

## MissionFish: leveraging technology and consumer power for social causes



By mobilizing the vast eBay community, MissionFish provides a way for people to use their

**purchasing power to support causes they care about.**

Funds are raised in multiple ways: Sellers donate 10 to 100 percent of their sales to a nonprofit; nonprofits can sell their own merchandise; buyers can add a dollar when checking out or customers can "Donate Now" directly to a nonprofit using PayPal.

Additionally, nonprofits use MissionFish to create online auctions for donated goods and services that raise millions of dollars each year. Created through a unique collaboration with eBay, MissionFish leverages the power of technology, civic responsibility and consumer purchasing power to generate new resources for nonprofits.

MissionFish makes it easy for people to give as a part of their daily lives. At the same time, MissionFish is strengthening nonprofit organizations and increasing their capacity to achieve their missions. Since 2003, more than 165 million charitable dollars have been raised for over 22,000 nonprofits worldwide. We believe that when people engage, we create more competent public problem solving, more accountable leaders and a more vibrant democracy

## CivicIncubator

### Civic Incubator: advancing 21st century citizenship

**The Civic Incubator is our business unit with the purpose and promise of creating innovation in social change.** The Incubator brings together and supports emerging civic solutions and new ideas through social enterprise, mergers and joint ventures. Currently, we are incubating AmeriCorps Alums, a youth division called generationOn; global volunteerism; and ventures to redefine civic action online.

**AmeriCorps Alums** – half a million strong nationally – develop into volunteer leaders mobilizing others to serve throughout the country and continue to make a meaningful impact throughout their lives.

**generationOn** is the largest youth volunteer service organization in the nation. Partnering with youth, students, families, schools, educators and corporations, generationOn not only gives kids the opportunity to see firsthand the issues in their communities and around the globe, but also gives them the tools they need to respond and become part of the solution.



On Global Youth Service Day during National Volunteer Week 2010, volunteers helped City Harvest repack 2,500 lb. crates of apples into family-sized bags for shelters and food pantries.

## Get HandsOn!

**Our Get HandsOn! initiative will mobilize half a million people in 2 million projects to create positive, measurable change in education, the environment and the economy.** The goals are to help young people succeed, protect our environment and enhance economic opportunities for our friends and neighbors. Service is a solution to the priority problems we face as a nation, and our ordinary citizens will accomplish extraordinary things to realize that transformational change, a community at a time.

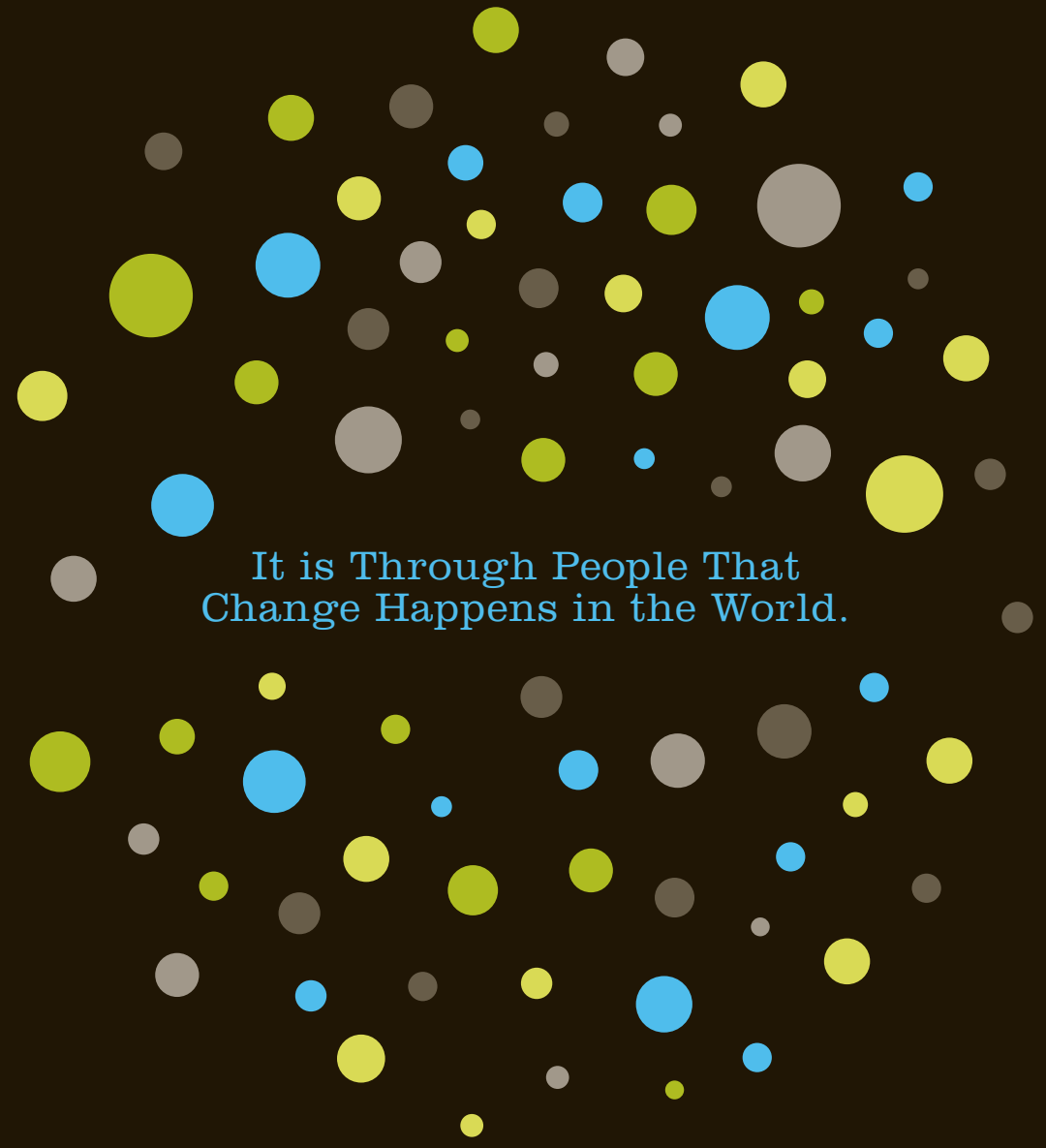
**Be the Change. Join us.  
It is Through People That  
Change Happens in the World.**

**“We must be the change we wish to see in the world.”** –Mohandas Gandhi

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**It is Through People That  
Change Happens in the World.**

# Points of Light Institute.

We Put People at the Center of Change.

We live in a time of daunting challenges – locally and globally. Environmental degradation, global warming, poverty, hunger, dislocated communities, and homelessness are all very real threats to our world. At Points of Light Institute, we believe the key to addressing these challenges lies in human passion, ingenuity and will.

Our mission is to inspire, equip and mobilize people to take action that changes the world. The Institute has a global focus to redefine volunteerism and civic engagement for the 21st century, putting people at the center of community problem solving.

## Our vision is that one day, every person will discover their power to make a difference, creating healthy communities in vibrant democracies around the world.

Points of Light Institute creates the opportunity for people to act upon this belief and to engage in a lifetime of service.

\*Photo courtesy of Kristopher Kelly PGP

Points of Light Institute is organized to innovate, incubate and activate new ideas that help people act upon their power to make a difference. We operate three dynamic business units that share our mission: HandsOn Network, MissionFish and the Civic Incubator.



### HandsOn Network: mobilizing millions

**HandsOn Network creates innovative, actionable models and tools for citizen-centered problem solving – creating opportunities for people to apply their interests and passions to make a difference.** The Network, now the largest in the nation, is leading people from impulse to action. We turn ideas for change into real projects such as building wheelchair ramps, watershed protection projects and tutoring programs – action that addresses critical issues facing our communities, our nation and our world.

At the center of the Network are 250 HandsOn Action Centers in 16 countries, working with 70,000 nonprofits and partners. These centers act as volunteer community hubs – places where people can get connected, get involved and make change happen in their communities. They focus on helping people plug into volunteer opportunities in their local community, helping nonprofits manage volunteer resources and developing the leadership capacity of volunteers.

In 2009, the Network delivered approximately 30 million hours of volunteer service valued at \$626 million. From Birmingham to San Francisco to Tokyo, our HandsOn Action Centers are the proving ground for ideas and community collaboration and provide a critical infrastructure for civic engagement. The Network includes a powerful network of more than 70,000 corporate, nonprofit, community, faith-based and government organizations.



After the Cumberland River flooded areas of Tennessee, HandsOn Nashville mobilized thousands of volunteers to help with flood cleanup.



For Earth Day 2010, public school students in New York City created new gardens and cleaned up old ones.

### A Year of Action

2.1 million  
volunteers activated through  
the Network in 2009

30,044,482  
hours of volunteer  
service generated

7,200  
companies partnered with  
HandsOn Network to directly  
engage employees in service

70,000  
nonprofit organizations and  
partners supported

\$26 million  
in human capital directed towards  
our nation's critical problems

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