

# Online Shopping Rebate Site Announces Non-Profit Relief Program To Offset Donation Shortfalls

ODESSA, TX – Oct. 5 (SEND2PRESS NEWSWIRE) – The Reverb Giving Network today introduced a new fundraising program – Giving Twice – as a way to help increase funding levels for the many charities whose finances have been taxed serving the overwhelming needs of Hurricane Katrina victims.



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Until the end of the year, Reverb will match, dollar for dollar, the rebates Reverb pays to non-profit organizations from purchases made from its network of 400+ top online merchants.

“We realize that many charities, not just those directly involved in the hurricane recovery efforts, are being adversely affected by the incredible needs of the hurricane region. Recently, USAToday reported that many charities are experiencing decreased contributions as donors have pumped their money into hurricane relief efforts. We want to reach out to the many hundreds of wonderful non-profit organizations with a way to help ensure that their work, which continues year round, receives the funding it needs and deserves,” stated Reverb president Jeff Russell.

“Giving Twice is about allowing people to give as they purchase Christmas gifts for friends and families to also give to their favorite charity. In addition, Reverb is matching each donation with a dollar for dollar matching

gift," Mr. Russell continued.

The Reverb Giving Network allows online shoppers to donate rebates of up to 20% at hundreds of top online stores to their favorite charity, school or church. There is no cost for either the non-profit or the individual donor to join the Reverb Network. Additionally, Reverb tracks and reports all sales made by non-profit donors which eliminates any additional work by the non-profit.

Complete information can be obtained from the Reverb website at [www.reverbk12.com/twice](http://www.reverbk12.com/twice). Non-profit organizations which have not yet registered with Reverb can complete a simple online application or can register by calling Reverb toll free at 800-683-8101.

#### ABOUT REVERB

Reverb is committed to providing sustainable, year round donation revenue for non-profits such as relief organizations, schools, and churches. Reverb allows its members to easily donate their cash rebates from Reverb's network of over 400 top online merchants to their favorite charity, school, or church.

For more information contact:

Jeff Russell, Reverb Giving Network, 1703 Redbud, Odessa, TX 79761, 800-683-8101, [press@reverbk12.com](mailto:press@reverbk12.com).

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