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Givkwik Initiates Giving Campaign For First Corporate Partner

Sustainability Firm Encourages Clients To Allocate Charitable Dollars

Givkwik, a social giving platform, has kicked off a grant campaign to benefit environmental nonprofits for its first corporate partner. Footprint Free, a company that provides carbon offsets to small businesses, is the first corporate partner to share a giving campaign with help from Givkwik. The Maryland-based company is hosting a campaign for the duration of June to support two nonprofits: Green Network Cafe and Friends of the San Francisco Environment.

The Givkwik Fund will disburse a \$500 grant—contributed by Footprint Free—to the nonprofit acquiring the most votes, as determined by users. The campaign invites users to vote for the nonprofit that inspires them the most by clicking on the GIV button via the Footprint Free website or on Givkwik's platform, and share news of the campaign through social media.

More companies are invited to work with Givkwik to diversify their corporate philanthropy and promote nonprofits through cause marketing efforts via online, mobile and social channels. "By bringing companies, causes and consumers together in an easy, playful and social way, we combine small actions into social movements," said Jason Rosado, founder and CEO of Givkwik.

ImpactAssets, a nonprofit financial services firm that increases the flow of capital into investments that deliver financial, social and environmental returns, manages the financial assets of the Givkwik Fund.

ABOUT GIVKWIK, INC.

Givkwik, Inc., based in San Francisco, is a privately held for-profit social impact technology company, and alumni of both Points of Light/Village Capital and HUB Ventures accelerator programs. Learn more at Givkwik.com.

ABOUT FOOTPRINT FREE

Footprint Free helps businesses calculate and offset their carbon footprints. It also promotes these businesses through in-store, online, and mobile channels to raise their profile for taking the impactful, environmentally friendly step. Learn more at befootprintfree.com.