

GIVEFORWARD IS THE EASIEST WAY TO HELP A LOVED ONE IN NEED

GiveForward provides free, personalized fundraising webpages to raise money for out-of-pocket medical expenses. Since 2008, our user-friendly platform has empowered thousands of friends and family from all over the world to send hope, love, and financial support to those they care about during a medical crisis.



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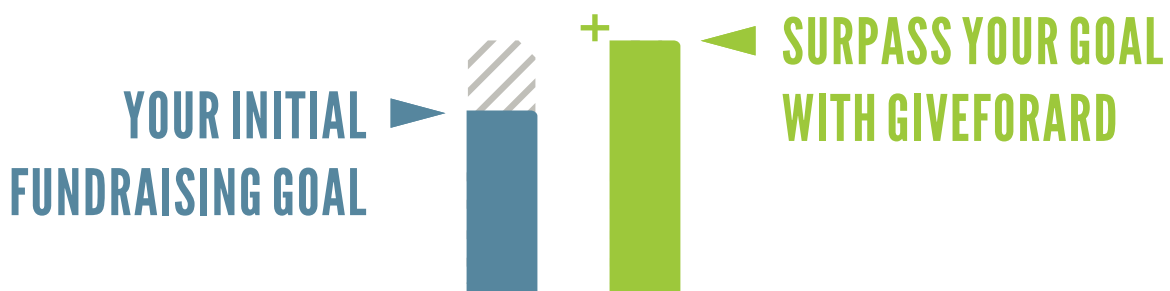


OVER THE LAST TWO YEARS,
OUR USERS HAVE COLLECTIVELY RAISED OVER

↑ \$3.5 MILLION

A FUNDRAISING SUPPORT SYSTEM

From simple tips about getting started to one-on-one coaching, GiveForward's team works with all of our fundraisers to help them meet and surpass their goals.





THANK YOU SO MUCH, I DON'T KNOW WHAT I WOULD'VE DONE WITHOUT GIVEFORWARD!



- AMY C. RAISED \$31,00 FOR HER SISTER'S KIDNEY TRANSPLANT.



HOW DOES IT WORK?

STEP ONE: CREATE YOUR GIVEFORWARD PAGE

WRITE A DESCRIPTION OF YOUR FUNDRAISING EFFORTS AND UPLOAD PHOTOS THAT TELL YOUR STORY. YOU CAN ALSO EMBED VIDEOS, POST EVENTS, AND ADD LINKS TO OUTSIDE SITES.

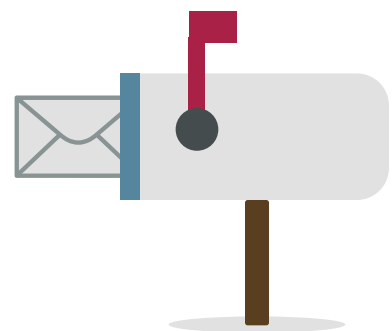


STEP TWO: SPREAD THE LOVE

PROMOTE YOUR PAGE VIA EMAIL AND FACEBOOK. FRIENDS AND FAMILY CAN DONATE TO YOUR GIVEFORWARD PAGE USING A CREDIT OR DEBIT CARD.

STEP THREE: RECEIVE FUNDS

ONCE YOUR FUNDRAISER REACHES ITS END DATE, GIVEFORWARD SENDS A CHECK (MINUS A SMALL PROCESSING FEE OF 7%) TO THE BENEFICIARY FOR THE AMOUNT RAISED.



STEP FOUR: GIVE IT FORWARD

AFTER YOU COMPLETE YOUR FUNDRAISER, PAY IT FORWARD BY TELLING ANOTHER FAMILY IN NEED ABOUT GIVEFORWARD. THEY'LL BE GRATEFUL THAT YOU DID!



The easiest way to help a loved one in need

Desiree Vargas Wrigley CEO & Co-Founder

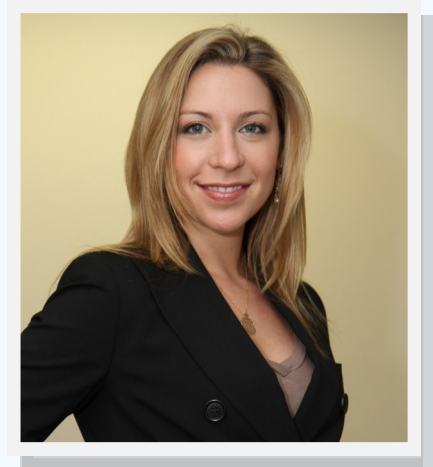
Desiree and GiveForward

Desiree's interest in strategic philanthropy and social ventures was borne out of her work funding entrepreneurship programs at the Kauffman Foundation. But it was the aftermath of Hurricane Katrina that inspired the vision for GiveForward.

While talking with colleagues, Desiree wondered if there was a better way for small-scale donors to contribute directly to families rebuilding. After some investigation, she realized that no online tools existed to raise money without being a registered 501(c)3 organization.

In the fall of 2007, Desiree developed the initial concept for GiveForward, as a fundraising platform for anyone wanting to raise money for anything. But her big break came in the start of 2008, when a friend introduced her to Ethan Austin, who was looking to start a fundraising site for marathon runners. The two hit it off and launched the first version of GiveForward in August of 2008.

Now after years of hard work and a few leaps of faith, GiveForward has helped thousands of people raise millions of dollars for loved ones during times of need.



Bio

Born in Costa Rica, Desiree was raised in a suburb of Kansas City, MO.

She graduated from Yale with a B.A. in Latin American studies in 2004 and quickly went to work as a specialist in college entrepreneurship at the Kauffman Foundation in Kansas City.

When she's not working, Desiree can be found spending time with her husband & step-daughter, inventing recipes that don't always work, or busting a move in zumba or hip hop classes.



The easiest way to help a loved one in need

Ethan Austin

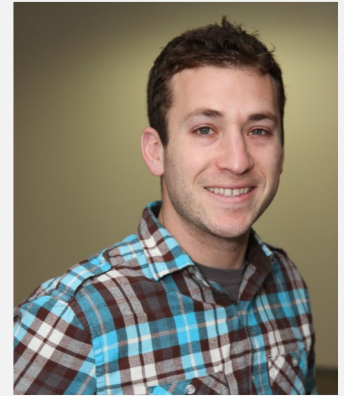
Co-founder, intra-office burrito eating champion

Ethan and GiveForward

As a child, Ethan lost his father to colon cancer. Since then, he has dedicated his free time to helping cancer organizations. One year he decided to take it to the next level and he signed up to run the Marine Corps Marathon to raise money on behalf of St. Jude's Children's hospital.

That decision changed his life as the personal fundraising page he used sparked an idea. After receiving hundreds of small donations from people all around the country, he realized just how powerful this technology was to do good in the world and that everybody should have access to these types of tools.

This idea of making personal fundraising pages accessible to everyone came to fruition when Ethan met Desiree Vargas Wrigley. Desiree had already written a business plan and was looking for a partner with whom to start GiveForward. Together they further developed the concept and GiveForward was born, a company that empowers people to easily create an online fundraising page for their individual cause.



Bio

Originally, this Southern California native was supposed to be a lawyer. Despite graduating from Emory University with a B.A. of Political Science in 2004 and gaining a J.D. from American University, Ethan still managed to find a job that allowed him to avoid wearing a tie to work.

Now, if Ethan isn't thinking up new ways to help fundraisers reach their goals, you can usually find him running a marathon for Imerman's Angels in his banana costume or inhaling a Chipotle burrito.



Give Forward

GiveForward has raised \$3,853,721 for *medical expenses* and *other causes*.

[or browse](#)

Support Riley Elizabeth

Organizers: Erica Trzeciak

This fundraiser ends on **July 10th, 2011**

Beneficiary: **John & Emily Powers**

[Details](#)[Updates](#)[Donors](#)[GIVE NOW](#)

TOP DONOR: gave *hidden*

SUPPORT THIS FUNDRAISER

[Promote](#)[Share](#)[Tweet](#)

Get updates on this fundraiser.

Riley Elizabeth has been diagnosed with cancer at 3 months, let's help their family out!

John & Emily's baby girl, Riley Elizabeth has been diagnosed with cancer. We're all uniting together to help support their family as they help Riley kick cancer's butt!

FUNDRAISER PROGRESS

0%
GOAL: \$10,000

Raised:
\$1.00

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An anonymous donor gave hidden
FEBRUARY 2ND, 2011