, including export control laws, sanctions programs, customs law, anticorruption laws, anti-boycott regulations and foreign investment in the United States. Tom is a member of the Maryland and District of Columbia Bars, and is admitted to practice before the U.S. Court of International Trade and the U.S. Court of Appeals for the Federal Circuit.



### **Dan Morrison**

Dan Morrison is the founder and CEO of Citizen Effect, and a non-voting board member. Prior to Citizen Effect, Dan was an innovation and brand strategy consultant with Prophet and Kucamarski & Associates, working with brands in the United States, Europe and Tokyo. Dan holds a masters degree in Middle Eastern Studies from the University of Chicago and is an honors graduate of the University of Notre Dame.



### **Michael Slaby**

Michael Slaby spent five years working in multimedia design & development for web application and platform development before migrating to work predominantly in politics and campaign strategy over the past four years. Most recently, Mike spent the last two years as the Deputy Director of New Media then Chief Technology Officer for Obama for America and was the Technology Director for the Presidential Transition Team.



### **Farhan Yasin**

Farhan Yasin is the President of CareerBuilder's European, Middle Eastern and African operations and is a key driver in the company's quest to become the global leader in online recruitment. Farhan has been instrumental in CareerBuilder's international expansion since it began in the fall of 2006. Under Farhan's leadership, CareerBuilder has launched organic sites in Canada, the United Kingdom, India, Spain, Germany, Norway, Switzerland, Italy, Belgium and Romania.



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## - In the Media -

For a complete listing of all media visit [www.citizeneffect.org/about\\_us](http://www.citizeneffect.org/about_us) and click "Press"



### **Let's Talk Live**

Dan Morrison speaks to how anyone can partner with a community in need to make a real and significant difference one project at a time.



### **Edelman's New Media Academic Summit**

Dan Morrison talks about how nonprofits can more effectively leverage new media to build their brands and raise money.



### **Clinton Global Initiative University**

May Yu, Citizen Effect's Project Manager, talks about how access to basic resources are a human right. And Dan Morrison spoke about the challenges of starting a social enterprise.



### **Frank – Clinton School of Public Service**

<http://www.frankmagazine.org/psr.asp>



### **Onward – Notre Dame School of Business Newsletter**

<http://www.nd.edu/~gradalum/networking/newsletter.shtml>

AKIN GUMP  
STRAUSS HAUER & FELD LLP

### **Pro Bono Client Spotlight**

[http://www.akingump.com/probono\\_spotlight/](http://www.akingump.com/probono_spotlight/)

**The Washington Post**

### **The Day After Mumbai: Nothing Changed**

<http://bit.ly/br3oES>



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**THE CASE FOUNDATION**

## The era of outsourcing good is over

Dan Morrison on 11 Jan 2010



*Dan Morrison is CEO and founder of [Citizen Effect](#).  
Learn more about Dan and Citizen Effect at the  
bottom of the post.*

We are seeing a sea change in philanthropy. Traditionally, philanthropy and international development was left to the big guys - governments, multi-lateral institutions, and foundations. While the 20th century was the era of the Rockefellers, MacArthurs and Fords, the 21st century will see the rise of the new philanthropists or *Citizen Philanthropists* - students, young professionals, and retirees that don't want to outsource 'doing good' to large organizations. They want to do it themselves, to bring their social networks together and to see the direct impact they are having on a community in need.

The traditional players dominated philanthropy in the past, not only because they had the money, but because they also had the access and the expertise required to go half way around the world to provide critical services to communities in need. The cost and scope of large development projects necessitated a top down approach. Some of that money did a lot of good - bringing water, food and life's basic needs to hundreds of millions of people. Some of it unfortunately did a lot of bad - leading to dependence, corruption, and poor resource allocation. Today, billions still live without adequate water, sanitation, food, and life's most basic necessities.

Now, we are seeing two critical changes in the development and philanthropy world. First, communities in need are asking for small projects that they can control and complete themselves if given access to the required financial resources. Second, citizen donors no longer want to just give, they want to build relationships with the community that receives their financial contribution and they want to see their direct impact.









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# express

## The Business of Caring: A Consultant Offers Fundraising Tools to Make a Difference - August 10, 2009



**WHAT INSPIRED DAN MORRISON** to start a nonprofit that connects socially conscious people with critical, charitable projects in developing nations around the world? A well.

A broken well, actually, having just been demolished by an earthquake in the small village of Vachharajpur in Gujarat, India. Residents then had to make a daily five-hour trek to the next town to get clean water.

Morrison, a management consultant, heard about the situation while visiting India for business. When he returned to the U.S., Morrison couldn't forget the town's dire need and decided to raise funds to help the people.

But forget Girl Scout cookies — this was no amateur fundraising operation. Rather, Morrison took a unique approach to the art of fundraising, involving strategic business practices, which resulted in one brand-new well, a new nonprofit, **1Well**, and a novel way to approach fundraising that can be incorporated into any business venture.

1Well unites stand-alone projects in poor communities, such as the rebuilding of Vachharajpur's well, with what Morrison identifies as "citizen philanthropists." "While venture capitalists measure success with finances, citizen philanthropists measure success on social return," Morrison says. "This is the first time they're presented with an opportunity to have a direct relationship with people in need."

Citizen philanthropists aren't necessarily presidents of organizations or socialites with an agenda. Everyday people like Morrison are the secret behind the success of 1Well.

One young citizen philanthropist, **Alison Sutter**, raised \$2,400 for a gardening project through Jamnesty, a battle of the bands held at her high school, with Morrison in attendance to raise awareness.

"Having Dan at the concert to make a speech and show pictures made the event so much more impactful," Sutter says. "It's so cool that we didn't just send a check off to a large organization where our personal impact could not be distinguished."

**Carolyn Butcher**, an executive coach, became involved with the nonprofit after attending a 1Well





## Why We're In the Age of the Citizen Philanthropist

Geoff Livingston Jan. 29, 2010

Last week marked the entry of everyone's favorite geek, Bill Gates, into the social media realm. The Microsoft tycoon launched [a website](#) and [Twitter stream](#) to discuss his philanthropic efforts. Though pundits feel [Gates hasn't added much to the conversation](#) yet, his entry encapsulates a larger trend — the rise of the citizen philanthropist.

Empowered by social media, individuals can now reach out, support and discuss their giving efforts with their immediate networks. Citizen philanthropists don't want to work with third party organizations, prompting industry leaders like [Citizen Effect CEO Dan Morrison to say](#), "average citizens in wealthy countries no longer want to outsource doing good to large organizations." For the social media empowered donor, [seeing direct impact](#) and building relationships becomes the priority.

Our new communications technologies have empowered the individual, and caused [a disruptive effect on the non-profit sector](#). Here are five examples of the citizen philanthropist's immediate impact.

### 1. Citizen Philanthropists Provide New Donations

By enabling new social donations, such as the [Red Cross's impressive mobile giving program](#) for Haiti, nonprofits have created a new method for fundraising. The citizen philanthropist that works their own personal social network represents the ideal fundraiser. They can motivate friends with personal, heartfelt requests that charities cannot emulate.

"Social media has given voice to the individual philanthropist and there is a great deal of good that can come from opening up the process of philanthropy and helping redefine what it means to champion a cause you personally care about," said [Kari Dunn Saratovsky](#), Vice President of Social Innovation at the Case Foundation. "The increasing popularity of online fundraising competitions and contests is also a testament to the increasing importance of the individual



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philanthropist.”

At the same time, there can be a sense of social philanthropy fatigue when one finds yet another request to give every time they open their Facebook account. “Their supporters are feeling fatigued each time they are hit with another e-mail to vote, or donate, or retweet — so we must find a way for these methods to not feel like a burden,” added Saratovsky.

## 2. Social Giving Hasn’t Replaced Traditional Fundraising

The overall amount of giving created by social efforts represents a substantial [new revenue source](#) for charities. At the same time, the amount of giving represents only a small slice of a nonprofit’s fundraising efforts. Traditional solicitations of large donors and foundations remain their bread and butter.

“We don’t see that our traditional donations and fundraising are declining,” said Brooke Dorsey McMillan, social media manager at the [Lance Armstrong Foundation](#). “Social media and online donations have assisted in overall fundraising goals. There will always be people that would rather send a check, donate through an estate or put cash in a bucket at a bake sale. Online is just another way to give.”

“Online citizen-led efforts are taking their place in this spectrum,” said [Peter Panepento](#), online editor of [the Chronicle of Philanthropy](#). “They won’t replace other forms of fundraising. But they are changing the mix — and charities that are successful in connecting with people in online spaces have the potential to tap into a new army of supporters.”

## 3. Slactivism Rising!

The ease of social tools creates another phenomena: The rise of [slactivism](#). Now anyone can think they are a philanthropist simply by sounding off with a tweet or texting ten dollars for Haiti relief. While the simplicity of such actions increases the likelihood of charity, an individual’s long-term impact can be considered negligible.

“I can see why people are concerned that if a person makes a quick online donation, and does



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nothing else, it is slacktivism,” said Britt Bravo, author of the [Have Fun, Do Good blog](#). “On the other hand, why is it that just because something is easy, we define it as not ‘good?’ The larger question for nonprofits, and for all of us who use social media is: Are we using these quick and powerful tools not just to meet people, and ask them to listen to us and to do something for us, but also to build relationships?”

## 4. The Slactivist Opportunity

What can be an end, can also be a beginning. Many organizations see slactivists as potential long-term activists. The challenge lies in cultivating the casual social activist into a true philanthropist.

“Fire starts with a spark,” said [Sydney Hargro](#), executive director of the Community Foundation of South Jersey. “My hunch is that slacker activists were not involved at all before it became quick, easy, and convenient to give. I also believe that slactivism on an individual level will either diminish or give birth to more conscious and active participation in the work of making a difference.”

“The real power comes when you can offer more meaningful ways for these new donors and supporters to get involved right away,” said Saratovsky. “Rather than dismissing this new era of ‘slacktivism’ we have to figure out how to educate these new donors and help them move to deeper engagement.”

## 5. The Age of the Citizen Philanthropist Has Just Begun

It’s clear that the disruptive impact of social media is just beginning in the non-profit sector. From the eye-opening impact [social media had on Haiti relief](#) to the unprecedented insight into [the Iran elections](#), society is experiencing new cause related breakthroughs every six months thanks to social media.

Who knows what’s next? With the power of social media, individual philanthropists can circumvent traditional charities and government organizations to affect change. Perhaps an

