January 22, 2015

At the 29th Annual Emerging Issues Forum, Pennies 4 Progress was one of four teams announced as a winner of the 2014 SECU Prize for Innovation. Their idea was simple - every time you made a purchase at a business, you could round up your bill to the next dollar and donate the difference to support and empower the teachers of North Carolina. The pennies add up quickly, as a local shop could raise thousands of dollars each year.

A year later, in partnership with DonorsChoose.org, Pennies 4 Progress and GoodLabs are excited to introduce Charity Checkout to schools in North Carolina. Now, any school registered on DonorsChoose.org can be supported through “round up” and “add $1” checkout donations at stores of all sizes. Available on Clover point-of-sale systems, Charity Checkout is an amazing opportunity for businesses to help raise funds for their local schools.

North Carolina schools and teachers will join leading organizations like the World Food Program, Save the Children, and Iraq & Afghanistan Veterans of America on Charity Checkout. The GoodLabs team continues to grow fundraising opportunities for schools, building on partnerships with the largest payment platforms in the U.S. like Ingenico, First Data, Toshiba, and NCR.

"Every day there are billions and billions of...
transactions all over the world,” says Daniel Hayes, CEO of GoodLabs. “We walk past them, we move through them, they are all around us. In each one of those transactions, we see a donation opportunity. Donations at the point-of-sale are not new, but we are unlocking that for small to mid-size businesses and schools.”

Registration is simple -- send any interested teacher or school administrator to DonorsChoose.org and encourage your school to share this opportunity with local businesses. Your school will receive an additional $100 donation for every business that is referred to a Clover point-of-sale system to run Charity Checkout.

There are four easy steps to receiving school donations:

1. Create a DonorsChoose.org profile for your school.

2. Share the opportunity to use Charity Checkout with businesses.

3. If a business switches to a Clover system and mentions your school code, DonorsChoose.org projects from your school will receive $100.

4. Projects from your school continue to receive “round up” and “add $1” donations whenever someone makes a purchase.

Contact the GoodLabs and the Pennies 4 Progress team if you have any questions or feedback at schools@goodlabs.io.

Interested in hearing more ways North Carolina’s college students are solving other complex issues? Join leaders and learners from across North Carolina this February 9-10 at the 30th Annual Emerging Issues Forum: Innovation Reconstructed. Click here to register.

Kendall Hageman
Education Policy Manager
Do you know a teacher who is working hard to help students succeed? Let us know, and s/he could be featured in the next education issue!