



## Helping Others: Kids Donating Allowance Through BusyKid

More than \$40,000 donated by kids to charities featured on chore app

**Phoenix, AZ (May 22, 2020)** – [BusyKid](#) believes everyone should take a balanced approach to financial success. This balanced approach includes consistently earning, saving, sharing, spending and investing money, and saving more than you spend. While studies show that most adults don't do a good job with personal finance, the BusyKid app is designed to help the next generations start developing an understanding, as well as, a solid routine to be better managing money.

One of the most unique BusyKid features lets a child donate a portion of allowance to one of 26 listed national or regional charities ready to accept donations. Matter of fact, the company is announcing that A Special Wish Foundation (Cleveland), the Cookies for Kids' Cancer™, Autism MVP, Shoes That Fit, Liam's Lunches of Love, Special Olympics and The Salvation Army of Memphis & Mid-South were just added to the app. As the first app that allows kids to earn, save, share, spend and invest real allowance by completing weekly chores and activities, BusyKid has already helped its kids donate over \$40,000 in the first 10 months.

"Through recent world events, it's become very clear that parents wanted something that provided motivation, structure and basic financial education for their children," says BusyKid CEO Gregg Murset. "We were happy to offer our free app since knowing how to earn, save, share, spend and invest money wisely has never been more important. Children now will take on the responsibility of restoring our economy and supporting others who struggle from illness or other hardships. We welcome these seven wonderful charities to our platform and hope our community will make them part of their regular sharing routine."

### **A Special Wish Foundation**

[A Special Wish Foundation](#), Cleveland Chapter, is a Cleveland-based organization that grants wishes to kids (between birth & up to 21 years of age) battling a life-threatening illness or disease at Cleveland Clinic, UH Rainbow Babies, & Akron Children's Hospital. In addition to Big Wishes, ASW offers the following programs: Sparkles of Joy, When I Grow Up, & Inpatient Food Drops.

### **Autism MVP Foundation**

The [Autism MVP Foundation](#), a non-profit, 501 (c) (3) organization founded in 2015 in New Jersey, where the autism diagnosis rate is the highest in the country (1 in 34). The all-volunteer organization has a scholarship program for graduate students who are committed to pursuing a career in the various fields that improve educational, social and daily life skill outcomes for individuals with autism.

### **Cookies for Kids' Cancer™**

[Cookies for Kids' Cancer™](#), a national 501(c)3 non-profit, is committed to raising funds for research to develop new, improved, & less toxic treatments for pediatric cancer, the #1 disease killer of children in the U.S. Everyone can Be a Good Cookie®. There is no right way to get involved. Host a bake sale. Run a race. Make a donation. Send cookies. Each day, supporters are finding new, creative ways to help raise funds.

### **Liam's Lunches of Love**

Liam Hannon is 11 years old and lives in Cambridge, Massachusetts. He lives in an area where many experiencing homelessness sleep or hangout. He then realized that his own front yard was a great place to start trying to make a difference and he started [Liam's Lunches](#) of Love. One day a week he makes bag lunches and hands them out to the homeless community in his neighborhood.

### **Shoes That Fit**

[Shoes That Fit](#) tackles one of the most visible signs of poverty in America by giving children in need new athletic shoes to attend school with dignity and joy, prepared to learn, play, and thrive. Our vision is that, one day, every child in America who needs new shoes gets new shoes, allowing all children the opportunity to reach their highest potential.

### **The Salvation Army of Memphis & Mid-South**

The [Salvation Army's](#) mission is to meet human needs without discrimination. In Memphis, our three proven programs are specifically designed for single women and mothers with children, seeking to address the root causes of poverty, displacement and addiction.



### **About BusyKid**

[BusyKid](#) is the first app where children can earn, save, share, spend and invest real allowance wisely. The platform, available for all mobile devices, is easy to use, highly secure and provides kids hands-on experience in managing real money. It's also free to download and has no subscription fee to use.

Committed to helping children learn the important basic financial principles they won't learn in school, BusyKid is designed as a platform that provides real "teachable moments" for kids. It's perfect for kids 5-16, though kids younger and older are using the platform. The free experience can be enhanced by adding an optional BusyKid Visa Prepaid Spend Card for \$7.99 a year. The card allows children to spend their allowance in stores or online with prior approval of parents.