



Kids Helping Kids Forms Strategic Alliance with KooDooZ

Enabling more young people to become agents for change

Brentwood, California, September 3, 2010: Today's youth are both tech-savvy and altruistic, but often do not have equal opportunity for civic engagement before age sixteen. To increase awareness and accessibility of cause-based opportunities for youth, [Kids Helping Kids](http://www.kidshelpingkids.org) has joined forces with [KooDooZ](http://www.KooDooZ.com) in a strategic alliance to leverage social networking for social good.

Pint-sized philanthropists in elementary, middle and high school will be provided with an online toolkit designed to help them turn community and humanitarian challenges into achievements with measurable results. Giving back is not only hip, [studies](#) show that 83% of all students (90% African Americans, 83% Hispanics, and 81% of Caucasians) would definitely or probably enroll in service-learning classes if they were offered in their school.

"The strategic alliance with KooDooZ opens a gigantic door for KHK to impact more youth worldwide," said Laura Page, Executive Director of Kids Helping Kids. "With our hands-on leadership academy content now available on the interactive KooDooZ platform, we've effectively created a 'one-stop' community-service resource, not just for kids, but for educators and youth leaders as well."

"This alliance will showcase how easy it can be for educators to allow kids to choose service projects that are most meaningful to them," said Lee Fox, Founder of KooDooZ. "Though most schools seek to implement service-based curricula, few have resources to identify, organize or track each student's efforts. With KHK authoring challenges and KooDooZ tracking progress, it's a win-win for everyone."

All challenges published on KooDooZ are authored as [SMARTER](#) goals, with methodologies and milestones to ensure achievement. Additionally, kids are encouraged to share their challenges with family and friends who are invited to "invest" in these young change-makers financially, and further drive awareness for the cause. Additionally, both Kids Helping Kids and KooDooZ are Certifying Organizations for [President Obama's Volunteer Service Award](#) – a national program recognizing Americans who have demonstrated a sustained commitment to volunteer service.

"More importantly," adds Fox, "both organizations can offer our community partners and family-members the opportunity to measure their investment with us in terms of lives changed."

About Kids Helping Kids

Kids Helping Kids evolved from a simple idea by a big-hearted 10 year old boy to raise just \$240 in order to save one Ghanaian child from the cycle of human trafficking into a [cause-based](#) multi-fundraising and leadership movement for community and global transformation through kids. In just three years the kids at KHK have raised over \$100,000 simply by integrating their passions and skills for causes through volunteerism. For more information, visit www.kidshelpingkids.org.

About KooDooZ

KooDooZ.com rewards kids for achieving change around personal or societal challenges. Built as a "virtual meets virtuous" social networking site, KooDooZ is a safe ([COPPA](#)-compliant) online property built for 5th through 10th grade students. The KooDooZ mission is to turn the good will and passions of kids into skills and strategies for creating change; in essence, helping youth learn how to turn everyday challenges into lifelong achievements. Structured with a for-profit philanthropy model, KooDooZ is able to guide programs (without restrictions as put on the non-profits) and deeply impact on their own dime, while still reserving 10% for the non-profit sector. For more information, visit www.KooDooZ.com.

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