



i'm Initiative
Frequently Asked Questions
December 2007

Q: What is the i'm Initiative?

A: i'm Initiative is a program that uses Windows Live™ Messenger to connect you with ten of the world's most effective organizations dedicated to social causes. Every time you have a conversation using i'm, Microsoft Corp. shares a portion of the program's advertising revenue with the organization of your choice. With no set cap on the amount donated to each organization, the more i'm conversations you have, the more money goes toward addressing some of the world's most urgent social issues. Each of the nine organizations is guaranteed a minimum of \$100,000 during the first year of the program.

Q: How do I join?

A: Visit <http://im.live.com> to join. There is no fee for joining or using Windows Live Messenger, and it takes only a minute. You simply select an organization when you join. Every time you have a conversation using i'm, Microsoft shares a portion of the program's advertising revenue with one of the world's most effective organizations dedicated to social causes.

Q: Why are you launching this initiative?

A: Our customers are our biggest priority. When we heard loud and clear how important social causes are to our current Windows Live Messenger users, we knew we could help them make a difference. Not everyone can make financial contributions or volunteer their time for the causes they care about, so it is our hope that this initiative will empower our customers, allowing them to give back by doing what they do every day — sending instant messages.

Q: What organizations can I support with i'm?

A: The organizations involved are the American Red Cross, Boys & Girls Clubs of America, The Humane Society of the United States, the National AIDS Fund, National Multiple Sclerosis Society, ninemillion.org, Sierra Club, Stopglobalwarming.org, Susan G. Komen for the Cure, and U.S Fund for UNICEF.

Q: How much money will each organization receive?

A: Although each organization is guaranteed a minimum of \$100,000 for its involvement, we've set no cap on the amount we'll donate to each organization. The more i'm conversations that you have, the more donations we give to your chosen social cause organization. The sky's the limit.

Q: How much money goes to the organization from each conversation?

A: Although the donation amount from each user is small, the power of the Windows Live Messenger network makes this donation significant. For competitive reasons, we can't share the per-conversation amount of advertising revenue that we will contribute, but every new conversation you have will lead to money being donated to the cause you select. Each organization is guaranteed a minimum of \$100,000 for its involvement.

Q: How long will the i'm Initiative last?

A: The i'm Initiative currently has no ending point. We're very excited about the program and see this as the future of Windows Live Messenger.

Q: Can I choose an organization other than those on the list?

A: This is only the first wave of the i'm Initiative, and for now it is limited to the nine social cause organizations named above. We will consider different ways to further develop the program in the future, but have nothing specific to share at this time.

Q: Can everyone participate in this initiative?

A: The i'm Initiative is available to everyone in the 50 United States and the District of Columbia.

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