

Causora Announces Partnership to Support Charitable Giving with CSRwire for #GivingTuesday

LOS ANGELES, Nov. 29 /CSRwire/ - Causora is re-imagining philanthropy as the first one-for-one social giving platform. The platform allows people to donate any amount to their favorite cause while getting the same amount in return—in the form of thank you rewards from socially conscious merchants. The announcement arrived today with the launch of its new fundraising solution [MyCausora](#).

MyCausora is a free fundraising tool that enables third-party websites to easily accept donations for their favorite cause on their websites, while rewarding donors with Causora credits that are redeemable at 150+ socially conscious merchants. Just in time for #GivingTuesday, the new day for giving, on December 3, 2103, the launch of MyCausora amplifies charitable giving to become an online movement for social change. By partnering with CSRwire, the Corporate Social Responsibility Newswire, MyCausora will reach consumers and businesses through integration on the widget on their homepage, [CSRwire.com](#). One of the first participants in the program will be the [Gasoline Alley Foundation](#), designed to teach inner city and underprivileged persons to become successful entrepreneurs using socially responsible business practices while revitalizing the local community.

Says Kai Buehler, founder and CEO, “We are excited to launch our fundraising solution, MyCausora in time for #GivingTuesday, allowing third-party websites to support charitable giving while rewarding their visitors with one-for-one thank you vouchers for donating. By partnering with CSRwire, we are able to showcase MyCausora to millions of people in celebration of all that #GivingTuesday stands for – a national movement of generosity.”

Joe Sibilia, CSRwire CEO, says, “Raising awareness for Corporate Philanthropy and promoting individual charitable giving is an integral part of CSRwire’s mission. Causora’s innovative approach and their experienced management team inspired us to partner with Causora and use their tool for our Foundation. We are proud to be part of the #GivingTuesday movement while supporting the Gasoline Alley Foundation and our local community.”

With Causora’s platform, people donate any amount to their favorite charity or school and receive the same amount back as a thank you reward at socially conscious merchants like ZipCar, NOVICA and theBouqs. As an example, if you donated \$100 to your favorite charity, you would get \$100 in Causora Credits that you can redeem in \$20 increments with any merchant in the [Causora network](#).

The distribution of the Causora platform has been extended to third-party websites with MyCausora, a new tool that allows for easy integration of the fundraising platform onto other websites using a simple embed code. Causora provides a win-win-win for its partners – nonprofits win as they get more donations and awareness, merchants get to support important causes and gain new customers, and donors get tangible rewards for their donations.

More Information:

- *MyCausora is integrated onto the CSRwire website to support the Gasoline Alley Foundation: To teach inner city and underprivileged persons to become successful entrepreneurs using socially responsible business practices while revitalizing inner city neighborhoods.*
- *Causora, a #GivingTuesday partner advisor and platform, proudly announces the MyCausora launch in time for the national day of giving back on December 3, 2013.*

About Causora

Causora is a one-for-one giving platform that rewards donations. Its mission is to re-imagine philanthropy by helping nonprofits raise more funds by rewarding donations in partnership with socially conscious merchants. The company was founded in 2012 by a team of experienced entrepreneurs and is headquartered in Los Angeles. The new MyCausora tool allows for easy integration of Causora's fundraising ability onto third-party web sites so sites can support their favorite cause and become partners for positive change. Causora was recently selected to participate in the [Points of Light Civic Accelerator](#), an innovative program and investment fund with founding support from PwC Charitable Foundation and Starbucks Foundation, and in partnership with Village Capital. www.causora.com

About CSRwire

CSRwire is a digital media platform for the latest news, views and reports in corporate social responsibility (CSR) and sustainability. Founded in 1999 to advance the movement toward a more economically just and environmentally sustainable society and away from single bottom line capitalism, CSRwire has paved the way for new standards of corporate citizenship, earning the international respect of thought leaders, business leaders, academics, researchers, activists and the media.

About Gasoline Alley Foundation

The Gasoline Alley Foundation (www.gasolinealleyfoundation.org), a 501(c) 3, that has incubated over 50 small businesses since 1985 and teaches inner city and/or underprivileged persons to become successful entrepreneurs using socially responsible business practices while revitalizing inner city neighborhoods.

About #GivingTuesday

On Tuesday December 3, 2013, global charities, families, businesses, community centers, students and more will come together to create #GivingTuesday. It's a simple idea. Just find a way for your family, your community, your company or your organization to come together to give something more. Then tell everyone you can about how you are giving. Be a part of a national celebration of our great tradition of generosity. community.givingtuesday.org

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