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Youth Action Project Inc Harnesses Internet to Raise Money to Help Local High School Students through Online Charity Shopping Mall

Local cause proves benefits of growing e-Commerce trend

San Bernardino, CA , July 15, 2008 — Since January of this year Youth Action Project (YAP) has provided tutoring and mentoring services to 75 local high school students who are struggling to graduate. A third of these students have gone on to receive their high school diploma.

Through funds YAP supporters have raised by doing their everyday online shopping through iGive.com, the first online charity shopping mall. iGive.com enables individuals to shop online at over 600 reputable stores and simultaneously support any cause they wish, such as YAP. Up to 26% or more of every purchase is donated to the selected cause at no extra cost to shoppers or causes. iGive.com members have listed more than 25,000 causes on the site.

“We have found iGive.com to be an excellent and nearly effortless way to raise needed funds. Many of our supporters were already shopping online. Now with their shopping through the Mall at iGive.com, everything they buy – from CDs, books, toothpaste to computers – helps YAP,” commented Joseph Williams-YAP executive. “We’re excited about the continued funds this technology, and iGive.com, will enable our supporters to raise for San Bernardino’s youth. In addition, iGive.com helps us reach and build stronger relationships with our existing and new supporters.”

The Youth Action Project, Inc. started in 1998 as a youth-driven project to allow youth to identify the issues that mattered most to young people and to provide an avenue for them to develop plans to address those issues.

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“iGive.com’s mission is to provide a reliable, valuable, secure and easy-to-use tool to help individuals support their favorite causes while doing their everyday online shopping,” explained Robert Grosshandler, founder and chief executive officer of iGive.com. “We’re delighted that YAP is utilizing iGive.com and the information age to help San Bernardino’s youth. The causes benefit from their supporters’ everyday shopping, and shoppers benefit from the ability to help causes close to their hearts and homes.”

YAP’s mission is to connect youth to opportunities that allow them to develop the skills and habits needed to experience economic and social success. YAP has three primary service components that are an integral part of the organization: **Youth Development** – Enables youth to attain new skills and habits; **Educational Enhancement** – Engages high school youth in improving academic skills; **Economic and Community Development** – Provides economic opportunities and improves social conditions.

Over the next three years your assistance will allow a minimum 150 local university and community college students to receive paid work experience and a financial educational award that may be used to reimburse tuition cost. This student will commit between 675-900 hours of community engagement work with a goal of assisting a minimum of 300 tenth through twelfth grade students, attending school within the City of San Bernardino Unified School District, in successfully completing the California High School Exit Exam (CAHSEE) and getting connected to a 2 or 4 year college while acquiring life skill training. YAP is located at 201B North “E” St Suite 204 San Bernardino, CA. 909.885.6880 www.youthactionproject.org

To support YAP through iGive.com, visit www.iGive.com/YouthActionProject

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