



Causedirect launches an innovative online fundraising platform for non-governmental organizations and social causes

The platform also enables corporations to set up employee grant-matching programs as part of their corporate social responsibility initiatives

16th October 2014, Geneva, Switzerland: Causedirect announced today the official launch of its online platform (www.causedirect.org), entirely dedicated to supporting fundraising initiatives for NGOs and social causes around the world. The platform has also been designed to enable corporations to establish employee grant-matching programs free of charge.

Patrick Vieljeux, Founder and CEO of Causedirect said: "Social causes currently experience increased difficulties in financing their projects, while corporations struggle to select the appropriate causes they want to support in conjunction with their employees. This is why Causedirect was established: to empower NGOs and companies to enhance their fundraising efforts and make a real difference for the people who need it most."

Causedirect's innovative and differentiated approach to fundraising includes the following components:

- NGOs and projects registered on the platform are rigorously selected through a certification process established by SGS (Société Générale de Surveillance), the world's leading inspection, verification, testing and certification company.
- Donations go directly to the chosen causes.
- Transactions are secured by the latest technology and advanced reporting features allow donors to track their chosen causes and social projects.
- All profits are redistributed to the registered charities and causes.

Patrick Vieljeux concluded: “Our mission is to encourage social entrepreneurship and to provide the tools to spark a sustainable change momentum. By 2018, we anticipate over 1,500 causes on the platform, 1 million people engaged in our donor network and the co-creation of 500 social projects.”

During the course of 2015, Causedirect will introduce additional features such as a co-creation tool to encourage social entrepreneurship and an emergency relief and/or response component. In addition to English and French, the platform will also be available in Spanish, German and Chinese.

To register your cause on Causedirect:
<https://www.causedirect.org/en/charities>

Follow Causedirect on [Twitter](#) and [Facebook](#).

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For further information please contact:

Christophe Lécureuil, Leidar Tel: +41 22 789 16 62 Mob: +41 79 103 19 76 Email: christophe.lecureuil@leidar.com

About Causedirect Causedirect is a Swiss-based, non-profit, web-based fundraising platform designed to help charities broaden their donor base. Causedirect’s vision is to encourage social entrepreneurship by facilitating the co-creation of social projects and to make donating an integral part of people’s daily lives.

Causedirect is the Laureate of Ashoka's 2014 Impact program and of the Réseau Entreprendre Suisse Romande.

Visit our website for more information: <http://www.causedirect.org>