



DO
SOMETHING
.ORG

2017
Q1 & Q2

A FEW OF OUR 2017
SUMMER INTERNS!

OUR MEMBERS

5,709,969

TOTAL MEMBERS



3.5M

Mobile Subscribers



3.1M

Email Subscribers

MEMBERS WHO CRUSHED IT

YES, WE CAN.
♻️
RECYCLING AND BAD PUNS FTW!

5 CANS

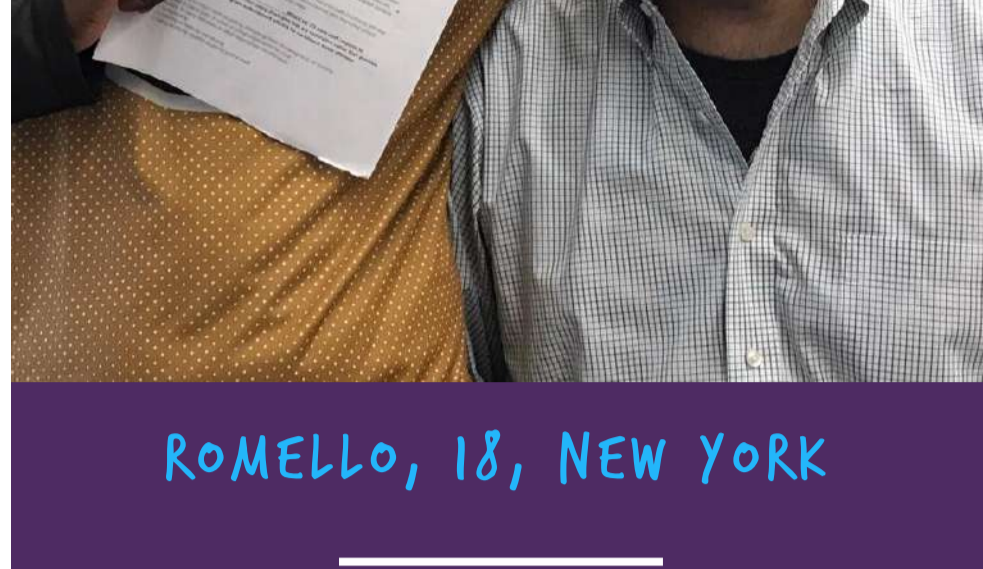


MAYA, 18, FLORIDA

Collected and
recycled 203 cans.

"Participating in 5 Cans was important to me because as of right now, Earth is the only planet we got and people just throw their trash on it like it's no big deal. We all need to open our eyes and see the impact that we have on the planet."

Suspended for WHAT?

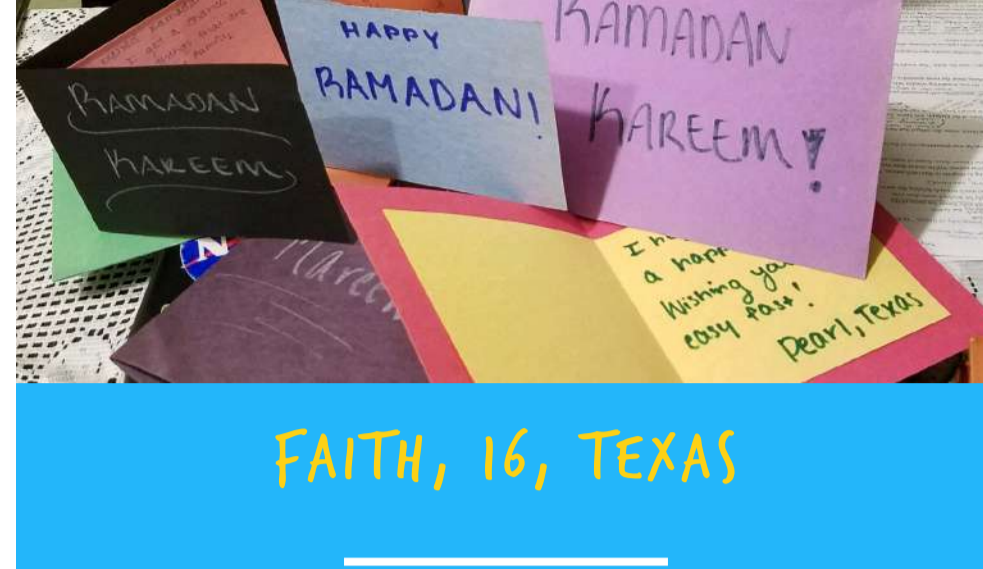


ROMELLO, 18, NEW YORK

Convinced his principal to sign the Safer Schools Pledge and promise to enforce fairer discipline policies.

"I want to give a shoutout to the ALLSTAR PRINCIPAL OF BROOKLYN HIGH SCHOOL OF THE ARTS in Brooklyn, NY, Daniel Vecchiano. Even though he was extremely busy these past weeks, he finally took time out of his schedule to meet with me and talk about A Safer School for the future ahead. And HE SIGNED! WhoopWhoop. It's was a great to have this opportunity and to have the time to talk to my principal about something that matters and has been affecting the educational system."

Sincerely, Us

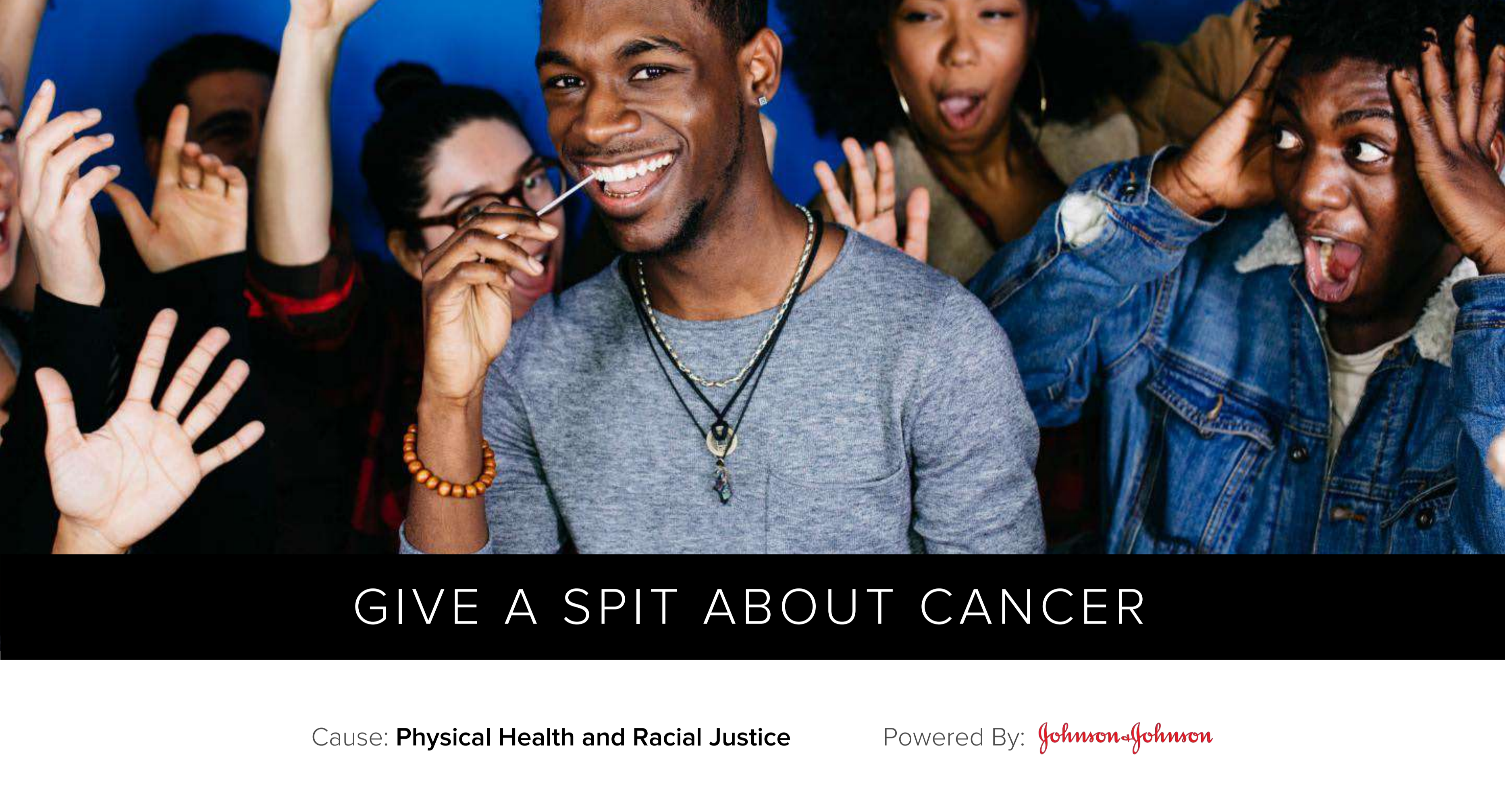


FATMA, 16, TEXAS

Sent 28 handmade Happy Ramadan cards to mosques around the country.

"Negativity runs rampant in the modern world. It is time to take a stand against prejudice and build a community based on a foundation of peace and love."

CAMPAIGN OVERVIEW



GIVE A SPIT ABOUT CANCER

Cause: **Physical Health and Racial Justice**

Powered By: **Johnson & Johnson**

PROBLEM

70% of people who need a bone marrow transplant rely on a complete stranger for a donation. Beyond that, black people and other people of color have a much harder time finding a donor match.

CALL TO ACTION

Swab your cheek to join the national bone marrow registry!

RESULT

86,955

CAMPAIGN SIGN-UPS

THANKS TO 53 MEMBER-LED DRIVES ON COLLEGE CAMPUSES!

OUR MEMBERS' SWAB MOBS WILL LITERALLY SAVE LIVES!

“

"I like to believe that I can make a difference in others' lives by sacrificing a part of myself. There is a girl in my youth club who had sickle cell and needed frequent blood transfusions. After meeting her I wanted to get involved and do all I can to make a difference in her life and the many other people whose lives were affected by this disease. That is why I promote people getting their swabbing kits and sending it in to see if they are a match."

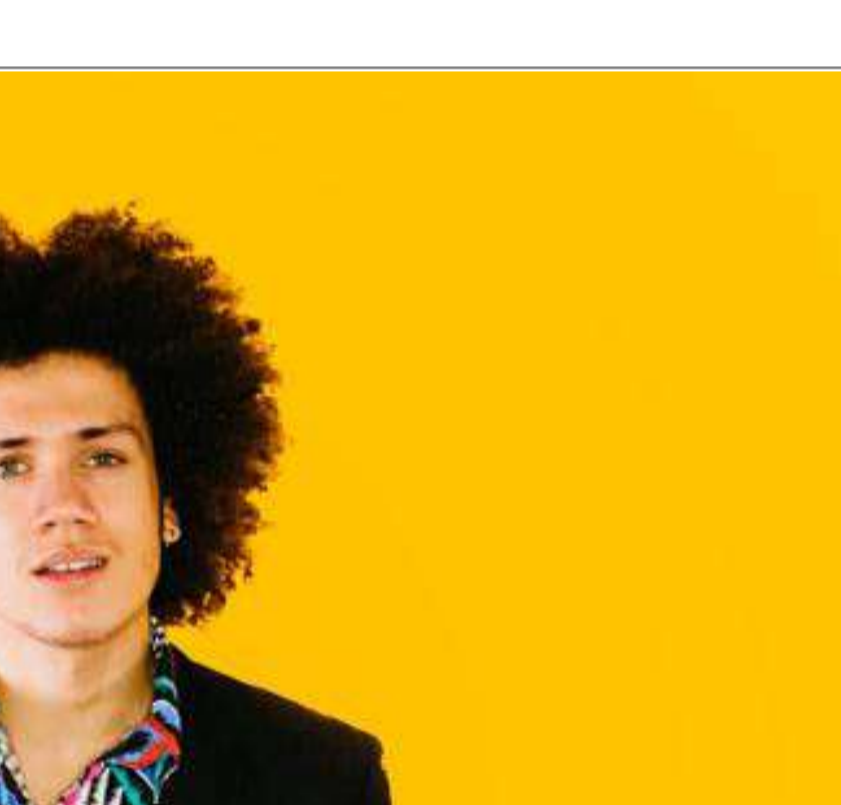
- TIRZAH, 19



STEPHANIE, 23



SABRINA, 18



ARYANU, 19



(CHARLENE MAE, 19)

SUSPENDED FOR WHAT?

Cause: **Education and Discrimination**

PROBLEM

Research proves that the presence of law enforcement doesn't create a safer school environment. Know what does? Positive relationships between students, staff, and families.

CALL TO ACTION

Meet with your principal and urge them to sign the Safer Schools Pledge and promise to enact fairer discipline policies.

RESULT

24

SAFER SCHOOLS PLEDGES SIGNED

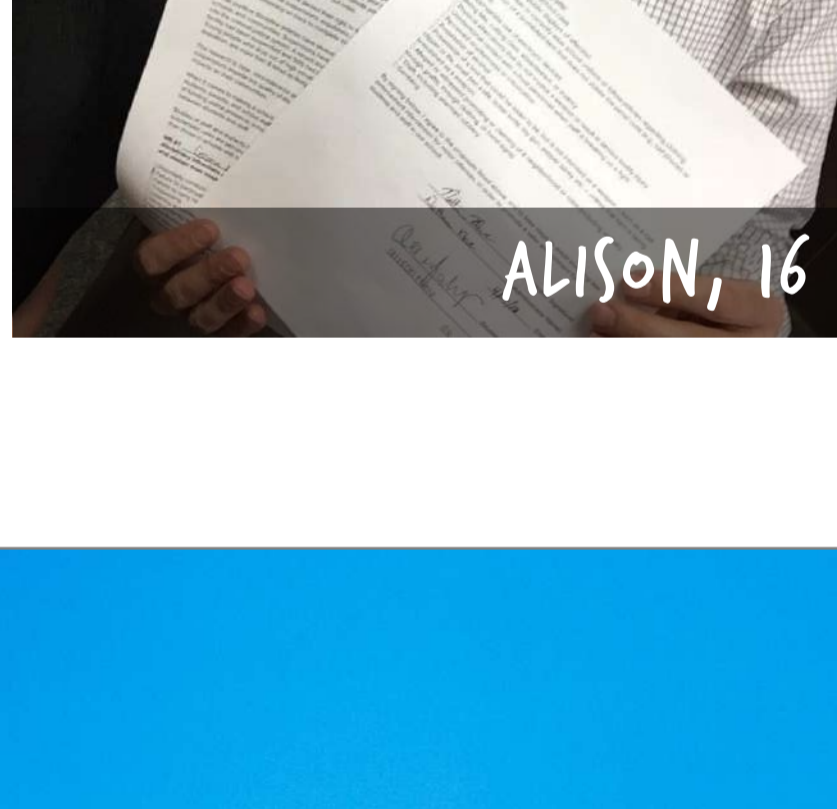
THE SCHOOL-TO-PRISON PIPELINE STOPS HERE.

ALONG WITH 5,105 STORIES SHARED ONLINE AND 386 PHONE CALLS MADE TO STATE SUPERINTENDENTS

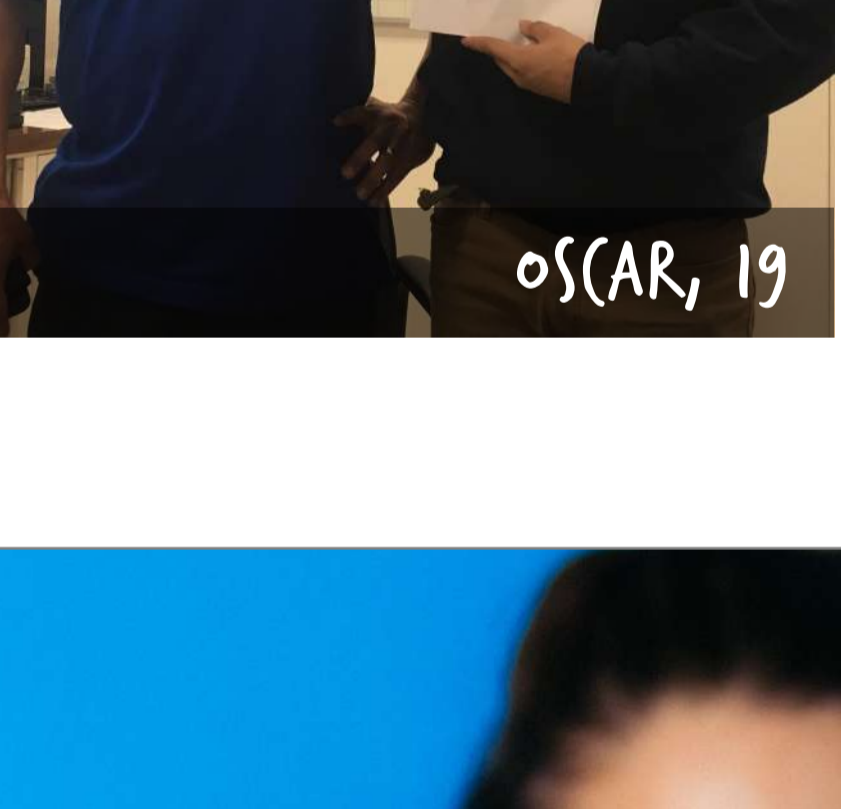
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"Students make mistakes, but it shouldn't be one of the factors that make the administration and teachers go straight to the zero-tolerance policy punishment. Giving chances is important, and allowing students to prove themselves also is important, rather than kicking them out. Adults are the role models for these students, and if the adults care less whether or not the kid is earning an education, then the adolescents won't be caring at all, and that makes it harder for students to grow into well educated, knowledgeable, and professional young adults/grown adults."

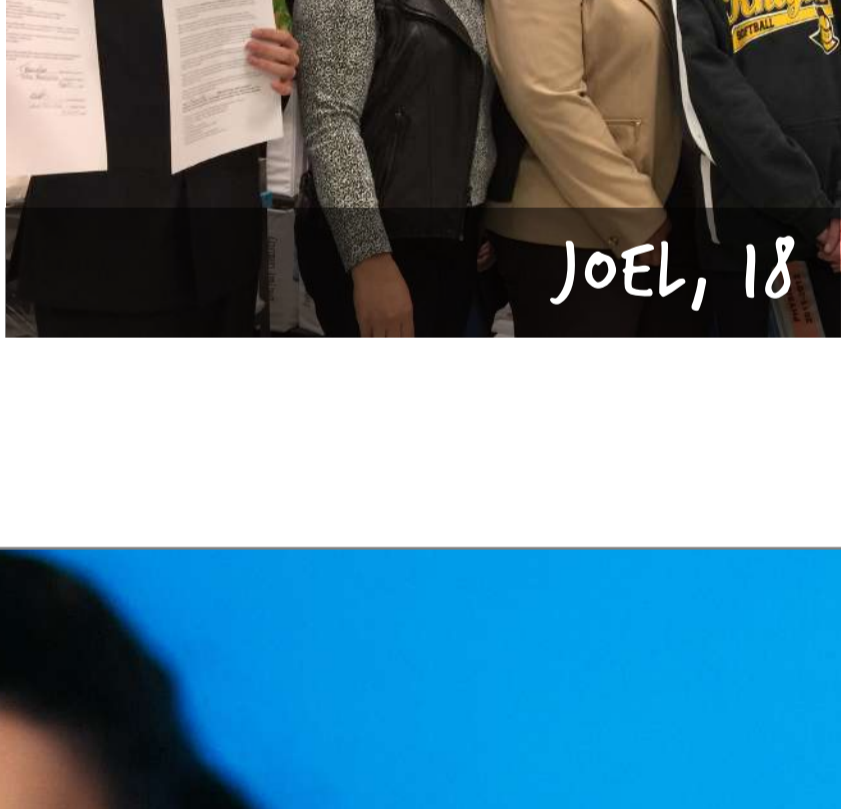
- SHAMUNI, 17



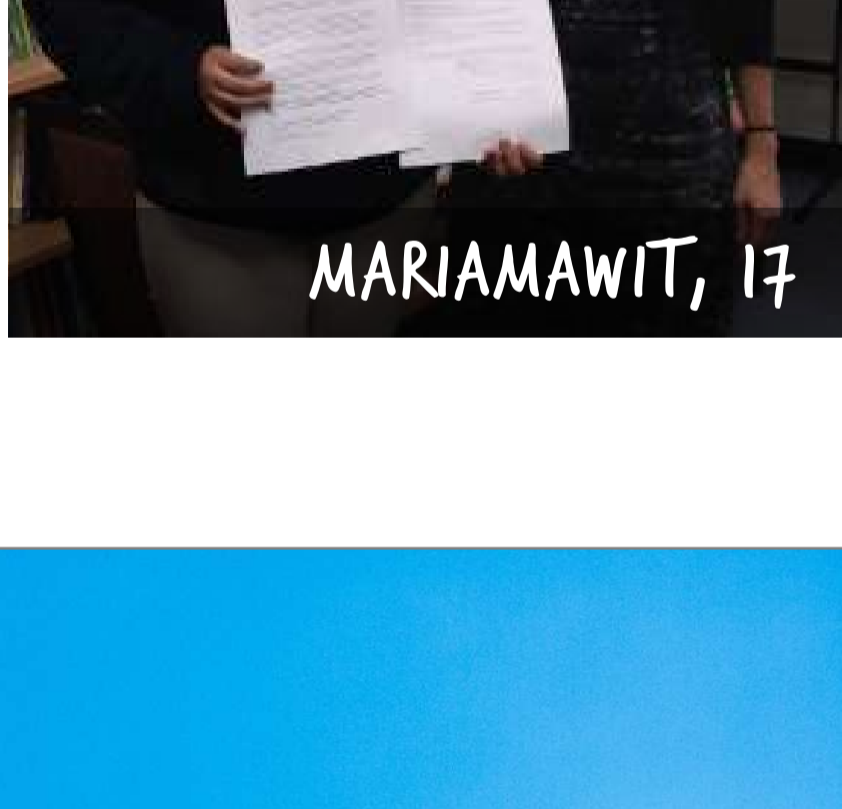
ALISON, 16



OSCAR, 19



JOEL, 18



MARIAMAWIT, 17

SINCERELY, US

Cause: **Discrimination**

THE LARGEST YOUTH-LED MUSLIM OUTREACH CAMPAIGN EVER!

PROBLEM

Hate crimes against Muslim Americans spiked 67% in 2015, and things don't look to be improving.

CALL TO ACTION

Make Happy Ramadan cards to show support for our Muslim-American neighbors.

RESULT

41,287

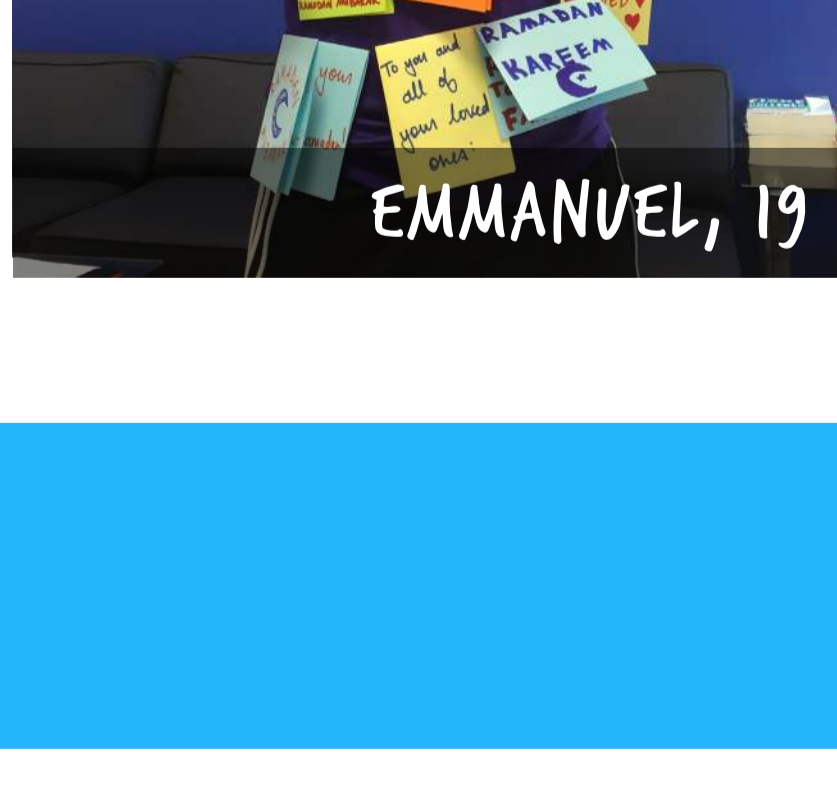
CARDS SENT

AND DISTRIBUTED TO EVERY MOSQUE IN THE US!

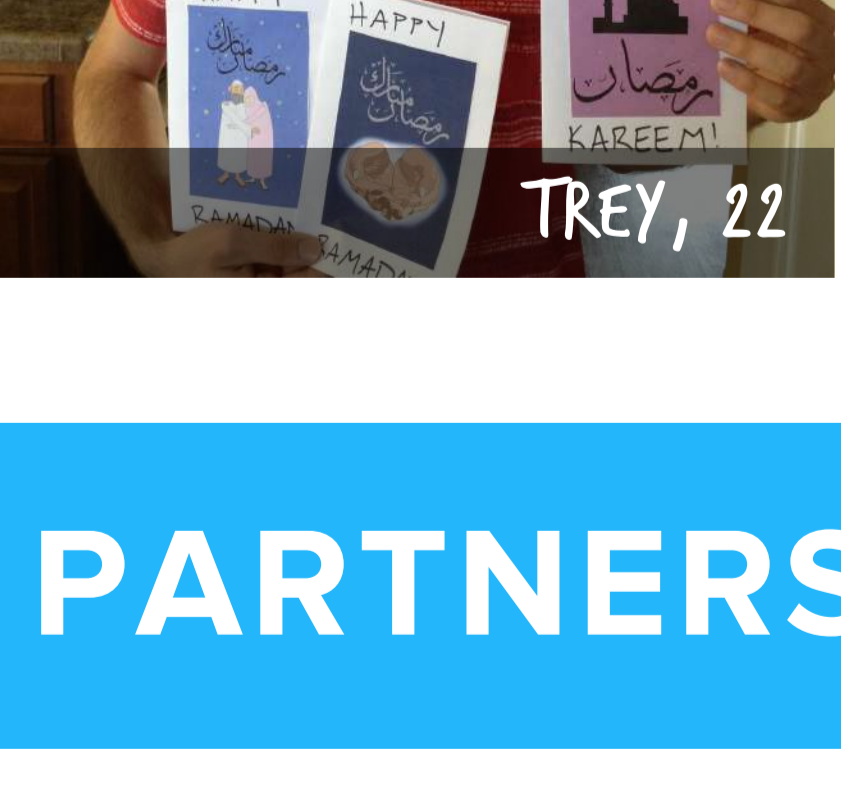
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"This campaign is important to me because I have several Muslim friends that have been discriminated against. I want for them to know that I am against hate and I'm here to support them."

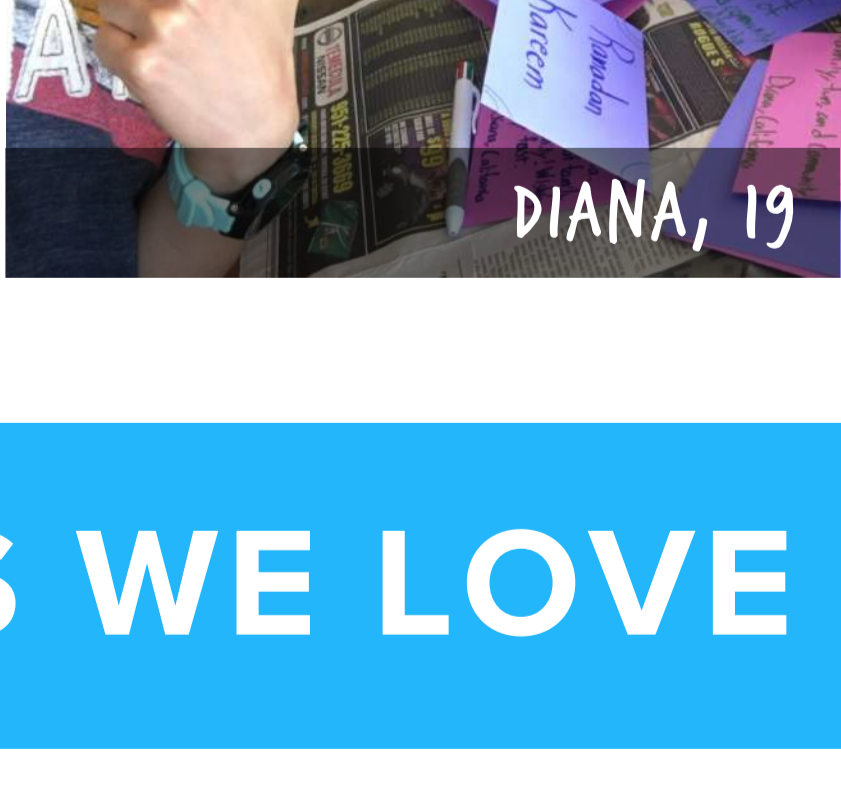
- RAYMOND, 18



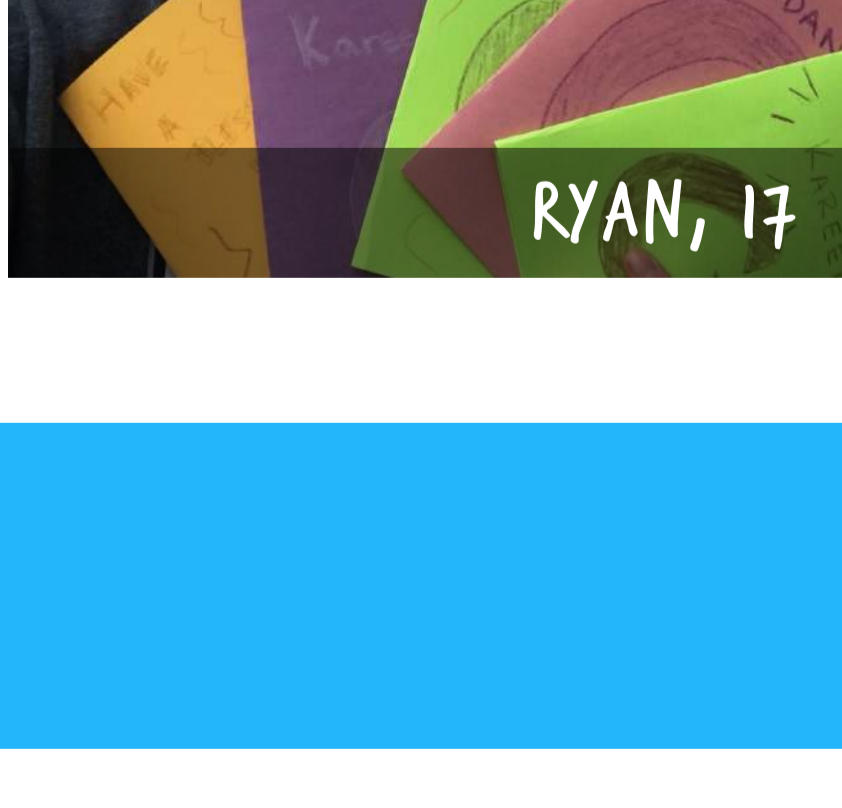
EMMANUEL, 19



TREY, 22



DIANA, 19



RYAN, 17

PARTNERS WE LOVE

GARNIER

Johnson & Johnson

Orion

Channel One News

NCM
AMERICA'S MOVIE NETWORK

COLLEGE GREENLIGHT

cheddar

fastweb!

GENERAL MOTORS

truth initiative
INSPIRING TOBACCO-FREE LIVES

INTERNQUEEN

iHeartMEDIA

tumblr.

swoop

SkoolLive
Advocate. Inspire. Connect. Create.

ROUGE
MEDIA GROUP

BOSCO

teenVOGUE

CELEBS WHO <3 DOSOMETHING.ORG



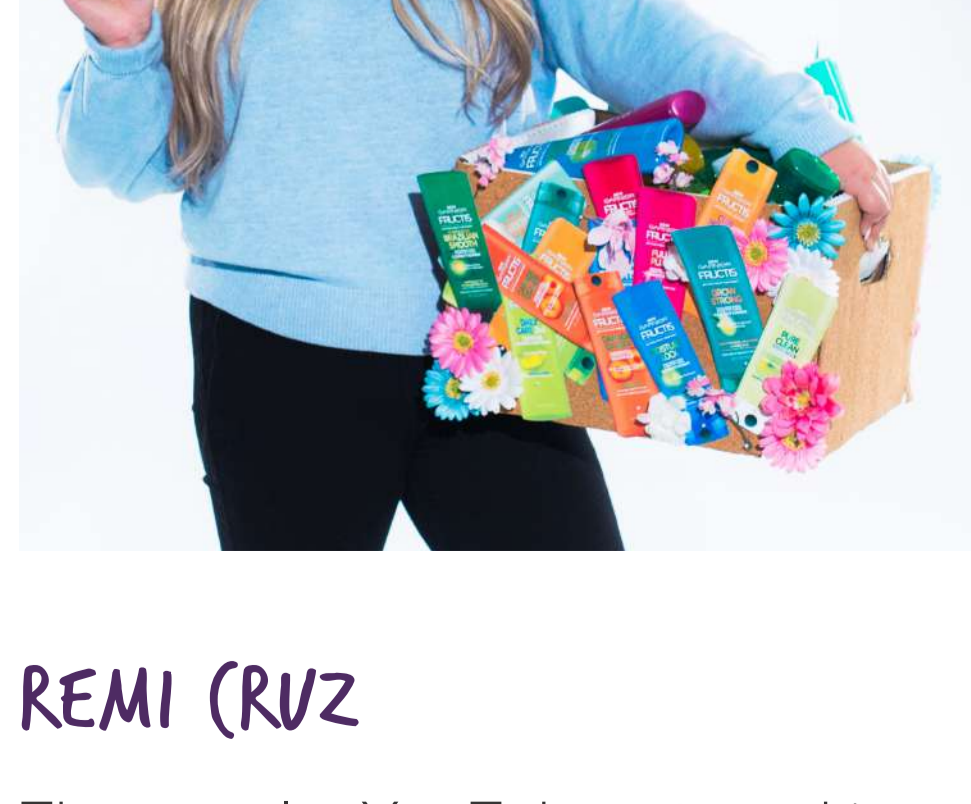
HANNIBAL BURESS

As the face of Give A Spit About Cancer, the actor and comedian starred in a hilarious PSA and encouraged fans to join the bone marrow registry.



SABRINA CARPENTER

Through Love Letters Challenge, the singer and actress activated her fans to send Valentines to seniors living in isolation.



REMI CRUZ

The popular YouTuber starred in a PSA and mobilized DoSomething members to make recycling bins for their bathrooms through the Rinse, Recycle, Repeat campaign.

(LOTS) OF LOVE IS IN THE AIR!
dosomething MEMBERS SENT 103,440 CARDS!

We've welcomed nine new teammates since January 2017!

That's nine more people creating a generation of doers every day!



ANNIVERSARIES

Pop some champagne and give a round of applause to our staff members who celebrated their DoSomething anniversary in Q1 & Q2!

6 YEARS	5 YEARS	4 YEARS	3 YEARS	2 YEARS	1 YEAR
Chloe Lee Software Engineer	Freddie Bologno Director of Mobile Messaging	Aaron Schachter Senior Software Engineer Matt Holford Chief Technology Officer Dave Furnes Staff Engineer	Morgan Rich Senior Software Engineer Diego Lorenzo Senior Software Engineer Lizzy Divine Director of Campaign Strategy Luke Patton Product Designer	Diane Zmirich Digital Marketing Associate Hannah Ghidley User Insights Manager Marissa Ranalli Marketing Manager Samra Brouk Business Development Director Sena Heydari Data Engineer Kary Perez Senior Strategist, TMI Adam Garner Campaigns Manager Sam Arpino Talent and Culture Manager aka Head of Fun!	Meredith Ferguson Managing Director, TMI Katie Crane Software Engineer Hillary Robbins Impact and Community Engagement Specialist Pierce Streiff Visual Designer Pilar Barreyro Campaigns Associate Irene Pedruelo Lead Strategist, TMI Kika Gilbert Product Manager, Messaging Jen Ng Product Manager

SABBATICAL

After two years of full-time employment, staff members are eligible to take a four-week volunteer sabbatical anywhere they want! We've had four staff members go on sabbatical so far this year. Check out what they did!

Michaela Bethune

Lighthouse Relief,
Ritsóna Refugee Camp
Greece

Chris Harbur

The Humane Society
Nassau, Bahamas

Marissa Ranalli

Lok Seva Sangam
Mumbai, India

Samra Brouk

District Attorney
reelection campaign
Brooklyn, New York

SUMMER INTERNS

We welcomed 16 full-time interns this summer! From crushing goals to crushing bake-offs, these interns are leaving their mark on DoSomething for years to come!

Leena Irving Digital Marketing Intern	Brisa Gomez PR Intern	Will Douglas Reyes Photo/Video Intern
Ariel Edelman Campaigns Intern	Kaylie Gazura Biz Dev Intern	Zach Kobayashi Marketing Intern
Natalie Kanter Biz Dev Intern	Lihui Guo Scholarships Intern	Katie Lau Product Intern
Sibu Dlangalala Campaigns Intern	Anthony Garay TMI Strategy Intern	Yash Shankar Campaigns Intern
Alex Rivera Member Experience Intern	Gracey Wallach Special Projects Intern	Arianna Neal TMI Strategy Intern
Sarah Heberlig Impact Intern		

STAFF RETREAT

We take three days every June to hit pause on the hustle and bustle, and think about the past, present, and future of DoSomething.org. We bonded as a team, strategized around huge upcoming initiatives, and enjoyed the fresh, non-NYC air.



SUPER SEXY FINANCIALS

YTD Revenue	\$7.0 M
Budget Revenue	\$9.1 M
YTD Expenses	\$4.5 M
Budget Expenses	\$9.1 M

BOOM (HICKA WOW WOW!)

ROCKSTAR MEMBER



MEET RAYMOND!

AGE 18, FROM MARYLAND

Created **8 bathroom recycling bins** to encourage others to recycle their empty personal care and beauty products.

“

“We live on a tree reservation and my family has always been heavy advocates for conservation and recycling. It disturbs me that on recycling days our neighbors do not have as many items out to recycle. They have much larger families than mine and use similar products as my family.

This campaign is important to me because it brings awareness to items that people often don't think about as a recyclable. I gave one to each of my neighbors in hopes to see more items out on recycle day. We all have to do our part to save our earth. I will continue to do all that I can.”



Let's Do This.