



FOR IMMEDIATE RELEASE

Counterpart Donating \$128,000 in Services to Riley Children's Foundation

Three-year partnership will include digital fundraising platform and consulting services

INDIANAPOLIS (March 19, 2018) — Counterpart is thrilled to announce a three-year partnership with Riley Children's Foundation that will provide in kind services valued at \$128,000, including unlimited use of Counterpart's custom fundraising platform AppToGive and additional technology and software consulting.

Riley Children's Foundation is the fundraising arm of Riley Hospital for Children at IU Health. Riley's vision is to ensure children have access to exceptional healthcare by funding pediatric research, education and care.

In 2015, Counterpart and Riley Children's Foundation teamed up to launch Riley's inaugural #GivingTuesday campaign as part of the Foundation's larger year-end campaign, The Gift of Hope Happens Here. Many celebrities, including Andrew Luck and John Andretti, joined in on the campaign by participating in live Q&A sessions throughout the day, encouraging the community to give to Indiana's only comprehensive children's hospital.

Counterpart continued to support Riley's Giving Tuesday efforts in 2016 and 2017, deploying AppToGive updates to enhance the giving experience and donor engagement. In 2017, 620 donors gave \$114,747 through the AppToGive platform on Giving Tuesday, up from 435 individual donors and \$74,700 donated in 2016.

In addition to unrestricted AppToGive use—including potential use beyond Giving Tuesday—Counterpart will provide Riley with software consulting and planning services to support the organization as it continues to address and prioritize technology initiatives. This proactive approach will allow Counterpart to understand Riley's overall technology goals and the role each systems plays in its operations, helping the organization to better navigate the ever-changing technology landscape and to most effectively leverage its data and tools.

Counterpart is proud to call Riley Children's Foundation a partner, and looks forward to continued collaboration in supporting the Foundation's mission to ensure children have access to world-class pediatric health care.



About Riley Children's Foundation

Riley Children's Foundation is the fundraising arm of Riley Hospital for Children at Indiana University Health and the founding organization that opened Riley Hospital in 1924. Today Riley Hospital is recognized as one of the **best children's hospitals** in the nation and is the only comprehensive children's research hospital in the state of Indiana. Our mission is to raise funds statewide to support Riley Hospital funding priorities: pediatric research and patient care, maternity and newborn health and family support programs. Riley Children's Foundation also funds Camp Riley and the James Whitcomb Riley Museum Home and Billie Lou Wood Visitor Center. For more information, visit RileyKids.org

About Counterpart

Counterpart is a software development firm that builds comprehensive solutions for complex business challenges. Counterpart's team of full-stack developers, designers and testers leverages technology to create tangible business impact for non-profits, Fortune 500 companies, small businesses and others. At Counterpart, each software solution goes beyond code to get to the heart of the business it serves. For more information about Counterpart, visit Counterpart.biz.

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