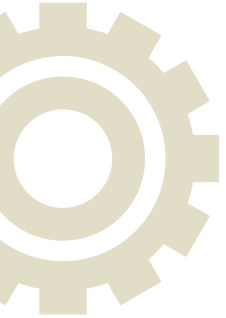


LoveDrop

LoveDrop.us is a micro-giving network of individuals, subscribing to the team for as little as \$1 a month, who change the lives of one person or family every month through an unexpected financial gift, personal encouragement and the development of an ongoing local and online support network.





How Love Drop Works

Love Drop is about people working together to make a direct impact on the lives of those around us. Team members subscribe to the team for any amount they wish. Every month we take suggestions from team members for an individual or family who's struggling to cover an expense, and we cover it for them. Mortgages, groceries, medical bills, disaster relief – anything we can do to help out.

But it's about more than just the money. Our goal is to help these recipients get back on their feet by offering love and support, and also by strengthening their local ecosystem of friends, family and local businesses. We focus especially on people who are working to give back to others, even through their own struggles. We want to showcase people who can inspire millions with their story, and let our viewers know that even in tough times, there is always hope — and that by working together we can accomplish great things.

The story of each individual Love Drop is told throughout the month using videos, blog posts, pictures and interviews posted on LoveDrop.org. We then reach out to people who want to help through our large online and social networks to access more resources and generate buzz, all while building an active and engaged community around the Drop recipient. At the end of the month, Nate and J. Money spend 3 days on the road promoting and making the Love Drop in person. Through video of the actual Drop and local get-togethers, the entire Love Drop team shares in the exciting and rewarding culmination of all our hard work.



Affiliated Networks

We accomplish our Drops thanks to our vast and loyal network built through the professional and personal social infrastructure we've created over time. Primary support comes from the Love Drop team, with extra participation coming from our connected networks listed below.

Love Drop (LoveDrop.org)

Spend a dollar, change a life

- 100+ members, each contributing monthly financial support to change the life of one person or family in need



It Starts With Us (ItStartsWith.us)

Changing the world in 15 minutes a week

- 4,000+ team members, participating together in one 15-minute mission per week to make a difference for others



Love Bomb (DropALoveBomb.com)

Changing lives, one message at a time

- 2,000+ team members, coming together once a week to leave messages of love, hope and inspiration for one person in need



Budgets Are Sexy (BudgetsAreSexy.com)

Where financial nerds are cool

- 3,500+ readers working to better their finances and learn from each other



Our network spans the globe, with thousands of active, engaged members in more than 100 countries. Together we are changing the world, one dollar at a time, one person at a time, anywhere we see the need.

Real help, from real people, making a real and immediate difference, **every single month.**

Nate St. Pierre - Founder

Nate has one goal in life: to change the world. He believes in it so much that he writes it on his palm every day - partially to keep focused on the vision, and partially because the tattoo parlor wouldn't do it for him.

Evidently the palm is a bad place for a tattoo. Who knew?

Born and raised in Milwaukee, Wisconsin, with close ties to Chicago, Nate believes that the Midwest can step up its game and inject a strong sense of personal relationships and community into modern technology and business. He has worked for years utilizing the micro-giving concept to add the human element into the intersection of business and philanthropy, successfully bridging the gap between online and real-world relationships with each of his projects.

In the spring of 2010, Nate and J\$ (a.k.a. J. Money) were invited to a lunch meeting at Google headquarters, and immediately realized that working together would not only change the world, but be totally awesome as well.

So now they do.

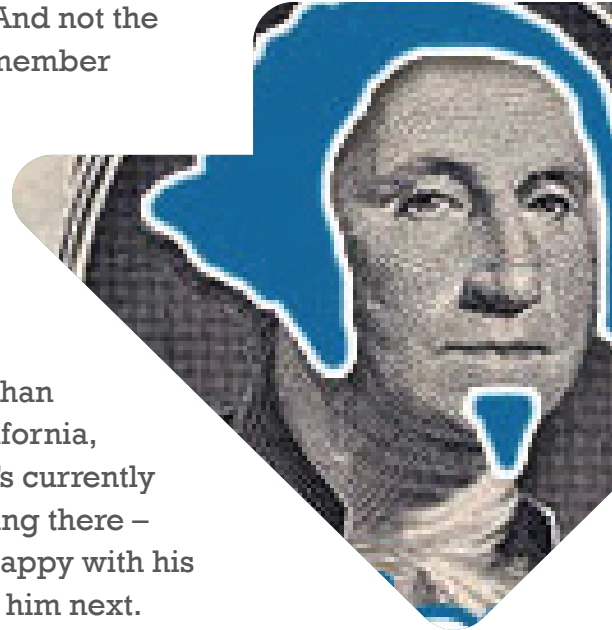


J. Money - Founder

J\$ is on a mission to make personal finance cool. And not the kind based on beanie babies and pog futures (remember them?), but the kind that lasts forever. People don't believe him, but you really don't have to be old and wrinkly to have a financial game plan. J. wants to help you with your dollars NOW, and he does his best not to bore you in the process.

A product of a military family, J. has lived in more than 20 different places including Virginia, Hawaii, California, NYC and his favorite of them all – Korea. While he's currently stationed in Washington D.C. (“stationed” as in living there – not planted by the Marines, who wouldn't be too happy with his mohawk), he has no idea where his ADD will send him next.

Something many don't know about J. is that he used to SUCK at giving back. It's not that he didn't care, or believe in any of the charities; he just never felt a direct connection to the people receiving his dollars. This bothered him to no end, and is one of the main sources of inspiration behind Love Drop. The power of directly seeing who we're helping each month is huge, and he can't wait to show the team – and the world – what a community can do.



The Networks in the News

<http://www.rethink4.com/video-blog/2010/11/21/episode-4-if-it-can-work-for-twitter.html>

<http://magicalpenny.com/lovedrop/>

<http://www.enemyofdebt.com/2010/11/a-bloggers-dream-to-help-others-is-coming-true/>

