

LOS ANGELES, CA, February 21, 2014 **/24-7PressRelease/** -- ONEHOPE Wine, a popular cause-centric wine brand that donates half of profits to various causes, has announced the newest additions to its nonprofit partnerships. These cause changes will take effect immediately for the following ONEHOPE Wine California Tier varietals: Sparkling Brut (benefits childhood hunger), Chardonnay (fights breast cancer), Zinfandel (supports our troops) and Merlot (helps end world disease).

In an effort to uphold ONEHOPE Wine's mission to have the best possible nonprofit partnerships, ONEHOPE Foundation uses a rigorous criteria system to qualify nonprofits for its exclusive portfolio of over 250 nonprofits that fit the criteria. ONEHOPE Foundation then narrows down the best fit based on the specific cause categories that are attributed to each varietal. Finally, the best impact ratio is examined for ONEHOPE Wine, which helps to quantify the influence of the partnership.

The Sparkling Brut will now benefit the World Food Program, which is a food assistance branch of the United Nations and the largest humanitarian organization addressing hunger. The Chardonnay is now partnered with Gateway for Cancer Research, which funds innovative clinical trials to help today's cancer patients live longer, feel better and be cured. Team Rubicon, a relief organization that combines the experiences of military veterans to deploy first responder emergency relief teams internationally, is the Zinfandel's newest cause. The last nonprofit change is the Merlot, which now raises money for the END7 campaign, run by the Global Network for Neglected Tropical Diseases, that aims to end the seven most common neglected tropical diseases (NTDs) in developing countries in Asia, Africa and Latin America and the Caribbean, by 2020.

"While we believe passionately in the causes that we currently support, we also feel that other causes deserve a chance to be highlighted through our wine pairings," said Melissa Lake, Executive Director of ONEHOPE Foundation. "With these changes, we look forward to increasing transparency within our charitable giving, quantifying the impact that we are making through donations, and tightening up the process of our giving."

To date, ONEHOPE Wine has donated over \$1.2M to partner nonprofits. For more information about ONEHOPE Wine partnerships or how you can join the movement please visit <http://www.onehopewine.com>. For more information on ONEHOPE Foundation please visit <http://www.onehopefoundation.org>.

About ONEHOPE:ONEHOPE is a social enterprise that integrates causes into products and services to make a social impact. ONEHOPE has quickly become one of the most recognizable

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Written by Australian Business

cause-centric brands due to the success of the cornerstone product, ONEHOPE Wine, of which half of the profits go to a different cause for each varietal of wine sold. Since launching into the wine industry in 2007, ONEHOPE has developed additional products, brands and experiences including - Hope at Home, ONEHOPE Weddings, ONEHOPE Foundation and ONEHOPE Coffee. ONEHOPE is headquartered in Southern California and has formed partnerships with notable nonprofits that support many distinct causes. Some of the causes and organizations include breast cancer treatment (Gateway for Cancer Research), Autism research and treatment (ACT Today!), US forest preservation and protection (American Forests), pet adoption (ASPCA) and ending childhood hunger (World Food Program). ONEHOPE not only produces its own cause-centric products and services but is also the creator and leading provider of consulting services for companies small to large on Cause-Centric Commerce. For more information, please visit <http://www.onehopewine.com> or <http://www.ONEHOPEFamily.com> and follow us @ONEHOPEWine

About ONEHOPE Foundation: The ONEHOPE Foundation (OHF) is an open-cause platform focused on creating social impact with organizations that have a transparent dollar-to-impact ratio. The ONEHOPE Foundation partners with nonprofits that have been thoroughly vetted and quantitatively evaluated for the efficiency and impact to help donors and companies to achieve their philanthropic goals. It provides a vetted portfolio of notable charities, customized impact reports and opportunities to directly engage with donor and corporate nonprofits of choice. For more information, please visit <http://www.onehopefoundation.org> and @ONEHOPEfndn