



Benevolent: This Chicago startup, founded in August by CEO Megan Kashner of Evanston, puts a social-media twist on philanthropy. The site focuses on helping individuals, whose needs are verified by non-profit groups. The need is listed at Benevolent.net, which collects money via a crowd-funding model. Finally, donations go to the non-profit, which helps out the needy individual. Two early examples of how Benevolent works: Eight donors contributed a total of \$280 to an unemployed nursing assistant, helping her buy three months of CTA passes so she could attend GED classes and apply for jobs. And 11 donors gave \$430 to a single mother who works part time at a university dining hall so she could buy a bed for herself and her son. Benevolent's initial non-profit partners include Bethel New Life, Community Counseling Centers of Chicago, the Cara Program and Family Focus. Ms. Kashner is the former executive director for the Taproot Foundation and a licensed clinical social worker.