



Rent donations | Photo source Pixabay

CREATIVE CAMPAIGN HELPS EARTHQUAKE VICTIMS

 NONPROFIT & SOCIAL CAUSE

Design agency creates an Airbnb-inspired site to raise funds for survivors of the Mexican earthquake.

There were many offers of help after the shocking earthquake in Mexico on 19th September, but two creative directors from Mexico City agency [Anonimo](#) decided to do something a bit different. They created [Arriba Mexico](#) (which roughly translates as Up With Mexico), a website that initially looks very similar to a home rental site such as Airbnb, but rather than paying to stay in the home, the money paid actually goes directly to help those affected.

The site lists a number of properties destroyed in the earthquake, along with a description and photographs. Titles like ‘Rent a Loft in the Roma Neighborhood’ and ‘Stay in a Room in the Heart of Chiapas’ lead through to a description of the property and the price per night’s stay – which the site naturally informs is a symbolic stay. The user picks the property and the number of nights they’d like to stay for, and the total figure is their donation. 100 percent of the money raised goes directly to [CADENA](#), a disaster relief charity. Some of the money was spent on shelters to provide temporary accommodation, while the eventual aim is to use the remaining funds to rebuild homes in the most heavily damaged areas of Mexico City, Puebla, Oaxaca and Chiapas. At the time of writing, the total money donated was just over USD 473,500. Over 350 died in the earthquake, which registered 8.1 on the Richter scale. Many organizations, governments and charities from all over the world have donated money and time to help the people of Mexico rebuild their lives.

Many innovators and companies are working hard to help those effected by natural disasters. One company in India has produced a [modular home](#) that’s built to withstand earthquakes, and [MyShake](#) is an app that helps people prepare for earthquakes. What other ways do you think that technology can be used to not only help predict disasters, but also help people when they happen?

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Website: arribamexico.org

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