

# Forgood launches cause-based online pop-up shop

A new online cause-based pop-up platform, the Forgood Pop-Up Store, allows shoppers to directly support reputable causes when purchasing from its curated selection of handcrafted products. The platform has more than 1,300 different opportunities and 500 accredited social causes for people to choose from; the Smile Foundation, Dogtown SA, Jewels of Hope, Gay and Lesbian Network and Kainav Conservation Foundation are among them.



Products on offer range from clothing and toys to jewellery and art, and every sale generates income for a cause, helping to build long-term sustainability, create jobs, support skills development and empower communities.

This social impact project is the brainchild of Forgood, an online platform that connects ordinary people to reputable causes where they can choose to donate goods or offer their skilled services to a cause in need.

“With the pop-up store we wanted to create something unique that would allow customers to buy products with purpose in a way that was easy to do and would directly support causes on the ground,” says Katherine Robertson, head of e-commerce at Forgood. “The pop-up store is an extension of the work we do at Forgood - it aims to bring good ideas and great causes together in a way that creates awareness and promotes sustainability.”



Cat lovers tote bag  
R 200.00



Up-cycled Aprons  
R 220.00



Local organic tea  
R 75.00



Handcrafted condiment carrier  
R 250.00



Howling Hound beanie  
R 160.00



Every one is unique - rare zebra bear  
R 260.00



Up-cycled oven gloves  
R 150.00



Howling Hound scarf  
R 220.00

Online shopping helps South Africans save time and money, but few sites allow consumers to support local causes with their purchase power. The Forgood Pop-Up Store hopes to change the game by creating a socially-conscious package that everyone can buy into.

“A lot of effort has gone into not only curating the products but also the variety of causes being supported. We want the Pop-Up Store to be a place where everyone, from animal lovers and environmental champions to people who have a passion for youth and community development, can come together and purchase beautiful products...with purpose,” says Robertson.

For more, visit: <https://www.bizcommunity.com>