

Cause-based Crowdfunding Platforms:

Health and Safety

Compiled by:

*legal***zoom**[®]

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Sources are located at <http://www.netliteracy.org/crowdfunding-webinar-sources/>

Platform - URL

Causes - <https://www.causes.com/>
CauseVox - <http://www.causevox.com>
CommunityFunded - <http://communityfunded.com/>
Crowdrise - <http://www.crowdrise.com/>
Crowdtilt - <https://www.crowdtilt.com>
DonationTo - <http://www.donationto.com/>
FirstGiving - <http://www.firstgiving.com/>
FundAnything - <http://fundanything.com/en>
Fundly - <http://fundly.com/>
Fundraise - <https://www.fundraise.com/>
Fundrazr - <https://fundrazr.com/>
GoFundMe - <http://www.gofundme.com/>
GoGetFunding - <http://gogetfunding.com/>
Groupon Grassroots - <https://grassroots.groupon.com/>
Indiegogo - <http://www.indiegogo.com/>
Ioby - <http://ioby.org/>
OneToday - <http://www.google.com/onetoday/>
Razoo - <http://www.razoo.com/>
RocketHub - <http://www.rockethub.com>
Sponsume - <http://www.sponsume.com/>
StartSomeGood - <http://startsomegood.com/>
StayClassy - <https://www.stayclassy.org/>
When You Wish - <http://www.whenyouwish.com/>
YouCaring - <http://www.youcaring.com/>

Footnotes:

1 – Yes for nonprofits

2 – Yes, tipping point

3 – Both yes & no, for this diagram, we focused on yes

4 – <http://communityfunded.com/terms-of-service/>

5 – <http://www.crowdrise.com/about/faq>

6 – <https://reddit.crowdtilt.com/>

7 – http://www.firstgiving.com/content/general_terms

8 – <http://support.fundanything.com/customer/portal/articles-1079455-is-my-contribution-tax-deductible->

9 – <https://www.fundraise.com/terms-of-service>

10 – <http://support.fundrazr.com/hc/en-us/articles/200054783-Do-I-Have-To-Pay-Taxes-On-The-Donations-I-Receive->

11 – <http://support.gofundme.com/knowledgebase/articles/100217-what-about-taxes->

12 – <http://gogetfunding.uservoice.com/->

knowledgebase/articles/125011-tax-deductions

13 – <http://www.groupon.com/pages/g-team-faq>

14 – <http://support.indiegogo.com/-entries/20517411-How-to-Check-if-Your-Contribution-is-Tax-Deductible>

15 – <http://ioby.org/tax-deductible-donations>

16 – <https://support.google.com/onetodayapp/answer/3105834?hl=en>

17 – <http://www.razoo.com/p/pb-marketing>

18 – <http://startsomegood.com/Help/Legal>

19 – <http://www.stayclassy.org/terms>

20 – http://www.whenyouwish.com/terms_of_service



How to use this Matrix



Only 501(c)3:
Some cause-based platform screen causes to reject those without a high quality and a verifiable track record. They use 501(c)3 incorporation as a primary vetting metric and only these nonprofits can run campaigns on their platform.

Categories / Genres:
This depicts whether the crowdfunding platform has an internal curation section dedicated to categorizing projects, allowing for greater visibility and finding like-minded organizers and campaigns.

Total Fee:
This is the total fee for using platform in addition to any transaction fees that might accrue. Some processors charge an additional flat fee of around 30 cents per each transaction.

Keep What You Raise:
This model allows campaigns to retain all the money that they've raised, as opposed to goal-centric campaigns where funding would be denied if the pre-set goal is not achieved.

Rewards / Perks:
This illustrates whether the platform supports providing rewards or perks for donors giving to a cause as an incentive to give to a cause. Platforms without this feature will just have a component where the donor can enter in his or her own amount to pledge.

Monthly Uniques:
The quantity of new individuals who visit the website over one month. This metric was taken during Fall 2013.

Nonprofit Displayed:
This shows whether the platform offers a badge or statement that highlights that the selected nonprofit has 501(c)3 status.

Display Impact:
This shows whether the platform usually identifies how the donations will be used and impact the organization's mission. This is useful for donors to see how their funds directly contribute to improving a need.

Tax Deduction Disclosure:
This is the verbatim language identified on the site that relates to tax deductibility for donors to 501(c)3 organizations. It is important to engage the platform and your lawyer or tax professional to ensure that donations to your cause are tax exempt.

	Only 501(c)3	Keep What You Raise	Nonprofit Displayed	Categories / Genres	Rewards / Perks	Display Impact	Total Fee	Monthly Uniques	Tax Deduction Disclosure
legalzoom									
GoGetFunding							6.9% + \$0.30	18,478	"Only donations made to a legally registered non-profit or charity may be considered eligible for donors to claim as a tax deduction." 12
GROUPON Grassroots							0%	2,542,293	"After making the donation on Groupon, donors will need to register their donation with the featured organization to obtain the required documentation and consult a tax professional." 13
	1	1							"Campaigns that use FirstGiving will be marked with a badge that reads "Verified Nonprofit"

	Only 501(c)3	Keep What You Raise	Nonprofit Displayed	Categories / Genres	Rewards / Perks	Display Impact	Total Fee	Monthly Uniques	Tax Deduction Disclosure
causes	✓	✓	✗	✗	✗	✗	4.75%	563,787	Not Disclosed
causeVOX	✗	✓	✗	✗	✗	✗	7.9% + \$0.30	> 5,000	Not Disclosed
CommunityFunded	✗	✓ ² 	✓	✓	✓	✗	7.9% + \$0.30	13,100	"All pledges are between you and the project creator... the Company makes no representations regarding the deductibility of any pledge for tax purposes." ⁴
crowdrise	✓ ¹ 	✓	✗	✓	✗	✗	7.9% + \$0.30	94,696	"Your donation to a US-Based 501(c)3 charitable organization through CrowdRise is 100% tax deductible to the extent allowed by law." ⁵
crowdt:lt	✗	✓ ³ 	✓	✗	✗	✗	5%	14,194	"Crowdtilt provides tax-deductible ⁶ receipts to donors and disburses funds to verified 501(c)3 non-profits directly."
DonationTo	✗	✓	✗	✗	✗	✗	7.9% + \$0.30	> 5,000	Not Disclosed
FirstGiving	✓	✓	✗	✗	✗	✗	\$500 + 7.5%	52,377	"FirstGiving makes no representation as to whether all or any portion of the online Donations are tax deductible." ⁷
FUNDANYTHING	✗	✓	✗	✓	✓	✗	12%	26,744	"If you give to a registered non-profit, your contribution may be tax-deductible." ⁸
Fundly	✗	✓	✗	✓	✓	✗	7.9%	72,368	Not Disclosed
fundraise.com	✗	✓	✗	✗	✗	✗	7.5%	7,097	"Fundraise.com makes no representations as to whether all or any portion donations made online at fundraise.com are tax deductible." ⁹
FundRazr	✓ ¹	✓	✗	✓	✗	✗	7.2% + \$0.30	171,179	"If the recipient of your donation has tax-exempt status, you can contact them to obtain a tax receipt. If they do not have tax-exempt status, then you will not be able to deduct your donation for tax purposes." ¹⁰
gofundme	✗	✓	✗	✓	✗	✗	7.9% + \$0.30	667,941	"Only donations made to a legally registered non-profit or charity may be considered eligible for donors to claim as a tax deduction." ¹¹
	Only 501(c)3	Keep What You Raise	Nonprofit Displayed	Categories / Genres	Rewards / Perks	Display Impact	Total Fee	Monthly Uniques	Tax Deduction Disclosure

	Only 501(c)3	Keep What You Raise	Nonprofit Displayed	Categories / Genres	Rewards / Perks	Display Impact	Total Fee	Monthly Uniques	Tax Deduction Disclosure
							6.9% + \$0.30	18,478	"Only donations made to a legally registered non-profit or charity may be considered eligible for donors to claim as a tax deduction." 12
		3					0%	2,542,293	"After making the donation on Groupon, donors will need to register their donation with the featured organization to obtain the required documentation and consult a tax professional." 13
	1	1					10.75%	804,372	"Campaigns that use FirstGiving will be marked with a badge that reads "Verified Nonprofit Campaign". Any campaign marked by this badge will be able to offer tax receipts to U.S. contributors." 14
							\$35 + 3%	> 5,000	"All donations to ioby and to projects on ioby are tax deductible to the fullest extent allowable." 15
							1.9%	10,000-50,000 Installs	"If you're in the U.S., your donations are tax deductible and the confirmation email from Google Wallet serves as your donation receipt." 16
							4.9%	164,442	"All donations are tax-deductible." 17
							12%	51,653	Not Disclosed
							11.9% + \$0.30	> 5,000	Not Disclosed
		3					7.9% + \$0.40	> 5,000	"Company makes no representations regarding the deductibility of any contribution for tax purposes." 18
							5.2% + \$0.30	116,564	"You understand that the party you transact with through the Website is the one that sets the tax language in any receipt you receive." 19
		3					7.9% + \$0.30	> 5,000	"Site makes no representation that any portion of your payments are tax deductible." 20
							2.9% + \$0.40	357,490	Not Disclosed