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BACKGROUND

In October 2015, *Planet Fundraiser* Founder Kasey Birdsong and Co-Founder Drew Honeycutt noticed the need for a hassle-free, efficient way to fundraise for their children's elementary schools in Birmingham, Alabama. Birdsong and Honeycutt first began working on their idea in Birmingham's Innovation Depot. Within a few months their company, *Planet Fundraiser*, was awarded the exclusive opportunity to be a part of the Velocity Accelerator program for start-ups. The *Planet Fundraiser* app enables users to give back to their communities through everyday purchases at their favorite restaurants, stores and merchants.

Their motto, "SHOP. SNAP. GIVE," communicates the simplicity of the design. Supporters download the free app and choose an organization to give back to. After shopping at supporting merchants, who display their percentage given back on the app, users simply snap a picture of their receipt and upload it to their account. The merchant will then donate a percentage towards the chosen cause. *Planet Fundraiser* has a donation percentage that ranges from 2 percent to 35 percent of a purchase.

Planet Fundraiser aims to make the process of donating money a more fluid process in comparison to benefit nights, bake sales and other forms of fundraising. The app brings together nonprofits and schools seeking donations with businesses and supporters looking for a

way to give back. The company first launched in the Birmingham metro area and has recently spread to numerous major cities in the South, including Nashville, Atlanta and Montgomery. Within the short time of its creation, Planet Fundraiser has helped users and merchants in Birmingham alone donate more than \$500,000 as of April 2017.

Planet Fundraiser hosts full-day events called “The Big Give Day” when the business is launched in a new city. A street festival is held and supporting merchants double their percentages donated for the day to welcome new users of the app. The team of 12 at *Planet Fundraiser* hopes to expand nationwide by the end of 2017 and discuss international plans in 2018.