



Florida For Good Announces Ownership Interest with Ethical Online Shopping Platform, DoneGood



Florida For Good is excited to announce a new partnership with fellow B Corp and 1% for the Planet member, DoneGood, an online retailer. Previously referred to as the 'Amazon of Social Good' by *Forbes*, DoneGood's platform is focused on making it quick, easy and affordable for consumers to discover brands that make the world better for all. Their online marketplace allows their 100,000 users to shop hundreds of mission-driven brands all in one place, utilizing their purchasing power for good.

Americans give \$400 Billion to charity each year yet spend \$130 trillion buying everyday items. Redirecting even a small percentage of this spending to ethical and conscious brands would make a huge impact.

According to DoneGood's research, the market for ethical and sustainable goods is large and growing rapidly. Annual online spending on ethical and sustainable products in the U.S is \$27.5 B, a 10% year over year increase. What's more, it was found that 73% of millennials will pay more for sustainably-made goods, further showcasing a fundamental shift in consumer behavior.

The investment made by Florida For Good was to support the work and vision of the DoneGood team along with their leader, CEO Cullen Schwarz. Florida For Good's ultimate mission is to facilitate a societal shift to a world where there is a more shared and lasting prosperity. Aligning purchasing decisions with values will only accelerate that shift and by nurturing the success of DoneGood and other conscious businesses, we will move ever closer to reducing poverty, protecting the environment, restoring community, and improving the world. Author and educator Anna Lappe once said, "Every time you spend money, you're casting a vote for the kind of world you want." This measure of thinking has also been adopted by the B Corporation community, a major component of the Florida For Good platform, as evident through their #VoteEveryday campaign targeted at educating consumers on the impact of their daily spending and the effect it can have on societal change.

"It takes time to have a conscious approach to your spending and shopping habits," said Jared Meyers, founder of Florida For Good. "DoneGood has streamlined mindful shopping for consumers to use their purchasing power to influence the world. Florida For Good aims to provide resources to companies and consumers to embrace an ethical and sustainable approach to business and everyday life. We know this partnership with DoneGood furthers that goal, and we are excited to watch their platform grow."