



News Release

Wednesday May 15th, 2013

25 Amazing Crowdfunding Stories Highlight FundRazr's \$25 Million Milestone.

Vancouver: FundRazr announced today it has now raised **over \$25 Million** for over 37,000 campaigns in 18 different countries since launch in July 2010. In celebration of FundRazr's \$25 million milestone, here is a list of our **25 Most Notable Campaigns**. We've included a preview of some of those notable campaigns below and all 25 can be viewed by clicking [here](#). Clicking [here](#) will access larger resolution images for all 25 campaigns.

LARGEST RAISE - \$1 MILLION

1. ShareCraft 2012



Location: Worldwide

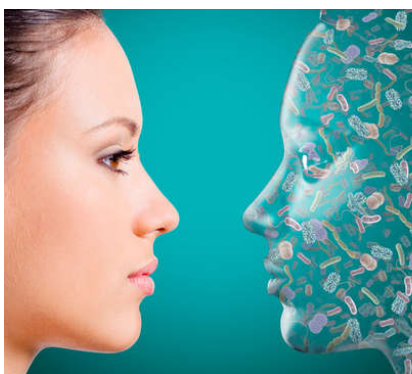
Raised: **\$1,007,106**

1 million reasons video games are good for you...

Operation Sharecraft 2012, a successful FundRazr campaign on behalf of Save The Children, raised over \$1 million in 84 days for starving kids in East Africa. The crowdfunding campaign attracted more than 22,000 contributors by using online live gaming to raise funds. DC Entertainment amplified the impact of their sponsorship through a matching campaign with FundRazr.

CROWDFUNDING SCIENCE

2. American Gut



Location: Worldwide

Raised: **\$10,123 and counting...**

What's in your Gut?

How about a chance to be part of research understanding the trillions of microbes that inhabits each of our bodies? American Gut gives you an opportunity to participate and to compare the microbes in your gut to those in the guts of thousands of other people. The perk? A home sampling kit to anyone who donates \$99.

HUMANITY IN TRAGEDY

3. Hurricane Sandy



Location: USA Northeast
Raised: **\$400,000 and counting...**
Even Mobwives are Saving Lives.

The impact of Sandy was devastating for many. The community rallied and so did their networks and new global supporters. So far, FundRazr Hurricane Relief campaigns have successfully raised well over \$400,000. VH1's Mob Wife Renee Graziano's FundRazr raised over \$9k and was a great example of the innovative support crowdfunding enabled from unexpected sources.

CELEBRITY POWER

4. Tiger's Facebook Challenge



Location: Worldwide
Raised: **\$93,402**
Putt with Tiger.

Tiger Woods and his fans are making a big impact with Tiger's Facebook Challenge. Together, FundRazr & Tiger Woods sent 10 underserved students to college through the Earl Woods Scholarship Program. This campaign took advantage of the ability to match donations, increasing the response from donors, and this is the first time Tiger has used Facebook and an app like FundRazr to improve fundraising efforts.

CONTROVERSIAL CAMPAIGN

5. Wikileaks Staff Legal Expenses



Location: Worldwide
Raised: **£239,015 and counting...**
Big Brother vs. Julian Assange

This FundRazr campaign is to help pay for the Wikileaks staff and Julian's legal fees by the Assange Defence Committee. With all the controversy surrounding the trial, and release of sensitive documents through Wikileaks, this campaign has become one of the most talked about in FundRazr history.

To view the full list of Top 25 Notable Campaigns, which include **Tiger Wood's Facebook Challenge**, **Julian Assange's Wikileaks legal fees** and the landmark Robocalls political campaign to name a few, click **here**.

About FundRazr

FundRazr is the most successful global crowdfunding platform based in Canada with over 500,000 contributions received. FundRazr is the fastest, easiest and most effective way to raise money online from your community. **Co-developed with PayPal**, FundRazr's deep social media integration creates 300% more social visibility than Facebook Share alone.

Recent accolades include: a *2013 Social Media Award* for best Non-profit campaign, selection on the prestigious *2013 Emerging Ready to Rocket List* and FundRazr is also a finalist for Most Promising Startup for the BC Technology Industry Association Awards.

Quick Facts:

- **The Top 5 categories for fundraising volume** in the past year are:
1) Medical, 2) Family, 3) Animals, 4) Memorials and 5) Accidents.
- **The Top 5 countries for fundraising volume** in the past year:
1) USA, 2) UK, 3) Canada, 4) Australia and 5) Germany.
- The majority of donors are female.

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