

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**.

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 through 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, not to mention 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.

ANIMALS & THE INTERNET

6. Help Save Nina



Location: Toronto

Raised: **\$2000**

From *looking* at cats on the Internet, to *helping them*

When Rebecca was faced with no other option but to put down her beloved cat, Nina, she turned to the Internet for help. After posting on the social site, Imgur, looking for supportive ideas & suggestions, she was told to create a FundRazr campaign for people to donate, and donate they did. Within one day, Rebecca reached her goal with the help of Imgurians and FundRazr.

CANADIAN FAN POWER

7. Save Bomb Girls



Location: Canada

Raised: **\$4,642 and counting...**

Keep calm and save Bomb Girls.

The goal was to keep Bomb Girls on the air by sending 1,000 Victory bandanas to Global TV. Not only did they exceed their funding goal, but also any contributions made thereafter are going towards the Ajax Bomb Girl Legacy Campaign. This campaign perked up people's interest by offering a Victory Bandana to anyone that pledged \$25 with FundRazr.

POLITICAL POWER

8. Help Canadians Take Robocalls to Court



Location: Ottawa

Raised: **\$401,554 and counting...**

8 brave Canadians fight to preserve democracy.

The Council of Canadians have established the 'Democracy 24/7 Legal Fund' to raise money for the landmark case that 8 brave Canadians have entered into. Said to be one of the most important fights for democracy in Canadian history, the Robocall case has raised over \$400,000 with FundRazr and offline donations.

ANIMALS AND HUMANITY

9. CorgiPals



Location: USA

Raised: **\$25,000 and counting...**

Saving man's best friend.

CorgiPal's runs multiple campaigns with FundRazr and has raised over \$25,000. Their goal? To give a voice to Corgis in need. Their efforts are to provide for families who have difficulties paying for veterinary bills.

NATIONAL ICON

10. Help a family of Beavers



Location: British Columbia, Canada

Raised: **Reached Their Goal.**

We love Canadian beavers!

They had a small monetary goal, but a big *dam* commitment to a family of Beavers in danger of becoming trapped under a bridge. The Beavers were happily damming under a bridge, unbeknownst that their efforts were futile. After FundRazr efforts they have installed a beaver flow device and our national icon will be safe!

YOUTH HEALTH

11. Help Lilee-Jean



Location: Canada

Raised: **\$3,355 and counting...**

Nickleback and Pardon My Striptease.

Lilee-jean is a 2 year old girl with brain cancer, Her dad's band, Pardon My Striptease, recorded the song "Pray" to raise money for treatment. When it passed Nickleback on iTunes, they matched the \$50k raised and so did their record company. FundRazr has raised funds for travel and treatment for this inspiring little girl.

COMMUNITY CROWDFUNDING

12. Aprons for Gloves



Location: Canada

Raised: **\$130,000 and counting...**

Fight club.

Aprons for Gloves is a volunteer-managed campaign that has raised over \$130,000 to build a gym to run boxing programs for inner-city youth on the downtown East Side of Vancouver. The 2012 FundRazr campaign attracted over 60 service industry professionals who created their own FundRazr campaigns to raise a minimum of \$2000 to eligible to fight. The 2013 event is looking like it will bigger and better than ever.

SPORTS AND HUMANITY

13. If You Build It, We Will Play



Location: Kenya

Raised: **\$25,446 and counting...**

African orphans as NBA stars goes viral.

As quoted, "If you build it, we will play", over 200 Kenyan orphans are getting help to raise money for a safe place to play. Playing sports gives kids confidence, and with Lift The Children and FundRazr they are well on their way to becoming super stars. Their video '1986 World Series Game 6... In Kenya' made their campaign go viral and FundRazr was able to ensure they benefited from their hard work.

CREATIVE CAMPAIGNS

14. Help Take '30 Days' From A Passion To A Business



Location: Canada

Raised: **\$2800 and counting...**

Crowdfunding a 30-day adventure series.

This campaign is about Marc Smith and his passion for experiencing and exploring life in a 30-day adventure series. A former event planner, Marc went against the usual saying of "Don't quit your day job" to pursue his adventure and created a FundRazr campaign to fund the next 3 months while he secures advertising and sponsorship.

ENTREPRENEURIAL CAMPAIGN

15. A Safe New Home For 'Three Irish Girls'



Location: Canada

Raised: **\$18,320 and counting...**

Three Irish Girls *yarning* for a new home.

Three Irish Girls, a local company, raised over \$18,000 to secure a new studio in a safer neighborhood using FundRazr. Due to overwhelming support, they exceeded their goal by 53% and are happily able to continue bringing their unique and beautiful hand dyed yarn to people across the world.

ARTIST CAMPAIGN

16. 5-25-77: Let's Finish This



Location: USA

Raised: **\$18,317 and counting**

The making of a Star Wars fan.

The goal? To raise money to complete a film about becoming a fan of Star Wars, 35 years after it's original release. Setting out in his '75 Ford Pinto, on a 30-day, cross-country, road trip, Patrick is ready to bring his film to you, and FundRazr is helping.

LOVE CAMPAIGN

17. Choose LOVE: Let's Get Taughnee To Paris



Location: Alaska/France

Raised: **\$4,540**

Raising money for the one thing money can't buy; love.

When the long-distance couple, Taughnee and Michel, was separated due to illness and soaring travel prices, a friend of Taughnee set up a FundRazr campaign that romanced the crowdfunding crowd. From Alaska to Paris and worldwide, love is universal, and she was able to exceed her goal in only 3 days.

FAMILY TRAGEDY

18. Helping Our Friends And Family With Medical Expenses



Location: Seattle

Raised: **\$71,000**

A community rallies around a family tragedy.

Karina was on a walk with her in-laws and her newborn child, Elias when tragedy struck. An out of control truck hit them all, leaving both her in-laws dead and herself and Elias in critical condition. Friend immediately rallied together to create a FundRazr campaign to raise money for medical support. The overwhelming generosity is a light in this dark time for the family and they have reached 95% of their \$75,000 goal within a month.

YOUTH HEALTH

19. Help Amelia Get Her Voice Back



Location: Australia

Raised: **\$38,120 and counting...**

Brave beyond her years.

In September 2011, when Amelia was only 5 years old, she had an accident that left her with third degree burns over 40% of her body and spent over 4 months in the Royal Children's Hospital in Melbourne. After an unsuccessful surgery to replace her damaged trachea, they are now using FundRazr to get her to an expert in Switzerland to get her voice back, and her life.

AMAZING HEALTH STORY

20. Help This Single Father Who Lost Both Hands And Feet



Location: Canada

Raised: **\$137,646 and counting...**

Life changing moments.

When Moses' flu-like symptoms became extreme around Christmas, he went to the hospital. Two weeks later, he woke up from a coma and the decision had to be made to remove both his hands and feet. Due to a serious bacterial infection, a drop in blood pressure, this quadruple amputee is a single father, and learning to live independently yet again. With the help of FundRazr and generous donors, Moses has exceeded his goal as donations still continue to flow through for this inspirational story.

CONTROVERSIAL CAMPAIGN

21. Support Moms Demand Action for Gun Sense America



Location: USA

Raised: **\$26,901 and counting...**

One Million Moms for Gun Control.

After the tragic Sandy Hook Elementary School shooting in Newtown Connecticut, gun control was a major topic on the minds of many Americans. One Million Moms for Gun Control is a movement created from that tragedy. Their goal? To raise money to bring awareness to every family in America.

MEMORIAL CAMPAIGN

22. Leon Brockmeier Memorial Fund



Location: USA

Raised: **\$43,670 and counting...**

Always remembered.

Leon passed away suddenly leaving his wife and two young children behind. Knowing how difficult this would be for them, Leon's brother created a FundRazr campaign to alleviate the financial stress that accompanies a tragedy like this. They've had overwhelming support and still continue seeing the generosity of strangers.

AMAZING HEALTH CAMPAIGN

23. Help Ash



Location: USA

Raised: **\$65,864 and counting...**

There is no word to describe a parent who loses a child. The loss is too awful for a name.

In July 2012, Ashley Moser and her daughter Veronica went to a movie. Tragically, a gunman entered the theatre and opened fire. Veronica's life was cut short and Ashley, in addition to grieving for her lost child, has been on a long road of recovery after sustaining multiple gunshot wounds. Their FundRazr campaign is helping to extend their close network of family and friends.

FOUNDATION CAMPAIGN

24. Gracias Foundation **Cultivate Hope**



Change a Life

Location: Worldwide
Raised: **Multiple Campaigns**
Give to the world.

The Gracias Foundation empowers and improves the lives of vulnerable and impoverished women, children and young adults through grassroots community development projects around the world. They provide opportunities to donate, and promote, by offering perks. For example, donate \$35 for someone's birthday and they will get an eco-card.

SHOCKING CAMPAIGN

25. Help Bed, Bath & Beyond Stabbing Victim



Location: USA
Raised: **\$12,911**
It could have happened to anyone.

While shopping in a Bed Bath & Beyond with her 5 month old, Kerri Dalton was brutally and randomly attacked. No one would come to her aid and she was forced to crawl to the side of her child and call for help. She is still in the hospital on a long road of recovery. Her friend of 20 years set up a FundRazr to help in anyway she could. Her plea for donations came from the notion that this could have happened to anyone, and the donators agreed, with donations flooding in since the campaign began.

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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