

# Charitable Crowdfunding: Who Gives, to What, and Why?

HISTORIC NOTE

Although the word “crowdfunding” was coined in 2006, the concept of raising money from a large pool of donors has a long history. **An early example includes Joseph Pulitzer’s campaign to raise \$100,000 for the pedestal of the Statue of Liberty in 1885.**

KEY FINDINGS INCLUDED IN THE REPORT



People are generally aware of crowdfunding (91.5%), but less than one-third (31.7%) typically contribute to crowdfunding projects.



Crowdfunding donors tend to be younger, less religious, and more likely to be single, compared to traditional charitable giving donors.



Four out of five crowdfunding/social media donors are primarily motivated to give because they believe in the organization’s mission or they believe their gift can make a difference.



Donors to crowdfunding campaigns gave an average of \$189 in 2019, and most often contributed to a family member or close friend (52.5%) and to support charitable organizations (47.1%).



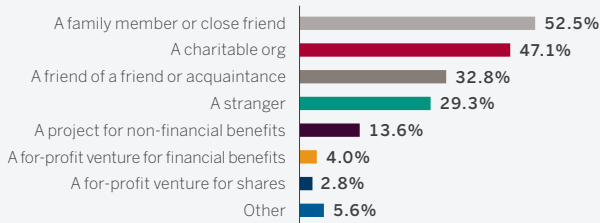
Both crowdfunding donors and those who do not donate via a crowdfunding platform have positive perceptions of this giving vehicle.



Nearly 20% of donors typically give to social justice causes. A higher percentage of those who give through crowdfunding (27.7%) or social media (28.6%) support social justice causes, compared to traditional charitable donors.

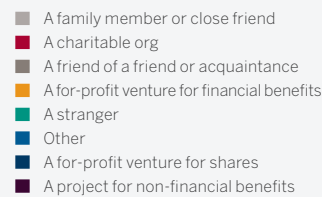
KEY CHARTS FROM THE REPORT

Activities crowdfunding donors contributed to in 2019 (by percentage of crowdfunding donor usage)



These figures are weighted summary statistics and do not control for other demographic factors.

Percent of dollars given via crowdfunding/social media by destination in 2019



These figures are weighted summary statistics and do not control for other demographic factors.