

# GIVING PLATFORMS



## GOODWORLD

GoodWorld pledged to donate up to \$1 million to charity on #GivingTuesday through its Million Dollar Challenge. For each of the first 1 million completed donations of \$20 or more made to charity using #donate between Dec. 1 and 31, 2015, GoodWorld pledged to donate \$1 to the respective nonprofit.

## INDIEGOGO

During Indiegogo's 2014 #GivingTuesday initiative, more than 350 fundraisers surpassed \$10 million from more than 45,000 donations. For #GivingTuesday 2015, Indiegogo dropped their fees for all cause-related fundraisers, in the hopes of helping nonprofits make the most impact.

## PAYPAL

For the fourth year, PayPal was a lead supporter in the #GivingTuesday movement working closely with charity partners around the globe to encourage people to give back. The company made donations count more by offering a 1 percent match to all gifts of \$10 or more donated through the PayPal Giving Fund on #GivingTuesday and throughout December. In addition, PayPal partnered with Guinness World Records to set the record for the most money raised in 24 hours online.

## CROWDRISE

For the second year, Crowdrise launched the GivingTower to encourage people to donate bricks to charities on Crowdrise. The virtual tower could be displayed with each donation, demonstrating the power of human generosity around the globe.

## HIP GIVE

Hispanics in Philanthropy used #GivingTuesday to launch #LatinosGive to encourage giving from the Hispanic community in the US and Latin America. HIPGive provided a \$20,000 match, which was met before 12 am PST on #GivingTuesday. The platform then opened up an additional \$40,000 to help raise over \$183,000 to support Latino communities across the continent.

## CATCHAFIRE

Catchafire donated \$24,000 worth of memberships to 10 deserving social good organizations.

