

Title:

Company Aims to Ease 'Charitable Fatigue'

Word Count:

334

Summary:

With so many recent natural disasters happening around the world, people are being asked for o

Keywords:

Company Aims to Ease 'Charitable Fatigue'

Article Body:

With so many recent natural disasters happening around the world, people are being asked for o

"'Charitable fatigue' is a buzz-phrase used to hide a real problem small and mid-sized chariti

To make it easier for consumers to give to charitable causes, iGive.com, founded in 1997, turn

"At iGive we have a solution that puts money shoppers are spending anyway into the coffers of

Shoppers support any cause they wish by registering at the site, where they can track their do

The site has also proven to be useful for celebrity causes. Backstreet Boys member Brian Litttr

Other causes using iGive.com include: For the Love of Animals; San Pedro High School Lady Boos

"Give as you shop for everyday items such as office supplies, clothing, accessories, appliance

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