

Tickets-for-Charity® FAQs

Why was Tickets-for-Charity founded?

Tickets-for-Charity was founded to help some of the world's leading Performing Artists shift some of the financial benefit of billions of dollars of excess demand sales from unauthorized resellers in the secondary market to the charities they care most about. The platform has already generated millions of dollars in donations working with the Rolling Stones, Barbra Streisand, James Taylor, Farm Aid, Lionel Richie, The Police, Brad Paisley, John Mayer and others by offering consumers a safe and socially positive alternative to unauthorized brokers and scalpers.

Donations to charity are captured from the premium above face that consumers are currently paying unauthorized brokers and scalpers, but given the option, would much rather direct to charity. 100% of the donation goes to the benefit of the charities artists designate, and there is no cost to charities, artists or tours to participate.

Tickets-for-Charity has established a goal of generating \$100 million a year in charitable donations by 2011 for our partner charities. And most importantly, this is accomplished without requiring any change in buyer or seller behavior and without asking any constituent in a ticket transaction (artist, promoter or consumers) to pay an incremental dollar to charity.

How does Tickets-for-Charity work?

1. Tickets-for-Charity works directly with artists, management, venues and promoters to make high-demand live event seats available at face value plus a separate donation directed to partner charities. (Tickets-for-Charity is not an auction platform – donation amounts are pre-determined by Tickets-for-Charity with our partners.)
2. Each event features a specific artist-designated charity and typically offers customers the opportunity to select up to three additional charities to benefit from their purchase.
3. 100% of the donation amount (less direct transaction costs) is distributed to the charitable organizations chosen by customers from a list of leading partner charities.
4. Similar to any other entertainment purchase, 100% of the face value of each ticket is remitted back to the original ticket source. The charitable donation is captured from the premium fans often pay unauthorized ticket brokers and scalpers, but given the option would much rather direct to charity.
5. Tickets-for-Charity charges an industry standard per ticket service fee to operate the platform, fulfill ticket orders and distribute donations to partner charities.

Is Tickets-for-Charity a registered 501(c)(3) non-profit organization?

No, we are a for-profit social enterprise that was founded to support respected charities across the country. As a unique social commerce platform, Tickets-for-Charity harnesses the powerful support of artists and consumers aligned with charitable causes— resulting in tremendous social good, a superior customer experience and the revenue necessary to sustain the platform and attract like-minded social investors. By operating as a scalable fundraising platform for respected non-profit organizations, we are able to concentrate all of our activity and investment on our core mission: to develop everyday giving opportunities for consumers, while at the same time enabling charitable organizations to spend less time on fundraising and more time on fulfilling their missions.

Do partner charities pay to be on the Tickets-for-Charity platform?

No. We proudly host our partner charities at no charge for participation. Partner charities, however, reimburse direct expenses such as bank and credit card processing fees associated with each Charitable Sale™ customer purchase, which results in a donation on their behalf. This transaction, for example, is similar to any online donation processed on a charity's website where credit card transaction fees are deducted before the donation amount is distributed to the charity.

How does Tickets-for-Charity support itself?

As 100% of the ticket face value is remitted back to the original ticket source and 100% of the donation amount (less direct transaction costs) is distributed to charity, Tickets-for-Charity charges the customer an industry standard per-ticket service fee to operate the platform. The fee may vary by market and event. We do not charge partner charities to participate on our fundraising platform and take no consulting or fundraising fees from the donations raised. Service fees help fund the cost of conducting Charitable Sale™ programs, including the maintenance of Charitable Sale websites and servers, promotion of Charitable Sale programs, and the management of all aspects of donation processing, Charitable Sale ticket fulfillment and reporting & compliance.