



INSTITUTE OF HEARTMATH®

Empowering Heart-Based Living

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## **The Institute of HeartMath® Wins Cash Donation in 3banana Contest and Proves Why Non-Profits Should Reach Out to Supporters through Social Media**

BOULDER CREEK, Calif. – In the face of a down economy and cash donations harder to come by, 3banana creators of apps for smartphones sponsored a contest called “Share to Win” to assist non-profit organizations in winning funds while providing them with exposure for their cause. Thanks to its supporters from around the world, the Institute of HeartMath® (IHM) was among the winners in 3banana Inc.’s Share to Win contest. Of the more than 50 organizations nominated in the month-long challenge that ended Sept. 27, the Institute of HeartMath ([www.heartmath.org](http://www.heartmath.org)), a world leader in the research and management of stress and emotions, finished in a three-way tie for third place.

3banana’s Share to Win contest is an excellent example of how more and more companies are utilizing the power of social networking to build brand awareness and deliver actionable support for social causes and charities. Steve Brown, CEO of 3banana said, “There are two main ingredients to be successful in the new socially connected world: An idea worth spreading and a core group of passionate people willing to light a fire online.”

The contest worked by giving non-profit organizations a way to reach out to supporters by using social networks to ask for votes. The more votes a cause received the better their chances of winning one of the five prizes that totaled \$10,000. Supporters were asked to write a simple note answering the question ‘*why should people pay attention to our cause?*’

“I was pleasantly surprised by the in-depth comments many of our supporters wrote. Their heartfelt comments confirm a faith in how much people care. We reached out and asked for support and we got so much back,” IHM President Sara Childre said after learning of the organization’s strong finish. “Social networking is a fantastic conduit to facilitate the process of connecting with your supporters.”

Besides promoting worthy causes such as the Institute of HeartMath’s, the rise of social networking – Facebook, Twitter, etc. – led 3banana to sponsor the challenge. As 3banana noted in its statement following the contest, “It was sponsored as a philanthropic crowd-sourcing contest helping health, environment and education-focused non-profit organizations raise money and exposure for their respective causes while testing the sharing features of the company’s online and mobile note-taking software.”

The institute will receive a \$1,000 prize to further its work providing programs and services to improve the lives and well-being of children and adults. IHM and its work also will receive additional promotion on 3banana’s website.

Supporters cast votes for their favorite non-profits at [www.3banana.com](http://www.3banana.com). They wrote comments explaining the importance of the cause and what they appreciated about the non-profit’s work using notes created on the 3banana site. The non-profit organizations used Facebook, Twitter, MySpace and other social networking sites to enlist friends, family, colleagues and others to support and vote for their causes.

Childre said she was grateful for supportive comments like this one: “The work that the Institute of HeartMath is doing is priceless. Our world needs this desperately. If it wasn’t for HeartMath I would not be functioning the way I am today. It is just an amazing organization.”

A woman working with people from around the world wrote, "HeartMath has truly changed my life, both privately and professionally. I am a couples therapist and a coach in Denmark, and I use HeartMath with more than 90 percent of my clients, with amazing results. Right now, I am in Costa Rica, facilitating a BePeace Course (where HeartMath plays a big role) for people from 16 countries ... and they all truly love it."

Brown added, "The medical field is finally starting to take seriously what the Institute of HeartMath has advocated all along: What goes on in our minds impacts our heart and our health, and managing stress remains one of most important frontiers in healthcare. We are pleased to join the legion of passionate supporters we saw in Share To Win in furthering this is a vital area of research."

Following are the prize winners in the Share to Win Challenge. First place receives \$5,000; second, \$2,000; and third, \$1,000 for each of the three organizations that tied.

**First:** SENS Foundation – Develops and promotes widespread access to regenerative medicine solutions to the disabilities and diseases of aging.

**Second:** Los Angeles Habilitation House – Helps create and maintain jobs for persons with disabilities and veterans with Post Traumatic Stress Disorder (PTSD) or traumatic brain injury.

**Third:** Institute of HeartMath – Researches stress, the physiology of emotions, heart intelligence and heart–brain interactions for the improvement of health, performance, well-being and quality of life. IHM also provides heart-based programs and services to improve student and teacher performance and help the nation's veterans cope with the devastating personal effects of war. IHM launched the Global Coherence Initiative ([www.glcoherence.org](http://www.glcoherence.org)) which is an international project promoting social harmony and world peace.

Disaster Accountability Project – Improves disaster management systems through public accountability, citizen oversight and empowerment, whistle-blower engagement, and policy research and advocacy.

Art in All of Us – Promotes tolerance and cultural exchanges by creative and art activities in schools around the world.

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#### **About the Institute of HeartMath:**

*The Institute of HeartMath, [www.heartmath.org](http://www.heartmath.org), is a 501(c)(3) nonprofit research and education organization dedicated to teaching the principles of heart-based living around the world and promoting global coherence by inspiring people to connect with the intelligence and guidance of their hearts. IHM, founded in 1991 by Doc Childre, is a world leader in stress reduction and emotion management research. Through its research and education divisions, the institute has developed practical tools, educational programs and services – collectively known as the HeartMath System – for the mental, emotional and physical benefit of children through seniors without regard to their social, economic or cultural status. IHM research has been published in numerous peer-reviewed journals such as American Journal of Cardiology, Stress Medicine, Preventive Cardiology, Journal of the American College of Cardiology, Integrative Physiological and Behavioral Science and Alternative Therapies in Health and Medicine. For more information about IHM Education and Professional Development programs visit [www.heartmath.org/education](http://www.heartmath.org/education) or call (831) 338-8500 or (800) 711-6221. You can learn more about their latest available resources by joining their social networking pages on [Facebook](#) and [Twitter](#) pages, on their [YouTube channel](#). IHM's latest resource page, [HeartMath My Kids](#), is dedicated to providing all caretakers of children with practical information.*

#### **About 3banana:**

*3banana Inc. creates smartphone and web applications that capture and share information effortlessly, wirelessly and securely. 3banana Notes are less work and easier to share than any other smartphone or online note-taking application available today. Combining patent-pending innovations in semantics and social media with fast, efficient and secure wireless information capture, 3banana mobile and web applications help people become more productive and more connected. For more information, please visit <http://3banana.com>.*