

NEWS RELEASE
FOR IMMEDIATE RELEASE

Media Contact: David Blyer
(305) 992-6041
DBlyer@DonorCommunity.com

DonorCommunity Enters High-Growth \$1.5 Billion CrowdFunding Industry with Acquisition of Micro Giving Foundation Assets

CrowdFunding Website Expands DonorCommunity's Nonprofit Software Business to Allow Anyone to Launch A Personal Campaign to Raise Funds for a Cherished Cause

SUNRISE, FL: November 26, 2012 — DonorCommunity, Inc., developers of an innovative cloud computing software platform for nonprofit fundraising and advocacy, announced today that it has acquired the assets of the Micro Giving Foundation.

These assets include MicroGiving.com, a personal fundraising website with an online community of more than 50,000 people and will provide uninterrupted service and support to their associated clients and partners. The private transaction formally closed on November 1.

“Crowdfunding has emerged as one of the most efficient and effective models for democratizing philanthropy, providing a direct conduit between those who need financial support and those who are inspired to provide it,” said David Blyer, DonorCommunity founder and CEO. “We had already been providing our nonprofit clients with crowdfunding capabilities through our Personal Fundraising application, which enables supporters to launch campaigns that spread virally through their social networks. With this acquisition, we can now serve *any* individual or organization that is seeking funds for a good cause. In the process, we have dramatically expanded the scope of our business by tapping into a rapidly growing, multi-billion dollar marketplace,” he added.

CrowdFunding Market Trends

In 2011, individuals and organizations mounted one million successful crowdfunding campaigns that generated nearly \$1.5 billion in online donations, according to the CrowdFunding Industry Report by Crowdsourcing LLC's research and advisory business, Massolution. The analyst organization projects that crowdfunding will generate nearly \$2.8 billion in 2012, with a 50% CAGR for the donation-based segment in which DonorCommunity is focusing.

“It's natural for us to serve the crowdfunding market, which complements our existing high-growth business offering nonprofits a fully integrated suite of applications for fundraising,

Website content management, online marketing, social networking, personal fundraising, online donations, online auctions and event management. With this acquisition, we can now serve all members of the philanthropy value chain, including donors and the individuals and organizations – for profit and non-profit alike – that are seeking their help and support,” Blyer noted.

About DonorCommunity

DonorCommunity, Inc. is a cloud computing Software as a Service firm that helps nonprofit organizations cultivate donors, forge closer relationships with stakeholders, engage their communities and raise funds year-round. DonorCommunity offers a suite of fully-integrated Web applications for constituent relationship management, online auctions, online marketing, online donations, event management, personal fundraising, social networking and Web content management. The entire platform is furnished on a fixed-fee, annual subscription basis that includes unlimited users, unlimited training, unlimited support and free Website hosting. DonorCommunity is also active in the crowdfunding space through its MicroGiving.com Website. For more information, visit www.DonorCommunity.com.

#