

The Cooperative Fund 99 will Soon Launch a \$1 Donation Fund to the World of Social Media

Written by Australian Business

HONG KONG, October 09, 2013 /**24-7PressRelease**/ -- The Cooperative Fund 99 that supports children, science, construction, education and victims of war will soon call for funding proposals from all social media channels.

The Cooperative Fund 99 is an independent, public-private partnership set up in October this year with the aim of making more global resources available to combat the world's most serious problems. Using social media as its fund raising vehicle. The fund only asks that each person donate a maximum of \$1. As trivial as that may sound, according to September 2013 figures, if Twitter's active users were each to donate \$1, that would be a very quick \$215 million because the \$1 should not be a big problem to those users.

"We have learned a great deal during the development of this fund, and will continue to make the social media community more aware of just how powerful their \$1 really is if we join hands to improve the world that we live in," said Mr. Rami El-Ashi, Founder & CEO of the Cooperative Fund 99. "In view of the urgency, the Cooperative Fund 99 needs to strike a balance between acting quickly to disburse funds, while at the same time developing new and more effective ways of ensuring resources will have maximum impact."

Mr. El-Ashi acknowledged that in acting quickly to distribute more funding, while also developing more effective systems to coordinate activities and measure results, some aspects of the Cooperative Fund 99's fund raising process are still evolving to ensure how far the word can be spread.

"This cooperative will be as transparent as I can make it. Every member that donates a \$1 can be regarded as an owner of the fund. They will each get 1 vote as to where the money will go and the board will not interfere with this process" said Mr. El-Ashi very clearly during the interview.

The idea that this fund will function as a piggy bank for the world is effective in the social media world, where everything is getting shorter and simpler. The tag line they use is: "Give us \$1 • Then forget about it • we'll tell you if you saved a life or changed the world!"

To learn more about Cooperative Fund 99 until their website is complete, please contact Jane L. Dufour at hello@fund99.tk