

Charities Gain Fundraising Advantage With Assetfair.com



Upscale Barter Trade Website Adds Philanthropic Module, Creating a New Channel for Charitable Organizations to Solicit Gifts and Donations

Oct. 15, 2009 - [PRLog](#) -- Fountain Hills, Ariz. – AssetFair.com, a leading online barter trade platform in the United States, has added a fundraising component to the company's website. Non-for-profit charities boasting 501-(c)-3 status are invited to post their wish list and actively solicit donations through a designated section on AssetFair.com website.

"We have seen many charities suffer this year due to the economic slowdown, and we wanted to help," said Sarka Hulpachova, co-founder of AssetFair.com. "Barter trade provides an ideal solution because individuals are more likely to donate items, rather than cash. I'm very excited about the fundraising module on our web based platform."

Traditionally charitable donations that were pulled from the profit margins giving businesses or individuals a tax deduction always created a win-win, but profit-margins dried up, so did the donations. Barter solves this problem, because the donations are not about cash. Other than the basic listing fee of \$15 per solicited item, there are no fees for charitable organizations to participate in and benefit from the AssetFair.com program.

Charities are able to list their needs, state their cause and mission, and solicit donations. When a charity is granted an asset, they can use it directly for their immediate needs, or auction it at a fundraising event.

"We couldn't have launched this platform at a better time, since raising money is a big concern for charities right now," added Hulpachova. "This is a great tool for everyone involved."

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About AssetFair.com™

AssetFair.com was started with a mission to help people tackle economic hardships and diversify their asset portfolios at times of cash restraint. AssetFair's™ vision is to establish an internationally recognized web platform and database for exchange of assets and properties. In addition to its principal responsibility as a barter and trade business, AssetFair™ also helps members unload and restructure debt through their TradeYourDebt™ and 3-D Exchange™ programs. Visit online at: www.assetfair.com

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