



Press release: Nonprofit start-up now-u launches app, inspiring collective action to drive positive social and environmental change

Inspired by the wave of altruism that has swept our communities during the coronavirus pandemic, now-u launched an app on 1st July to inform, involve and inspire people to channel this collective spirit and solidarity beyond coronavirus, into other causes worth fighting for.

now-u partners with charities to show actions that people can take to contribute to social and environmental causes, and support the charities championing those causes. The app combines education and action, overcoming some of the barriers that deter people from participating in charity campaigns by providing simple, meaningful and effective ways to get involved.

“Coronavirus has shown the spirit that exists in the community and the desire of people to help. But our research has shown that people don’t always know how best to channel their efforts” says Lizzie Elgar, co-founder of the now-u community. “We cannot afford to go ‘back to normal’ after coronavirus. Our mission is to inspire people to do good by making it easy for them to perform quick, but impactful actions for causes they care about.”

Each month, users are invited to learn about different topics spanning humanitarian issues, the environment, and the future of our planet. Users can learn more about each campaign before being given actions they can take to support charities addressing the issue. This could be anything from signing petitions, pledging behavioural changes and raising awareness on social media, to volunteering in their local community.

Lizzie goes on to say, **“we want doing good to feel good. We want people to feel empowered to take positive action, without guilt, pressure, or feeling like their actions alone won’t make a difference. Together, the now-u community has the power to combine small actions to drive lasting change.”**

The app is available to download on the App store and Google Play Store. For any press related enquiries, please contact now-u press at press@now-u.com

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