

Who do you
GoodSearch for?



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We all have a cause we care about - whether it's finding a cure for cancer, saving the environment, finding homes for abandoned pets or so many other worthwhile endeavors. But what we don't all have is the time or money to support these efforts as much as we'd like. So, what if we could raise money for our favorite charities and schools by doing something we do every day — searching the Internet?

That's the question Ken Ramberg (the former founder of JOBTRAK, now a division of Monster.com) and JJ Ramberg (an MSNBC anchor and the former Director of Marketing at Cooking.com) asked themselves a few years ago. After realizing what a fraction of the \$8 billion generated annually by search engine advertisers could do if it were directed towards organizations trying to make the world a better place, they launched GoodSearch in 2005.

GoodSearch is a search engine which donates 50-percent of its revenue to the charities and schools designated by its users. It's a simple and compelling concept. You use GoodSearch exactly as you would any other search engine. Because it's powered by Yahoo!, you get proven search results. The money GoodSearch donates to your cause comes from its advertisers — the users and the organizations do not spend a dime!

In 2007, GoodSearch was expanded to include GoodShop, an online shopping mall of world-class merchants dedicated to helping fund worthy causes across the country. Each purchase made via the GoodShop mall results in a donation to the user's designated charity or school – averaging approximately 3% of the sale, but going up to 20% or even more.

Ken and JJ wanted to create a means to support charities so that people would say, "Why wouldn't you do it?" That's what GoodSearch does. Since it doesn't cost anything and you get proven search results, there's no reason not to use it!

GoodSearch is dedicated to Ken and JJ's mother, who passed away from cancer and who taught them both that by working together with dogged dedication, we can really make this world a better place.

Spread the word!

Our goal is to help as many nonprofits and schools as possible. We want to help fund the great works they are doing. And, as important as the money, GoodSearch allows people to feel connected to organizations helping to make the world a better place and support them every single day. We believe that "doing good" should be a part of people's everyday lives.

Because we donate such a substantial part of our revenue to the organizations that you designate, we're not spending a lot on advertising. [That's why we need your help in spreading the word!](#)

We hope you'll not only use GoodSearch as your main search engine from now on, but will also tell your friends, family and co-workers so they, too, can start using GoodSearch to support their favorite cause!

So ...

- Find a cure
- Support your school
- Provide disaster relief
- Protect our environment

Start using GoodSearch today — there's no reason not to!