



INNOVATIVE NEW PROGRAM GIVES LOCAL GROUP A FRESH TAKE ON FUNDRAISING

SmartRaise.com allows Against Cruelty to fundraise online by earning rewards from hundreds of partner stores. Supporters and community members rally behind the cause.

FOR IMMEDIATE RELEASE

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MERRIMACK, NEW HAMPSHIRE– For most groups, fundraising can be a challenging experience that requires countless hours of work and risks alienating supporters. However, one local group recently discovered a new solution designed to reduce the many headaches associated with raising money: Against Cruelty can now be found on SmartRaise.com.

Started by a group of public school teachers looking for a better way to raise money for their own organizations, SmartRaise.com is revolutionizing the way school, charity, and community organizations fundraise.

With Against Cruelty enrolled on the site, supporters can now visit SmartRaise.com and do their part by shopping at SmartRaise's partner stores online. Rewards range from 1% to over 20% depending on the store. Shoppers still pay the same prices they would have if they visited the store directly. There are currently hundreds of stores on-board, making it possible for nearly all online purchases to make a difference.

"We tried to create a win-win-win with SmartRaise.com," company co-founder and high school math teacher Rich Morrison explained. "Supporters win by doing good with their everyday purchases. Retailers win by attracting their business. And causes win with an easy, no-cost fundraising program. We're pleased to have Against Cruelty on board and look forward to seeing the group's supporters shopping through SmartRaise."

To learn more about SmartRaise and sign up as a supporter of Against Cruelty, visit www.smartraise.com/acruelty.

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