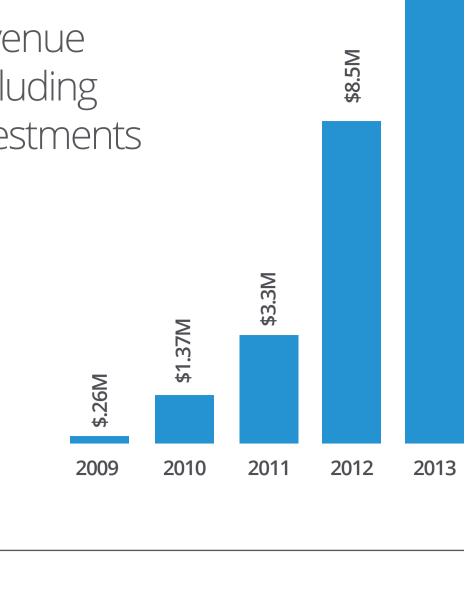
mozilla

The founders made Mozilla a nonprofit organization because an open and accessible Web matters more than maximizing shareholder value. The revenue that Firefox generates is largely invested back into Firefox products. Fundraising is how we power Mozilla's other important mission-driven projects. Mozilla pursues grants and receives gifts from thousands of individuals who believe in Mozilla's mission. Fundraising allows us to teach kids around the world how to build the web. It provides the resources we need to fight for online privacy. It helps us build a global community that puts the public good over profit.





2011 \$400,000

Donations per Year

2012

\$697,055

2013 \$1,509,317

Total Donors 2011 2012

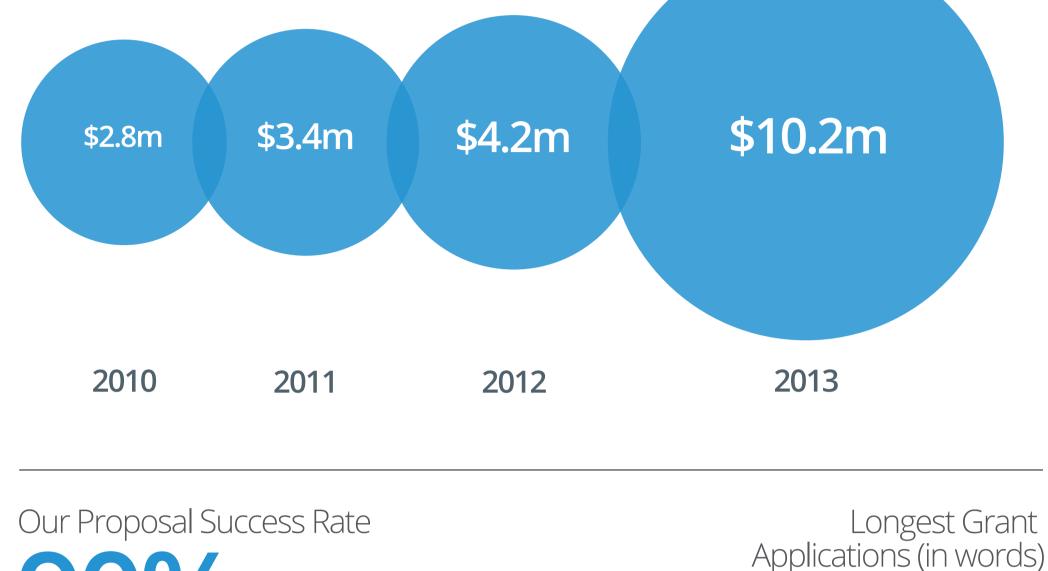
16,136

Grants Grants Secured per Year

95% Average Growth per Year



119,751



22,460

Single Biggest Grant \$4 million End of Year Campaign

The average National Science Foundation

success rate is 18%

Revenue per Word from that Proposal

11,592

\$129



248%

Growth over 2012 **Overall** Snippet

\$35,529.47 7am - 8am PST; \$592.16 per minute; \$9.87 per second \$250k raised in 11 hours

538%

Single Biggest Hour

1,121%

76% Firefox & You Single Email

Mozilla.org Home Page

Lowest Performing Snippet

Snippet snippet variants tested

Highest Performing Snippet

Mozilla, the maker of Firefox, is a non-profit and we rely on donations. If everyone reading this gave \$3, we would only h

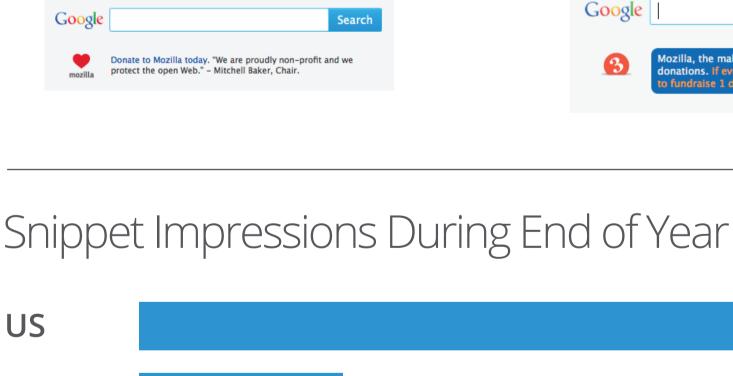
961,081,500

Total Emails Sent

Search

Non US

#lovetheweb



72,173,570

Total Snippet Impressions Worldwide

4.9 million 6,532,922 Total Raised From Email \$335,082

1,369,681,700

Social Media Mentions

We raised \$27,327 from a 9pt font "donate" link

buried in footer

of mozilla.org

Most Unexpected Success

Firefox Different by design

We are mozilla

Doing good is part of our code

Number of T-shirts Shipped to New Mozillians (\$30+ donation first part of year) Total Women's Men's 3,227 3,670 443