



MEDIA RELEASE
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Chapter One hits \$1.2 million to fund Thankyou Baby and Thankyou New Zealand

Thankyou's [Chapter One](#) crowd-funding campaign has reached its target of \$1.2 million, one day before the warehouse (where co-founder Daniel Flynn has been packing books for four weeks) is set to become a construction site.

The campaign, which launched on Friday 26 February, raised funds by selling a pay-what-you-want book about the Thankyou journey called Chapter One, written by co-founder Daniel Flynn.

In a record-breaking four weeks, the social enterprise has sold 43,640 copies of its book online and through Relay, Newslink and Watermark bookstores in Australia and New Zealand, with Chapter One reaching best seller status (9000 copies) just two hours after launch.

The \$1.2 million will fund the launch of a baby range to fund infant and maternal health programs and Thankyou's expansion into New Zealand. 100 per cent of profits from the sale of the book will go towards funding the third milestone, to be announced once Thankyou baby and Thankyou New Zealand have been launched.

"At Thankyou we choose to have no shareholders and no investors so we can give 100% of profits to our projects, which is awesome for impact, but makes it hard to scale the business – the Chapter One campaign is our way of tackling that problem," said Daniel.

While Daniel stayed true on his promise to the public to pack books in an Essendon Fields warehouse until the target was reached, 250 volunteers joined him to pack throughout the four-week period.

Corporate businesses including PropertyInvesting.com, Optus, Domino's, Zadel Property, NAB, Commonwealth Bank and Westpac all made large purchases of books as a leadership and innovation tool for their staff. For one week, a donor came on board to match fund profits dollar for dollar to the value of \$250,000.

The main campaign sponsor was Xero, and campaign partners QMS Media, oOh Media, A.mo.bee and ROKT supported with free advertising across Australia's most sought-after spaces valued at almost \$1 million.

Chapter One is available for purchase at a 'pay what you want' price online at www.thankyou.co/chapterone and all Relay, Newslink and Watermark bookstores.

Fast facts:

- Over 530,000 views on the Chapter One campaign video
- Chapter One achieved best seller status just 2 hours after it launched (9000 copies sold)
- QMS, oOh Media and A.mo.bee donated advertising valued at almost \$1 million
- Over 250 volunteers packed books with Daniel in the warehouse
- Book sales in Relay, Newslink and Watermark (Airports) have outsold every business book launch and is second to only the Harry Potter sales.
- A double-printed cover of Chapter One sold for \$1025 on eBay
- Most paid for a book: \$1,300 Most paid in store: \$500 Least paid: \$0.50
- Raised over \$1.4 million and sold 43,640 books
- The farthest distance travelled to volunteers with Daniel was from Brisbane to Melbourne

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

If you would like to interview Daniel, please contact Melissa Morris on melissa.m@thankyou.co or 0401 182 281 or Sarah Prescott on sarah.p@thankyou.co or 0406 644 783.



Chapter One Campaign Targets

Thankyou Baby (\$600,000 of funding): The Thankyou baby care and nappy range will fund maternal and infant health programs in Nepal and Tanzania. Through the funding Thankyou hopes to reduce preventable maternal mortality and under-five mortality in developing nations, increase access to antenatal and postnatal care and equip and empower communities with health knowledge and skills.

Thankyou New Zealand (\$600,000 of funding): Thankyou's launch into New Zealand will involve the creation of local products, local team members and local charity partners that Thankyou will work with to make a local and global impact.

The third target? It will be announced once the first two targets have been launched.

About Chapter One by Daniel Flynn

Chapter One tells the raw and real story of Thankyou, a social enterprise that was started back in 2008 by a group of university students with zero business experience and zero funding. With little more than borrowed suits and a bold idea to give the power to the people to eradicate global poverty through a range of water, food and body care products that fund solutions to people in need. To today having given over \$3.7 million to water, food, hygiene and sanitation projects in 17 countries and impacted hundreds of thousands of people in need.

Their story is one of pioneering, innovating and taking big risks to achieve big results. The success from their now-well known marketing campaigns wouldn't be possible without the immense challenges the team faced in the early years, when the three co-founders were working two or three jobs and volunteering their time at Thankyou. They used their age and naivety to secure meetings with CEOs and investors, made critical business decisions based on their gut feelings and, learnt tough lessons along the way by nearly going bust once or twice. It may have been a rollercoaster ride so far but, for a team that believes in turning stumbling blocks into stepping stones, every bump in the road represents a lesson worth sharing.

We may not need another book, but we do need ideas that will change the world.