



**BOY-  
DO WE  
HAVE A  
STORY  
FOR  
YOU.**

Sevenly.org Press Release  
AUGUST 2011

**“ A BUSINESS MODEL AS INNOVATIVE  
AS Groupon, WITH A PRODUCT  
CONSUMPTION RATE MUCH  
GREATER THAN TOMS SHOES.**

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TAKE ACTION



When we hear the term “social entrepreneur” we tend to think philanthropy. But what happens when social media and social entrepreneurship collide? Southern California’s Aaron Chavez, 19, and Dale Partridge, 26, may have created themselves the perfect storm. A storm that might only be created by two of our nation’s most innovative social media experts.

Their model which they named “Sevenly™”, was born from an innate desire to help others. Over the years, both Dale and Aaron have had a heart for the hurting, the sick, and the hungry. CEO, Dale Partridge says, “After recognizing not only the immense suffering that millions of individuals endure each day, but recognizing the unthinkable suffering of the **single** individual. When you shrink the numbers from millions to **one**, it clears an emotional block, and enables your heart to break. This realization sparked a paradigm shift in our entrepreneurial efforts.” Dale continues to say, “Prior to Sevenly™, both Aaron and I owned highly successful ventures producing seven digit revenues, but it was empty. The need

for a sustainable, life changing model for good, became so evident that we knew we were being called to a new adventure.”

After months of extensive research, they realized the problem was not a willingness to help the poor and feed the hungry. Dale says, “No, many were willing to do so. Charities around the globe do this and do it well. The problem was that the passion driven charities that were built to fulfill this need, were going out of business.” They realized that over 1,000 much needed charities were going out of business each year due to three key items: funding, awareness, and following.

Backed with their research and armed with passion, the two young entrepreneurs made the hard-hitting decision to walk away from their success, and pursue a business model they say is, “a powerhouse for world change.” By utilizing their innovative tactics of social media, and leveraging their substantial network of online influencers, the two built a model that encompassed the key components of today’s most successful online archetypes.

This is how it works, every week (7 days) Sevenly™ partners with a new, qualified non-profit. Sevenly™ creates a unique t-shirt design that represents that charity's specific cause (hunger, disease prevention, etc). The tee is only available at Sevenly™.org for seven days, and then its gone forever. And for every tee sold, Sevenly™ will give seven dollars directly to that week's charity. For example, if Sevenly™ sold 1,000 cause tees for the American Red Cross, then Sevenly™ would write a check to the charity for \$7,000. But it goes much further than that.

Sevenly™ has intricately designed their model, their website, and their proprietary processes to leverage social media. C.O.O. Aaron Chavez stated, "Every single component of our online presence has been obsessively examined. The model was designed to not just raise money, but awareness as well. We spend most of our day integrating ways to leverage the power of the "share". For example, our first week we designed a cause tee for an Anti-Sex Trafficking charity out of Washington D.C. and within 5 days the link had been shared

on Facebook over 10,000 times, we sold almost 900 tees and raised over \$6000 dollars to end the global sex trade." Since then, Sevenly™ has continued to have success with each charity and anticipates raising over \$250,000 to keep charities in business in their first year.

Dale says, "Our confidence derives from our mission, everybody wants to help out a charity that touches their heart. The problem was, until Sevenly™, there wasn't a simple way to do so. Sevenly™ offers people a simple and easy way to change someone's life. For example, During our launch in June 2011 our model managed to generate a staggering 100,000+ page views in less than 30 days, which is unheard of for an organic start-up. People truly want to change the world, and Sevenly™ is here to let them do it."

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*For more information about Sevenly™ please use the contact information on the next page.*

*Brett Skinner*

# FOR MORE INFORMATION ABOUT SEVENLY & OUR FOUNDERS PLEASE CONTACT:

Our Founders



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Dale Partridge – Chief World Changer

C.E.O. AGE 26, CORONA CALIFORNIA

A die hard, serial entrepreneur and co-author of the book "Make it Happen, 30 Steps Young Entrepreneurs Take to Start Great Companies". He is an avid speaker on the topic of young entrepreneurship and has spoken at multiple universities, corporate seminars, and major conferences.



Aaron Chavez – Chief Operating Officer

C.O.O. AGE 19, CORONA CALIFORNIA

A Social media entrepreneur from central California, Aaron has been named a Facebook prodigy. He has a passion for social change by the way of social media. He is also a private social media consultant for major corporations across the globe.

Sevenly.org

Oh... it's okay to be excited :)