

# GivenGain is the global leader in cloud-based fundraising.

## We're known mainly for two things:



We help individuals ("activists") achieve extraordinary things while raising money for their favorite causes.



We help charities and nonprofits ("causes") build strong and sustainable funding models.

**G**ivenGain started out in 2001 with a clear and simple idea: to enable global philanthropy by giving individuals and nonprofits the tools they need to break down the barriers between us and within ourselves. Since 2009, the GivenGain Foundation, a nonprofit organization registered in Switzerland, has managed donations made to the charitable projects listed on GivenGain.

## WHAT WE OFFER OUR CAUSES:

We believe it's time for causes to stop paying excessive fees and get down to serious fundraising. With GivenGain, any nonprofit organization can now build powerful online fundraising communities at a fraction

of the time and cost that it traditionally takes.

Responsible organizations whose strategy it is to either grow or create an enduring support base enjoy three key benefits with GivenGain:

1

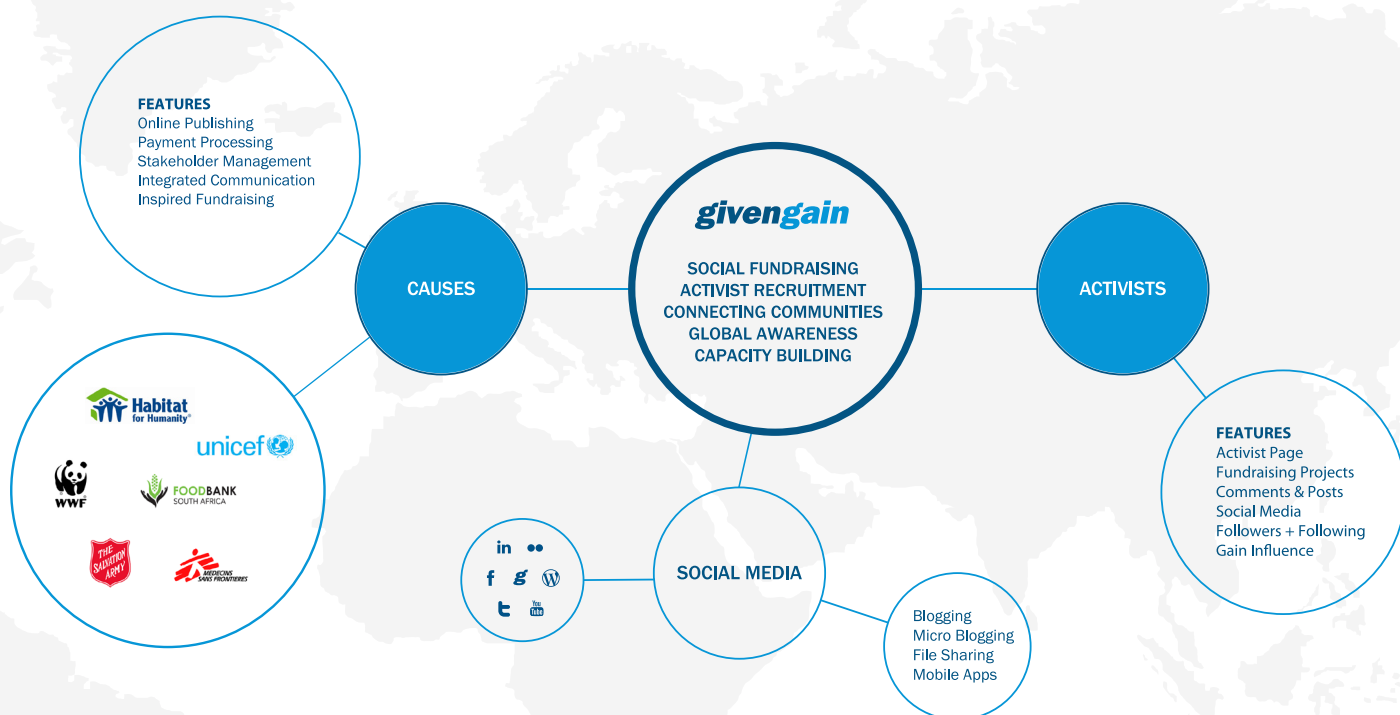
The GivenGain Foundation provides a **secure, trusted channel for receiving funds** from any account, anywhere in the world, at any time. Our low transaction costs ensure that more money is available for projects.

2

The cloud-based platform comes with **integrated management tools** to help develop and grow lasting relationships with supporters.

3

Our **dedicated social fundraising platform** makes it easy for causes to **build a global support network** from scratch.



Thanks to our use of new technologies and synergies, the GivenGain movement has become an influential part of the organized private nonprofit sector that has taken its place around the world as a major economic, social and political force. By combining and integrating

- [online donations](#)
- [content management](#)
- [email and mobile communication](#)
- [and donor CRM in one package](#)

our causes can replace 5+ tools with one easy-to-use system to run their fundraising efforts. Because we're "cloud-based," GivenGain is scalable and extensible, and there is no software or hardware to buy or maintain.

All of this is achievable with a monthly subscription to suit any budget and low transaction processing fees. Best of all, our causes get to focus on their mission. During 2010 alone, we enabled more than 378 causes to build and grow powerful online fundraising

communities. Causes publish their fundraising projects and updates online, connect with donors and fundraisers who share their passion, and build a real community full of fresh opportunities.

Once a cause has developed a project plan and can communicate it concisely, it literally takes 20 minutes to post it to the web, alert supporters and begin raising funds in a transparent environment that donors can respect. By adding fully-automated administration and an audit trail, and helping to keep supporters informed, GivenGain raises the accountability profile of any organization or individual.

Although GivenGain is available in most countries of the world, we only serve verified nonprofit organizations. [Maintaining trust in our service is paramount](#) to helping us continue to achieve our mission. We take great pains to ensure our platform's use remains honest and its causes authentic, by subjecting applications to strict vetting.

## WHAT WE OFFER OUR ACTIVISTS

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We believe that today's donors are looking for meaning and purpose in their lives and want to accomplish great things. GivenGain empowers our "activists" to raise funds and awareness for their causes by investing in ideas and people they can believe in, and gives them the visibility of projects created to support causes that are dear to them.

Activists can raise funds responsibly within an informed relationship: The GivenGain Foundation's online transactions offer the same security, convenience and cost-effectiveness they've come to expect with online banking, and integrated web-based communication offers them easy access to all the information they need to remain connected with their causes.



Growth and sustainability requires networking, both from the cause's and the fundraiser's perspective. GivenGain's social fundraising platform lets donors rally their networks behind issues that matter to them. While Facebook is perfectly suited for friends, LinkedIn for careers and Twitter for short messages, [only GivenGain provides communities dedicated to individuals' private philanthropy.](#)

### MORE THAN JUST DONATIONS

GivenGain is more than just an online donation portal. We enable causes to run a better operation, grow revenue, build and manage relationships and win support for the ideas they believe in, with state-of-the-art donation processing, fundraising, contact and content management, and email and mobile text communication tools.

There are many ways to measure success, but our truest measure will always be the success of the projects listed on GivenGain. It's not by trying to solve the "big issues" of our time that we have the greatest impact, but by helping our activists and causes achieve their own personal philanthropic goals.

Partnership is at the heart of what we do, and in our day-to-day operations we work closely with a wide range of individuals, businesses and organizations that share our vision.

If you want to know how your cause could benefit from the GivenGain platform or have any questions, please contact a member of our team for a friendly, informal chat regarding your specific needs.