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GlobalGiving Weathers Economic Storm With 200% Donation Increase

Annual numbers for groundbreaking online philanthropic marketplace indicate bottom up charitable giving trend during economic crisis

[GlobalGiving](#), the one-stop-shop for philanthropy, announced today that it facilitated approximately \$8.75 million in donations to grassroots projects around the world, an increase in year-end revenue of more than 200% from 2007 to 2008. Despite the global economic crisis that has resulted in many charities struggling to make ends meet, projects on GlobalGiving.com continued to thrive in 2008 thanks to the diversified base of individual donors who utilize GlobalGiving to fulfill their charitable goals and interests.

GlobalGiving's success highlights the growing potential of the online marketplace, which embraces a grassroots, bottom-up approach to philanthropy, to remake the philanthropic paradigm. This democratization of charitable giving, combined with a renewed emphasis on transparency and the ease of online giving, allows anyone to make a real difference in the world without breaking the bank.

"Much like the successful fundraising efforts of President-elect Obama, GlobalGiving relies on the generosity of many to effect the lasting change traditionally reserved for the few," said Dennis Whittle, co-founder and CEO of GlobalGiving. "At GlobalGiving we create everyday Oprahs, change makers with day jobs."

GlobalGiving attributes its revenue and donation achievements for 2008 — in spite of the struggling economy — to its emphasis on due diligence and transparency that allows donors to feel comfortable with giving and the flexibility that comes from a broad project pool and low donation requirements. The diversity of trustworthy projects available on GlobalGiving.com allows donors to connect with the causes that mean the most to them and to make lasting change for as little as \$10.

"When donors can see exactly where their money has been used, and the impact it has had, they are more willing to keep on giving," said Whittle. "Nothing inspires a donation better than a personal connection; we believe deeply in fostering that connection so that donors can feel how important their gift truly is — regardless of its size."

As the economic crisis has shown, the nonprofit community is not immune to the fluctuations on Wall Street; in 2009 and beyond, nonprofit organizations would

benefit from broadening their fundraising base. Online marketplaces like GlobalGiving can provide that alternative to organizations around the world – and can help insulate the nonprofit sector from the devastating impact of a financial meltdown.

“It is time for nonprofits to embrace the changing face of philanthropy,” said Mari Kuraishi, co-founder and president of GlobalGiving. “Even in these times of economic crisis the altruistic nature of the American people has not dimmed. Instead, we believe they are getting savvier with their donations, and looking to have the greatest impact they can with every dollar they give.”