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PHILANTHROPY

# Charities Benefit From Giving Campaign

**M**ore than 100,000 people joined America's Giving Challenge this year, raising over \$2 million for causes that range from helping poor children worldwide to assisting wounded veterans at home.

After actor Matt Damon launched the challenge with a moving PARADE cover story in October, thousands of readers put their social networks to work for their favorite causes. The campaign—sponsored by PARADE, the Case Foundation, and Causes on Facebook—sought to engage as many people as possible by rewarding groups for the number of donors they encouraged rather than the amount of money

they raised. Almost \$250,000 in prizes was awarded to causes that inspired the most donors daily and overall.

"To concentrate on donors rather than dollars, we set up a team of captains who used their own networks to spread the word. We urged them to be creative and make giving fun," said Scott Beale, founder of Atlas Corps, which raised \$33,000 from 2530 donors to earn an additional \$10,000 in prize money. Atlas, which encourages international volunteerism, used Facebook, YouTube, and Twitter to drum up donations.

Some organizations, like Ride 2 Re-

covery, which helps wounded veterans, mined existing contacts for help. "Our donors have overwhelmingly been non-Facebook people, so we focused

on reaching them through offline means," said executive director John Wordin, whose cause raised almost \$98,000 from 8230 donors.

Despite the tough economy, even more people donated this year than last. As Damon wrote in October: "If you give \$5 and

talk to your neighbor about giving \$5, that's a big deal." To see a list of the challenge winners, visit [Parade.com/americasgivingchallenge](http://Parade.com/americasgivingchallenge)

**Readers raised more than \$2 million for their favorite causes**