



Popular Crowdfunding Resources

Kickstarter - <http://www.kickstarter.com>

Founded in 2009, Kickstarter is now the most popular crowdfunding platform for innovative projects. It gathers 9.4 million investors, of which 2.9 million backed more than one project and 353,000 more than 10 projects. The value of all the ideas presented so far has totaled \$ 1.9 billion.

Kickstarter's rules are very simple. A creator sets up a project on the website. He or she specifies a minimum budget required to launch the idea and offers rewards for backers who pledge money to the project. An initial concept needs to be approved by Kickstarter. If donors give thumbs up, things move really fast. Ultimately, you get everything or nothing, meaning that a project is brought to life only if a funding goal has been reached or exceeded. However, the same project can be offered several times – sometimes even a small modification can work miracles, e.g. a change in the project description. Kickstarter has an amazing range – millions of users worldwide.

GoFundMe - <http://www.gofundme.com>

GoFundMe is a for-profit corporation crowdfunding platform that allows people in some but not all countries to raise money for events ranging from life events such as celebrations and graduations to challenging circumstances like accidents and illnesses. From 2010 to 2017, over \$3 billion was raised on the platform for over 2 million individual campaigns. The company is based in San Diego, California.

IndieGoGo - <https://www.indiegogo.com/en>

Indiegogo is an international crowdfunding website founded in 2008 by Danae Ringelmann, Slava Rubin, and Eric Schell. Its headquarters are in San Francisco, California. The site is one of the first sites to offer crowd funding. Indiegogo allows people to solicit funds for an idea, charity, or start-up business. Indiegogo charges a 5% fee on contributions. This charge is in addition to credit card and PayPal charges that range from 3.5% to 9%. Fifteen million people visit the site each month.

IOBY - <https://www.ioby.org/>

ioby helps neighbors grow and implement great ideas one block at a time. Our crowd-resourcing platform connects leaders with funding and support to make our neighborhoods safer, greener, more livable and more fun.

ioby believes that it should be easy to make meaningful change “in our backyards” - the positive opposite of NIMBY (“not in my back yard).

ioby uses the concept of crowd-resourcing to drive projects to success:

crowdfunding + resource organizing = crowd-resourcing

Crowdfunding is the pooling of small online donations for a cause or project.

Resource organizing is a core tenet of community organizing that considers activists and advocates the best supporters to ensure the success and long-term stewardship of a cause or project.

As a combination of these two, ioby's platform gives everyone the ability to organize all kinds of capital—cash, social networks, in-kind donations, volunteer time, advocacy—from within the neighborhood to make the neighborhood a better place to live.

Crowdrise - <https://www.crowdrise.com/>

CrowdRise's fundraising model is based upon the notion of making giving back fun, which will lead more people to do it, and the fundraisers will raise more money than they would have otherwise. The platform uses gamification and a rewards point system to engage users to participate in fundraising and donating.

Its primary model is donation-based, and the campaign defaults to keep-what-you-raise, making it good for charities.

The Awesome Foundation - <http://www.awesomefoundation.org/en>

The Awesome Foundation for the arts and sciences is an international network of autonomous chapters of philanthropists that provide small grants for projects to "people devoted to forwarding the interest of awesomeness in the universe." Most chapters consist of ten trustees who pool contributions in a crowd-funding model and award a \$1,000 grant each month to a project and person of their choice. Awesome chapters assume no ownership of the projects they fund and provide the funds with no strings attached.