



Shopping Non-Profit Saves Money While Avoiding Tariff Pricing *Take Back Purchase Power, Save Money, and Make a Difference*

NEW YORK, NY (EMBARGO, 2025) — Amid anticipated increases in global tariffs that will likely drive up the price of technology imports, [Human-I-T](#) provides an important solution: offering pre-tariff technology prices to low-income individuals and budget-aware consumers across the country.

Human-I-T refutes the fear-based idea that big box stores are the only option for affordable technology during economic uncertainty, deeming it untrue and irresponsible. Human-I-T Co-Founder and CEO Gabe Middleton reports, “At Human-I-T, we take great pride in being a vital resource during some of the most challenging times. Whether it is when tragedy hits a community or when times are economically unstable for everyone. We are here to help. As a non-profit we can provide viable, budget-friendly options. Additionally, all purchases support communities in need.”

—And this is not the first time Human-I-T has stepped up. When the pandemic forced a rapid shift to remote work and learning, Human-I-T provided a lifeline, equipping close to 150,000 individuals with affordable technology and nearly 50,000 with essential internet access from 2020- 2022. Today, as rising tech costs strain budgets across the nation, Human-I-T remains a critical resource, offering a sustainable alternative to inflated prices and empowering communities to stay connected and thrive during uncertain times.

American consumers are urged to “Shop Non-Profit” to meet their technology needs while supporting a greater good. This approach ensures job seekers maintain employment searches, students complete schoolwork comfortably and our seniors stay connected with family and can manage critical medical appointments. All of this is possible with affordable, like-new computers and internet access, while bridging the digital divide and empowering communities.

This is not just about computers; it’s about resilience in the face of economic uncertainty. By shopping non profit we can help ourselves, while providing equitable opportunities to those who need it most.

For more information or to purchase a low-cost device, visit store.human-i-t.org.
