

Project-Statement

- 1. The title:**
Shopping with the Community in Mind
- 2. The project:**
This is a website that enables community organizations to come together in one place to market and sell their products. This site will advertise products and services from a group of non-profit organizations with a certain percentage going to their special cause, such as breast cancer. The website will empower users to shop by community organization, cause or product category.
- 3. The problem:**
There are many community organizations in the area that have trouble acquiring the funds necessary to operate. In response to this, social enterprises have developed. Social enterprises are fundraising businesses that enable a community organization to operate, for example, goodwill stores or Girl Scout cookies. This website will be a social enterprise for the HOPE charity.
- 4. The impact:**
The social enterprise will create a portal for organization with common ideals to promote and sell products which represent their spirit and uphold their organization values and beliefs. This community network will provide exposure to local chapters which will benefit all those that share similar values to better their community.
- 5. The motivation/inspiration:**
This project is important to us personally because it benefits many different types of non-profit organizations which in turn benefit the community. More important, it will help families below the poverty level reach goals that have always been difficult to accomplish.