

Donors to match fund Chapter One profits dollar for dollar up to \$250,000

Thankyou has announced that donors will match every dollar raised by the public to its Chapter One campaign, up to the value of \$250,000.

Chapter One is a book that tells the start-up story of Thankyou - a social enterprise that believes that 'impossibility is only an opinion, not a fact'. Its pages hold stories of lessons the team have learned to inspire the reader to challenge the status quo to make their dreams a reality. By its very design and price point it challenges traditional thinking, as the book is printed the wrong way around and sold at a pay what you want price.

Chapter One hit best-seller status just 2 hours after its launch on 26 February, with its sales volume in bookstores only rivalled by Harry Potter.

The Chapter One crowd-funding campaign is 19 days in and aims to raise \$1.2 million to fund the launch of Thankyou's baby range and Thankyou New Zealand. Through the support of people around the world purchasing Chapter One at their own determined price profits have exceeded \$900,000 and Thankyou has sold over 26,000 books. Once the first two targets have been reached all profits will continue to fund the future of Thankyou.

Co-founder and author Daniel Flynn has committed to packing books in a (rather hot) warehouse in Essendon Fields until the \$1.2 million target is reached, but on Friday 25 March, the warehouse becomes a construction site. The social enterprise has two choices: to find another impossibly large warehouse, or make over \$16,000 a day with match funding to reach the goal in time – they're aiming for the second option.

"This latest match-funding initiative is another example of the consumer movement in action. People that are just saying 'yes' to Thankyou and asking 'what can I do?'. Every day in the warehouse we've had volunteers coming to pack books with us, even some from interstate, and this match funding, while larger on a dollar value scale, is the same at its core – it's people asking themselves 'how can I help back this?' said Daniel.

Fast facts about the Chapter One campaign:

- Chapter One tells of the raw and real start-up story of Thankyou as told by 28-year-old co-founder Daniel Flynn
- Chapter One is sold at a 'pay what you want' price with 100% of the profits to be invested into scaling Thankyou
- The first two targets are: Thankyou's baby range to fund maternal and child health programs which requires \$600,000 of funding and Thankyou New Zealand – Thankyou's first leap overseas - which requires an additional \$600,000
- A third target will be announced once the first two have been established
- Chapter One has outsold every other business book in airport bookstores and its sales volume is rivalled only by Harry Potter
- Chapter One hit best seller status (5000 copies sold) just 2 hours after launch
- Chapter One is the first pay what you want book that's the 'wrong way around' to hit best seller status

For more information on the Chapter One campaign please visit chapterone.thankyou.co.

To watch the Chapter One campaign video, [click here](#).

To arrange an interview with Daniel Flynn, please contact Melissa Morris on 0402 182 281 or melissa.m@thankyou.co or Sarah Prescott on 0406 644 783 or sarah.p@thankyou.co.

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Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has – Margaret Mead