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## **Human Tribe Project Offers Revolution in Social Networking and Charitable Giving**

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**Phoenix, AZ** – Today marks the launch of [www.humantribeproject.com](http://www.humantribeproject.com), a new website developed by Human Tribe Project that provides an online resource enabling people to offer financial and emotional support to a loved one struck by crisis.

Human Tribe Project was founded upon the premise that all people belong to a larger Tribe comprised of their loved ones and acquaintances, and that this Tribe can be a powerful resource when one of its members faces a personal or health-related crisis. Human Tribe Project allows Tribes to give money directly to the Beneficiary with no usage parameters, and provides Tribe Members with a tangible and wearable token of support – a Tribe Tag – in return.

### **What is Human Tribe Project?**

Human Tribe Project is the brainchild of Phoenix attorney Jaclyn Foutz, in partnership with her husband Ryan Foutz and his business partners, Matt Foutz and Steve Bever. Last year, Jaclyn's close friend Kindra McLennan was diagnosed with a rare form of cervical cancer. Kindra's friends and family banded together to raise money and offer emotional support, and the concept of a Tribe was realized. Although Kindra ultimately lost her battle with cancer, she inspired what the company's founders hope to be a revolution in social networking and charitable giving.

### **How Human Tribe Project Works**

Human Tribe Project enables Tribes to unite and engage quickly and easily through [www.humantribeproject.com](http://www.humantribeproject.com) the instant that one of their members notifies them of their struggle. A Tribe Leader sets up a webpage on behalf of the Beneficiary who can chronicle his/her ongoing journey through a blog and share it with invited Tribe Members. Members can provide financial support by purchasing Tribe Tags in the Beneficiary's honor and emotional support by joining the Tribe, posting words of encouragement, and forwarding the site to friends and family, thus growing the Tribe in a very organic way.

Tribe Tags are steel charms strung on a ball chain that can be worn as a necklace or carried on a keychain. Designed after a traditional dog tag, which is emblematic of a group coming together to overcome a struggle, Tribe Tags include three charms: a Human Tribe Project dog tag, a Tribe Print charm symbolizing the common thread that connects us all, and a personalized charm bearing the

initial of the Beneficiary in whose support it was purchased. Tribe Tags are available for \$20, \$15 of which will be returned directly to the Beneficiary as a tax-free gift, paid out on a monthly basis.

“Tribe Tags are the cornerstone of our site,” said Human Tribe Project co-founder Jaclyn Foutz. “They offer monetary support to ease the Beneficiary’s financial burden, enabling him to focus on getting better and act as a visible reminder of the constant encouragement and support the Tribe offers the Beneficiary.” Though many blogging and communications platforms exist, none offers the gamut of resources that Human Tribe Project offers.

### **Why Human Tribe Project?**

According to a report released by the Kaiser Family Foundation and the American Cancer Society, private health insurance doesn’t protect cancer patients from high costs. Despite having insurance, many cancer patients are running up large debts, filing for personal bankruptcy, and even delaying or forgoing treatment because they can’t afford care.

“Kindra’s experience opened our eyes to the myriad challenges faced by cancer patients, including the significant financial burden that often comes with long-term medical treatment,” said Jaclyn Foutz.

Human Tribe Project was created as a solution for patients like Kindra, to help bridge the gap between insurance and real costs, and to provide emotional support along the way.

### **About Human Tribe Project**

Human Tribe Project is an online resource that allows friends and family to show both financial and emotional support to loved ones in crisis situations. HumanTribeProject.com facilitates the fast and easy formation of online communities (Tribes) that rally around loved ones in-need, providing emotional support and communication through private websites, blogs and forums. Tribe members can provide financial support directly to the individual (Beneficiary) by purchasing Tribe Tags, which serve as meaningful and tangible icons of support. Human Tribe Project is based in Phoenix, Arizona.

Please visit [www.HumanTribeProject.com](http://www.HumanTribeProject.com) for more information.

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Source: American Cancer Society Report 02/05/09: [Spending to Survive: Cancer Patients Confront Holes in the Health Insurance System](#)