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## pr.co donates newsroom solutions to 25+ NGOs

Back in 2019, we donated a newsroom to an olympic swimmer who was planning to swim 163km in one go. The incredible amount of media attention this action generated took us all by surprise— Maarten van der Weijden raised over €5 million to fund cancer research.

Since then, we have donated more than 25 newsrooms to organisations like Doctors Without Borders, the Dutch food banks, Gogla, amongst many others. With a catalogue of global challenges at our doorstep, it can be hard to remain optimistic. But we are. The vital work done by NGOs motivates us because it inspires positive social change.

**Starting today, we are donating our newsrooms, software and all services free of charge to small NGOs and at cost price to larger NGOs.** We prefer them to direct their resources to making this world a little better, instead of spending it on software.



## What are we donating?

We are donating our entire platform and all of our services. These donations include a newsroom, the [pr.co](#) software and customer service to help our customers succeed. You'll be treated just like all our other paying customers.

### **Small NGOs: free, forever**

Our 250+ paying customers make it possible for us to offer our platform to small NGOs for free. Don't worry- you won't ever receive a surprise bill from us. As long as you have only one newsroom, [pr.co](#) will be free forever.

### **Mid-sized or Large NGOs: the lowest price we can sustainably offer**

If you are a larger organisation with multiple users, if you work with multiple teams or need a custom set-up, we offer our services at a fraction of the price. Larger newsroom and software projects require more resources from us, which is why we charge a small fee. This fee is essential for us to keep the NGO program sustainable: we're in it for the long haul.

## Is this for everyone?

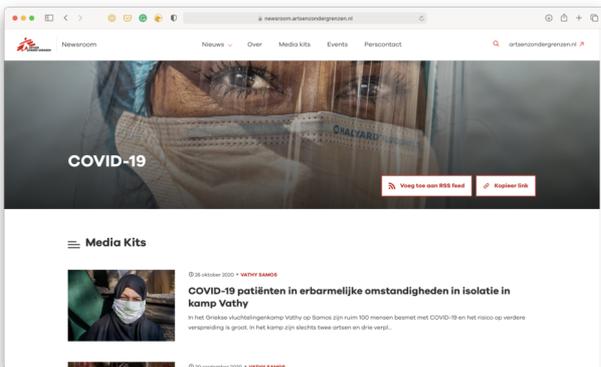
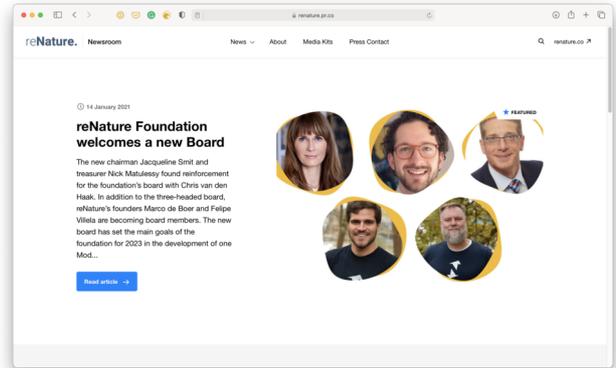
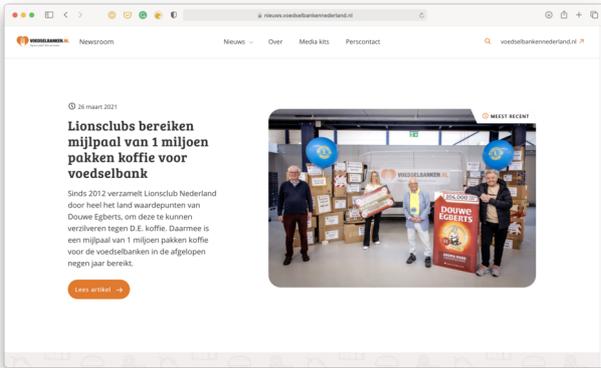
No, we see these newsrooms as donations, and our team will decide for each case if the NGO is in line with our values. A donated newsroom requires various resources (time, money, and energy) and therefore, we only donate newsrooms to NGOs that we stand behind.

While we feel this way about *many* beautiful NGOs (and we will donate newsrooms to all of you, if needed!), we will say 'no' to organisations that are polarising society, harming our planet or simply in it for the wrong reasons.

Our NGO program started with a donated newsroom solution for the [Maarten van der Weijden foundation](#) back in 2019. Maarten van der Weijden, a dutch Olympic swimmer, swam 163 kilometres for 55 hours straight to raise money to fund cancer research. The media attention Maarten and his team received through our platform's use was incredible, and they managed to raise €5 million in donations. During an evaluation afterwards, the team concluded they couldn't have handled all this media attention without [pr.co](#). This is where we realised our platform can ignite change; it just needs to make its way to the right organisations.

Some examples of newsrooms we have donated:

- [Gogla](#)
- [Voedbanken](#)
- [Doctors Without Borders](#)
- [Renature](#)
- [Greenpeace Germany](#)
- [The Present Movement](#)



For more information about our NGO program, visit:



A newsroom solution for NGOs | [pr.co](#)

Or schedule a call with one of our team members:



Schedule a chat with our team | [pr.co](#)

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#### ABOUT PR.CO

pr.co equips communication teams around the globe with the right tools to get their story told. Build newsrooms, write and edit news, publish press kits, manage contacts, pitch the media, and get automatically generated reports - in one tool. No matter whether you're a one-person show, or a globally active corporate; we've got your back.



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