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SAUL YOUNG/NEWS SENTINEL

Lucas Richman conducts practice with the Knoxville Symphony Orchestra at the Tennessee Theatre in November 2012. Shoppers can now donate to the symphony and more than 1,000 other Knoxville-area organizations through the new AmazonSmile project.

Happy philanthropy

AmazonSmile lets you donate to favorite nonprofit

What makes you smile? Amazon.com is betting that in addition to its wide range of product offerings and free two-day shipping for Prime members, shoppers will smile when they know a portion of the sales from their purchases will go to their favorite nonprofit. Just in time for the upcoming holidays, the online retail giant aims yet again to build on the loyalty of its consumers with the launch of its latest initiative, AmazonSmile. Amazon announced this week that it would donate 0.5 percent of every eligible purchase to your favorite nonprofit. There's no additional cost to



you. All you have to do is select your charity, organization or school and start your shopping among the tens of millions of items Amazon says are eligible for the program. Amazon has pulled nearly 1 million groups registered as 501(c)(3) organizations with the Internal Revenue Service. In Knoxville, that means you can choose from more than 1,000 nonprofits. While there are plenty of groups from which to choose, each organization must log on

and register in order to start receiving the donation. Once a group has been selected, Amazon says it will reach out to the organization. The groups range from the obvious, like Big Brothers Big Sisters of East Tennessee, the Knoxville Symphony Orchestra and Young-Williams Animal Center, to the somewhat obscure, like Boston Terrier Rescue of East Tennessee and Veterinary Bookstore of Tennessee College of Veterinary Medicine. There are religious groups, arts organizations, professional associations and educational facilities. All the local hospitals — except the for-profit Tennova Healthcare — are listed, as well as other health-oriented nonprofits like nursing homes, clinics and aid organizations. Those devoted to recreational activities are also among the

hundreds of options, like WC Two, Halls Softball Commission, Knox Youth Sports and the Knoxville Rowing Association. And you'll even find The Development Corporation of Knox County on the list. Of course, I'll be slightly biased here and point out that also on the list are News Sentinel Charities, which manages the Empty Stocking Fund, providing food and toys to disadvantaged East Tennesseans during the holidays, and the Milk Fund, which assists with nutritional and medical needs of small children, the elderly and ill individuals. The donations are made by the Amazon Smile Foundation. Now, doesn't that make you smile? Everyone, say cheese. Business writer Carly Harrington may be reached at 865-342-6317 or harrington@knoxvillebiz.com.