



Giving by CafeGive® and whippersnappers studio Launch Social Giving Initiative To Help Children & Families in Need

Imagine a family photo that is fun, beautiful and meaningful beyond the ordinary. whippersnappers studio social giving campaign makes a family photo mean more by rewarding donations that improve the lives of children and families. Simply visit whippersnappers “give a little - get a little” pages on Facebook, select a cause and make a donation. Participants receive a whippersnappers studio gift certificate - rewarding an act of giving with a memory of their own family.



Silicon Valley, CA – August 9, 2011 – Using CafeGive’s new marketing platform “[Giving by CafeGive®](#)”, whippersnappers studio, the Bay Area’s contemporary personality infused children’s portrait studios, has launched an online social giving initiative to help causes that support children and families in need. Participating South Bay Area nonprofits include Second Harvest Food Bank and Sankara Eye Foundation.

whippersnappers “give a little - get a little” campaign rewards consumers that donate to causes that work to improve lives locally and globally. Individuals are encouraged to visit the “[give a little - get a little](#)” page on Facebook, where they can select their favorite cause (either Second Harvest Food Bank or Sankara Eye Foundation) and make a donation of between \$25 to \$100 dollars, from now until October 15, 2011. All participants receive a whippersnappers studio gift certificate (up to \$50) that can be used for an in-studio or at a location-based photography session* - rewarding an act of giving with a memory of their own family. The participating nonprofits are:

- **Second Harvest Food Bank** estimates that 1 in 4 people are at risk for hunger in the Silicon Valley. “At-risk” means they lack consistent access to adequate amounts of nutritious food. Second Harvest is one of the largest food banks in the nation, feeding an average of nearly one quarter of a million people each month.
- India is home to one-fifth of the world's blind population, but the majority of cases there are curable. **Sankara Eye Foundation's** provides quality eye care to the needy with a rural outreach program, and is building operationally self-sufficient, super specialty eye care hospitals across India.

"Giving back to the communities where we work and live is a long-standing priority for whippersnappers studios," said Lisa Flynn, founder and CEO whippersnappers studio. "Children and families are core to our business and next to our hearts. We used Giving by CafeGive for our “give a little - get a little” program, because they made it simple for us to achieve our giving-back goals.”

whippersnappers studio’s is also running their “give a little, get a little” campaign in their Bend, OR and San Francisco, CA, studios, rewarding donations to local charities with a whippersnappers studio gift certificate (up to \$50). In [Bend](#), the charities are Family Access Network, MountainStar Family Relief Nursery and Deschutes

Children's Foundation and in [San Francisco](#), the charities are Jr. League of San Francisco, San Francisco Food Bank and Raphael House of San Francisco.

CafeGive's "Giving by CafeGive" platform provides a powerful way for businesses, of any size, to showcase their social giving strategies, build momentum for their philanthropic activities and communicate directly with their consumers in fun and engaging ways. Using CafeGive's social giving platform makes it easy and cost-effective to design and execute cause-related online programs. Most programs can be launched in less than a week and are hosted by "Giving by CafeGive".

About whippersnappers studio

It's not hard to define what **whippersnappers studio** is all about—they're a photography studio that specializes in capturing the magic, not just the moment. Their cameras catch cuddles and kisses, wedgies and noogies, sniffles and giggles, and everything in between. They are kid-proof, parent-friendly, and just waiting to snap pictures you'll treasure. Imagine a place where fun and photography play nice... whippersnappers studio specializes in children's photography infused with personality! Studios are located in Bend, Oregon and San Francisco.

About CafeGive

CafeGive connects businesses, causes and the people who care about them. Giving by CafeGive delivers integrated online social giving and cause marketing campaign modules for businesses, marketing agencies, bloggers and nonprofits to create branded interactive campaigns for Facebook or the web. Giving by CafeGive solutions showcase and encourage donation stories, promote charitable works or cause marketing programs while building consumer awareness and loyalty. Cafegive.com is the company's first social responsibility application and connects online shoppers to hundreds of brand-name online retailers and over 100 local and national non profit organizations to earn for their causes. CafeGive is headquartered in Portland, Oregon. For more information visit www.cafegive.com.

* On location photo session is available only for South Bay program participants by arrangement with the San Francisco studio.