**News from Project World Impact**

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**INTERNET STARTUP TO HELP MILLIONS IMPACT CAUSES WORLDWIDE**

WHEATON, Ill.—[Projectworldimpact.com](http://projectworldimpact.com), an internet startup, is an online hub where visitors can search for nonprofits, fair trade and cause-related organizations by cause and location, then support them through donating, crowdfunding or volunteering. One of the biggest reasons Americans don’t give to charity is because people struggle to find causes they are passionate about, according to a [study by SEI](http://www.seic.com/enUS/about/11433.htm). Project World Impact (PWI) is looking to change this. The website launches to the public on September 22.

“We’re giving people the chance to tangibly impact the world around them. We are changing the way people engage with nonprofits and fair trade companies,” says Chris Lesner, the founder and CEO of PWI, who got the idea for PWI after working with nonprofits at his previous marketing agency. “I noticed there were thousands of nonprofits, both global and local, who all needed the same things: more funding, volunteers and exposure. I also realized that there were over 100 million people looking online for ways to get involved in a variety of causes. PWI was created to do both—meet the needs of cause-minded people and cause-minded organizations.”

It’s free to build a profile on [projectworldimpact.com](http://www.projectworldimpact.com/), where nonprofit and fair trade organizations can get in front of millions of people. Visitors can click on countries they’re interested in and browse a list of needs in that country. Once visitors select a country and cause of interest, they’re matched with nonprofits, fair trade and cause-related organizations working in that particular niche.

Each nonprofit and fair trade profile is designed to spark interaction with visitors, featuring pictures, videos, crowdfunding projects, products and more. Visitors can also find volunteer opportunities and donate directly to a cause. PWI is committed to taking no percentage of donations or crowdfunding projects. In many cases when money is given through PWI, the nonprofit will receive more of every dollar than if someone donated to them on their own site.

“We know 87% of millennials express interest in giving to charity,” says Lesner. “But the key to engaging them is finding what they’re passionate about and offering a fun, tangible way to support that cause. That’s what we’re doing with PWI.”

Project World Impact expects over a million unique visitors to the site in the next year. Currently, thousands of nonprofits, fair trade and cause-related organizations are featured on [projectworldimpact.com](http://www.projectworldimpact.com/), with more added every day.

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For more information or media requests, contact Chelsea Tatum (chelsea.tatum@projectworldimpact.com). [Click here](https://www.youtube.com/watch?v=j-qr2JCB5Zc) for a video walkthrough of the site. [Click here](https://www.youtube.com/watch?v=5RNSxaSA_mk) for an overview of PWI.