



GoodSearch.com

Good Search is a search engine which directs money to charities every time you search the Internet.

How does it work?

On the GoodSearch homepage, choose Project GRAD Akron from the list of charities and search the internet just like you normally would.

Are the search results going to be as good as the search engine I am using now?

The site is powered by Yahoo!, so you'll get high quality search results.

How much money could this generate for Project GRAD Akron?

We estimate that each Web search will general approximately \$0.01 (image, video, Yellow Pages, and site-specific searches are not included). It quickly adds up! Here's an example of how much we could earn:

Charity Size	Number of Supporters	Average Searches Per Day	Estimated Revenue/Year
Small	100	2	\$730

Where does the money come from?

Search engines make most of their money from companies that pay an advertising fee when users click on links during a search. GoodSearch directs a portion of advertiser's dollars earned as a result of your search, to charity.

Do users ever have to pay anything?

No. Goodsearch provides people a way to support their favorite cause at no cost to the charity. The money comes from GoodSearch advertisers. In fact, 50% of the revenues are directed back to charities.

Do all of my searches count toward donation?

All of your searches count with the following exceptions:

1. Image searches
2. Video searches
3. "Search This site" searches
4. Searches for URL's (i.e. search terms ending in .com, .org., .net, .edu)
5. Searches to sites for which the URL is well known, such as Hotmail, ESPN, Facebook, AOL etc.
6. Searches for stock quotes
7. Searches for word definitions
8. Yellow Pages
9. Searches generated from fraudulent use of the site.

What stops people from clicking just to raise money for their charity? What is meant by fraudulent searching?

Goodsearch asks that you use the site honestly. As long as you use GoodSearch just as you would any other search engine, it's never a problem. Fraudulent searching includes, but is not limited to, repeated manual clicks, the use of robots or other automated query tools, etc. This will result in the user being blocked by the site and/or the charity being de-listed.



GoodShop – The GoodSearch Shopping Mall

How do I raise money with GoodShop?

Everytime you click over to one of the GoodShop partner merchants from the GoodShop site and then make a purchase, Project GRAD Akron earns money. The more you shop, the more we earn. 100% of the donation displayed on GoodShop goes to the designated charity.

How does it work?

Simply go to www.goodsearch.com and click on the GoodShop link or go to www.goodshop.com. In the “Who do you GoodSearch for” box, choose Project GRAD Akron.

Next, click through to the merchant (this will open a new browser window) and start shopping. A percentage of your purchase will go to PGA. The amount is different for each retailer, but it averages approximately 3% of the total sale and can go up as much as 20% or more (the percentage donated is indicated below the merchant’s logo). The amount raised can add up quickly.

Am I paying more to shop through GoodShop?

No. The experience of shopping through GoodShop is exactly the same as going to the retailers directly – you receive the same prices and level of service. The retailers are responsible for collecting payment, shipping and returns.

Is shopping through GoodShop secure?

Yes. GoodShop does not collect any credit card or personal information such as your name and address. The entire transaction is done directly through the merchants.

Is there a delay between when I make a purchase and when it shows up on the Amount Raised page? The data from retailers is posted weekly. However, retailers may take up to eight weeks to report their sales back to GoodShop from the time of your purchase. Also, you may notice a change in the totals due to returned merchandise or cancelled orders.

Do all purchases qualify for a donation?

While the majority of all purchases will generate a donation for the organization, each retailer has its own rules and some purchases may not qualify. For example, many merchants do not contribute donations for gift cards or gift certificates.

When will my organization receive a check?

GoodSearch will send each organization a check once a year in December for the combined funds earned on GoodSearch and GoodShop during their fiscal year of Oct. 1 through September 30. The minimum check sent is \$20. The more often our organization’s supporters use GoodSearch and GoodShop, the more money we will receive. In no event will GoodSearch make payments for any earned balance under \$20.