



## **GiftCardDonor.com Taps Into Billions Of Unused Gift Cards for Charities**

COLUMBUS, OH, December 2, 2008 / PRNewswire /-- Not a day goes by without a story about charities struggling to survive the poor economy as donors pull back their support to pay their bills. On the other hand, there will likely be \$90 billion in gift cards sold in 2008 with 10% or \$9 billion "never" being used. GiftCardDonor.com is connecting these dots so people can donate unwanted gift cards to help charities. And best of all, the charities receive 75% of the revenue once the cards are resold.

GiftCardDonor.com currently lists more than a dozen charities like the Goodwill of San Francisco, the Western Pennsylvania Humane Society, The Buckeye Ranch Foundation, and the Central Ohio Diabetes Association. Now that Gift Card Donor is registered and bonded nationwide under its corporate name Shared Progress, Inc., they can help non-profit organizations big and small across the entire United States. Any charity can be considered for this fundraising program by enrolling via GiftCardDonor.com.

Here's how the program works. People donate their unwanted gift cards to their favorite charity listed on GiftCardDonor.com. The donated cards are resold on companion website GiftCardsAgain.com and the charity receives 75% of the revenue. Gift Card Donor accepts any merchant's gift cards with any remaining balance.

Christopher Thorn, Director of Charity Services, said: "it is as if we have collectively been socking away all this gift card money for a rainy day and now it is pouring!"

For more information, contact:

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About Shared Progress, Inc.

Shared Progress, Inc. is the corporate parent of GiftCardBuyBack.com and GiftCardsAgain.com that have been leaders in the gift card secondary market since 2005. GiftCardBuyBack.com allows anyone to sell their gift cards to "unlock the cash in their cards." GiftCardsAgain.com helps people save money through buying discounted gift cards and using them for their everyday shopping. GiftCardDonor.com has been the passionate vision of President and CEO, Jeff Kister since the beginning that is now coming to life as a new resource for charity fundraising.