

Search or Shop Online, Cats Benefit

Supporters of nonprofit animal groups surf the web for charity.

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Web surfers can earn money for their favorite animal welfare groups. With a click of the mouse, Internet users have the ability to help cats and dogs in need. Nonprofit organizations across the United States are taking advantage of a new fundraising tool: a search engine and online shopping mall powered by Yahoo!.

Thousands of animal rescue groups partnered with GoodSearch.com and GoodShop.com to offer a different way to support the cats and dogs they work to protect. Donations are generated by web surfers and online shoppers.

Consumers interested in giving to their favorite animal welfare organization can do so by visiting the online shopping mall, where they can browse hundreds of retailers. The prices are the same as going to the retailer directly, but by using GoodShop, up to 37 percent of the purchase price goes to the user's charity of choice.

Similarly, with GoodSearch, approximately one cent is donated to a charity that the user selects with every search. Both sites are helping to raise money for the participating nonprofits. Examples include: The American Society for the Prevention of Cruelty to Animals has earned more than \$15,000 after spreading the word to its supporters.

Best Friends Animal Sanctuary has earned more than \$5,000 through supporters using GoodSearch.

Cesar and Ilusion Millan Foundation — The Dog Whisperer has earned \$5,400.

A shopper made a \$432 purchase at online shoe store Zappos.com, resulting in a \$26 donation to the Berkshire Humane Society in Massachusetts.

"The response to this idea has truly been overwhelming," said Ken Ramberg, co-founder of GoodSearch. "We have seen a great amount of support for humane organizations through GoodSearch and GoodShop and the money raised is going toward making a real difference for animals."