

# About DoSomething.org

A DIGITAL PLATFORM POWERING REAL-WORLD IMPACT. As the largest not-for-profit exclusively for young people and social change, DoSomething's millions of members represent every US area code and 131 countries. Using our digital platform, DoSomething members join our volunteer, social change, and civic action campaigns to make real-world impact on causes they care about.

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# DoSomething.org (DSO)

## Stakeholder(s):

### DoSomething.org Team

**Aaron Schachter :**

Senior Software Engineer

**Adele Taylor :**

Campaigns Associate

**Alisha Mikluch :**

Campaigns Associate

**Allie Hoey :**

Graphic Designer

**Allie Weiss :**

Social Media Strategist

**Andrew Tellado :**

Audience Development Associate

**Anna Otis :**

Marketing Associate

**Anthony Aurricchio :**

Senior Manager, Digital Engagement

**Ben Kassoy :**

Editor-in-chief

**Carrie Bloxson :**

CMO

**Dave Furnes :**

Staff Engineer

**Diego Donizeth :**

Product Manager

**Diego Lorenzo :**

Senior Software Engineer

**Elyssa Czynski :**

Senior Marketing Manager

**Hannah Ghidey :**

Senior Manager, Insights & Research

**Irene Pedruelo :**

Director of Research & Insights, DoSomething Strategic

**Jackie Menjivar :**

Content & Creative Strategist

**Jen Ng :**

Product Director

**Jie Jin :**

DSS Scholarships Manager

**Karen Goldfeder :**

VP of Business Development

**Katie Crane :**

Senior Software Engineer

**Kat Kennovin :**

Data Scientist

**Kim Dayman :**

Director of Marketing & Brand Strategy

**Leah Angle :**

Senior Product Designer

**Lindsay Maher :**

Software Engineer

**Malik Hassan :**

Creative Strategist

**Marcy Huang :**

Senior Strategist, DoSomething Strategic

**Mary Noel :**

Business Development Director, DoSomething Strategic

**Mendel Blesofsky :**

Software Engineer

**Meredith Ferguson :**

Managing Director, DoSomething Strategic

**Michael Dinnall :**

Engineering Fellow

**Nicole Breskin :**

Head of Product

**Olivia Parker :**

Civic Engagement Fellow

**Param Ghangas :**

Director of Data & Insights

**Rafa Pacas :**

Senior Software Engineer

**Regan Hales :**

VP of Finance & Operations

**Sahara Lake :**

Senior Manager, Community Impact

**Savasti Addison :**

People & Talent Senior Manager

**Sharon Park :**

Business Development Associate

**Shivani Banker :**

Director, Business Development

**Valeria Villarroel :**

Senior Strategist, DoSomething Strategic

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Stakeholders (continued)

### **DoSomething.org Board of Directors :**

*Old people who give us major love. We <3 Our Board — These are the people who are legally and fiscally responsible for DoSomething.org. They're sort of like owners, but instead of cutting up the profits (there are none), they give us advice, support, money, and their first-born child. We meet as a group at least four times a year. And we email, call, and Facebook with them in between meetings. (Buffone likes to post gorgeous sunset photos on Facebook.)*

### **David Brinker :**

*David is the Head of Business and Corporate Development for Content at Snapchat. When he's not working, he can be found searching for the best ice cream and pizza in NYC with his two kids.*

### **Steve Buffone :**

*Retired big lawyer at big law firm, Gibson Dunn & Crutcher. (He is very tall.) He has been on the Board since the beginning — and his firm has given us over a million dollars in pro bono legal services! We're super lucky.*

### **Matt Diamond as JT :**

*This is the lucky guy who oversees powerhouses like Smosh, Gossip Girl, The Vampire Diaries, and The Sisterhood of the Traveling Pants. He is an Investor and Entrepreneur.*

### **John Faucher :**

*John serves as Senior VP at Colgate-Palmolive. While that sounds kinda boring, he is actually a super fun, super smart guy.*

### **Matthew Mugo Fields :**

*Matthew is super passionate about tech + teens so he started several K-12 education start-ups and he is currently an Executive Vice President at Houghton Mifflin Harcourt. BONUS- he is also a proud Morehouse Man and pretty impressive dancer.*

### **Icema Gibbs :**

*Icema is the Director of Corporate Social Responsibility for one of the coolest companies in the world, JetBlue, the official airline of DoSomething.org. She's as fabulous as her company.*

### **Raj Kapoor :**

*Raj is an e-commerce, online advertising, and internet infrastructure whiz. Currently, Raj is the Chief Strategy Officer at Lyft. He was previously the co-founder and CEO of Snapfish and fitmob.*

### **Cory Levy :**

*Cory is the Co-Founder and COO of After School App. Once active in DoSomething.org campaigns while a teen, he is now creating a place for teens to be themselves while connecting and sharing with friends from their high school.*

### **Jennifer Strybel :**

*Jennifer is the COO of HSBC USA and an organizational rockstar. HSBC is the 6th largest bank in the world so yeah, she's kind of a big deal. She's one of the most senior women on the team and is super passionate about diversity and employee success.*

### **DoSomething.org Advisory Board :**

*Amazing folks who make us smarter, better, faster, stronger. We have lots of committees within our Advisory Board because we do lots of stuff — and love lots of help. Each committee is comprised of people who let us draft off their talent, intelligence, and experience. (They have plenty of each.)*

### **TECH COMMITTEE**

#### **Jeff Bladt :**

*ClassPass*

#### **Shula Ehrlich :**

*Institute of Play*

#### **Steve Jacobs :**

*Bright*

#### **Nathaniel Lubin :**

*Lubin Strategies LLC*

#### **Ian McCarthy :**

*Yahoo!*

#### **Arpan Podduturi :**

*Shopify*

#### **Benish Shah :**

*Raised Real*

#### **Rob Spectre :**

*Brooklyn Hacker*

### **CORPORATE COMMITTEE**

#### **Holly Ash :**

*Lab25*

#### **Susan Can :**

*Johnson & Johnson*

#### **Carole Crosslin :**

*Hanesbrands, Inc.*

#### **Jodi Ehrens :**

*MAC Cosmetics*

#### **Bronagh Hanley :**

*Big Noise PR*

#### **Jamie Horst :**

*McKesson*

#### **Mark Hosbein :**

*Accenture*

#### **Erika Machamer :**

*Mindshare*

#### **Amy Terpeluk :**

*Finn Partners*

### **FINANCE COMMITTEE**

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Stakeholders (continued)

**Ian Abramson :**

*Citi Bank*

**Kristal Choy :**

*American Documentary, Inc*

**Raji Kalra :**

*David Lynch Foundation*

**Paul Perillo :**

*JP Morgan Chase*

**Jessica Scheer :**

*National Eating Disorders Association*

**CIVIC ENGAGEMENT Committee**

**Elias Alcantara :**

*Bronx Element Strategies; Columbia University's Center for Justice; Civic Advisors Network*

**Jennifer Edwards :**

*Color of Change*

**Edna Ishayik :**

*Civic Nation*

**Abby Kiesa :**

*The Center for Information and Research on Civic Learning & Engagement (CIRCLE), Tufts University*

**Ashley Kroetsch :**

*National Domestic Workers Alliance*

**Faiz Shakir :**

*ACLU People Power*

**Ilya Sheyman :**

*MoveOn.org Political Action*

**Suzy Smith :**

*Let America Vote*

**Jen Tolentino :**

*Rock the Vote*

**Mike Ward :**

*Democracy Works*

**Ben Yee :**

*New York State Government*

## Vision

Real-world impact on causes our members care about

## Mission

To enable young people to make social change

## Values

**Inspiration:** GET INSPIRED.

**Entertainment:** GET ENTERTAINED.

**Activity:** GET ACTIVE.

## 1. Change

*Enable users to make change with millions of others.*

Be part of something bigger. Use our digital platform to make change with millions of others.

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## 2. News

*Enable users to change the news.*

Don't just read the news... \*change\* the news. Learn how to make an impact on today's headlines.

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### 3. Lifestyles

*Enable users to live their best lives.*

LIFESTYLE — How-tos, inspiring stories, videos, and playlists to live your best life and help others do the same.

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## 4. Scholarships

*Provide scholarships to volunteers.*

### Stakeholder(s)

#### Volunteers

SCHOLARSHIPS — Pays to do good. Volunteer to qualify for easy scholarships, no GPA, essay, or recommendations required.

### Administrative Information

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#### Submitter:

**Given Name:** Owen

**Surname:** Ambur

**Email:** [Owen.Ambur@verizon.net](mailto:Owen.Ambur@verizon.net)

**Phone:**