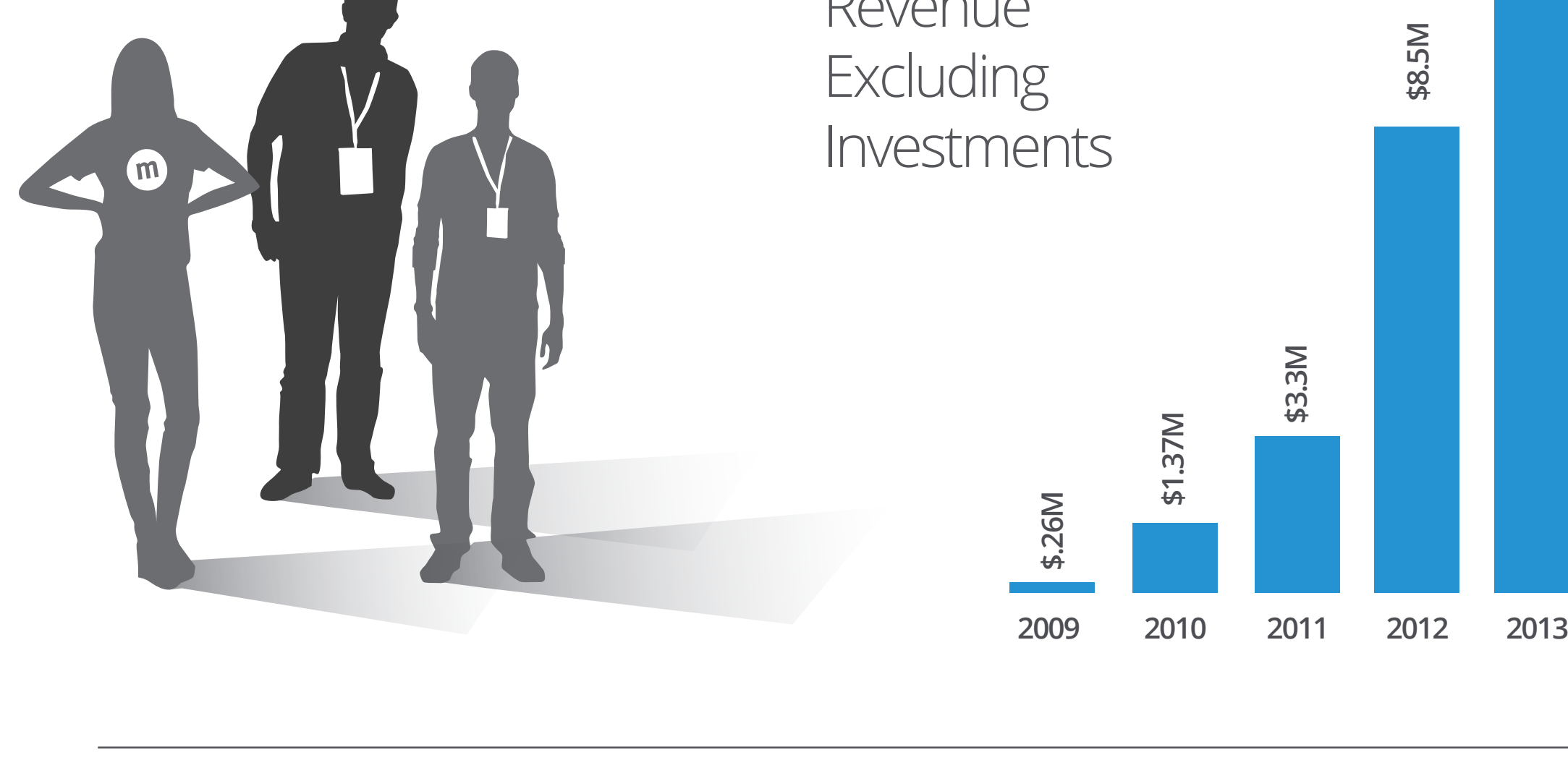
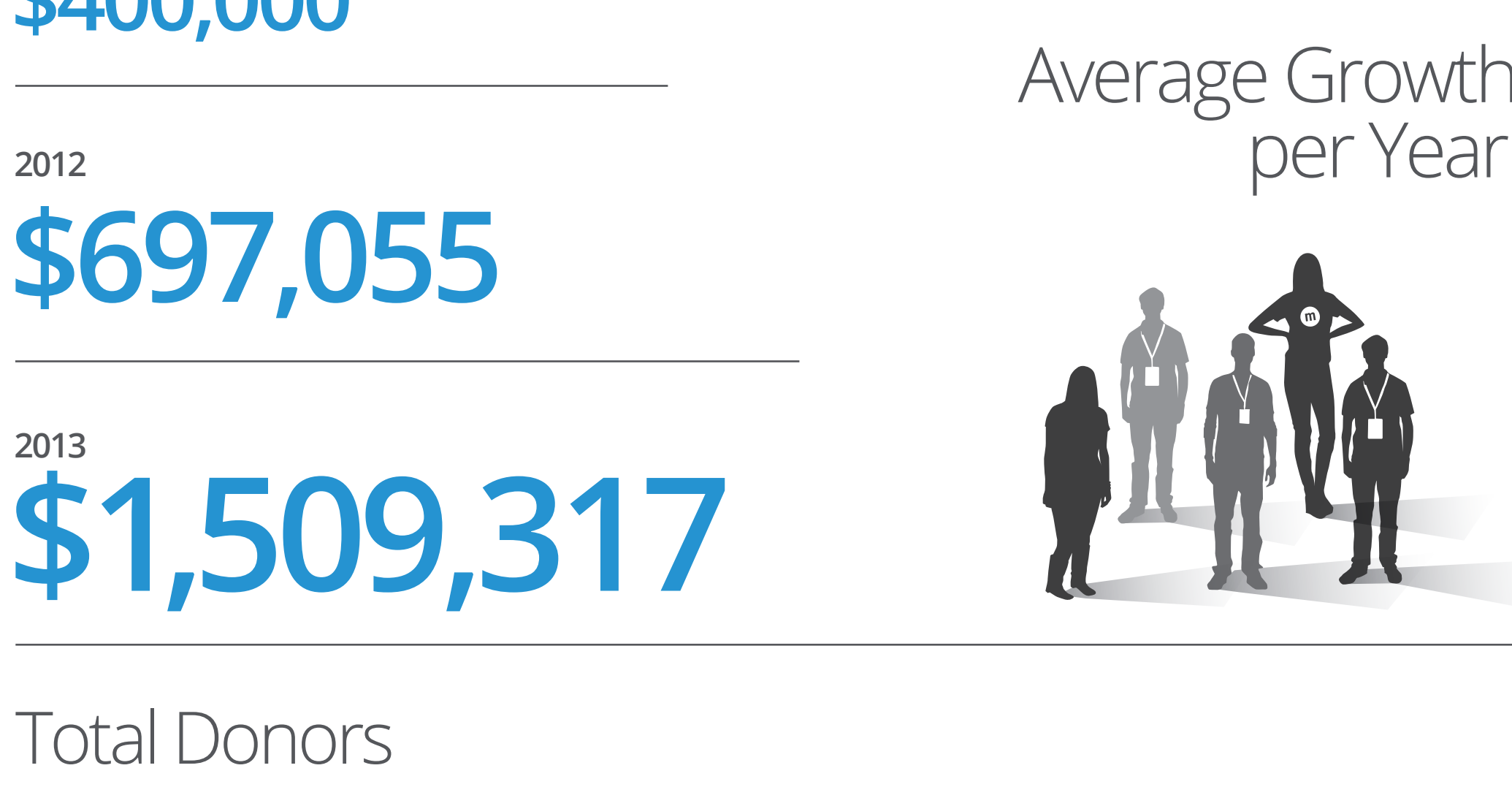


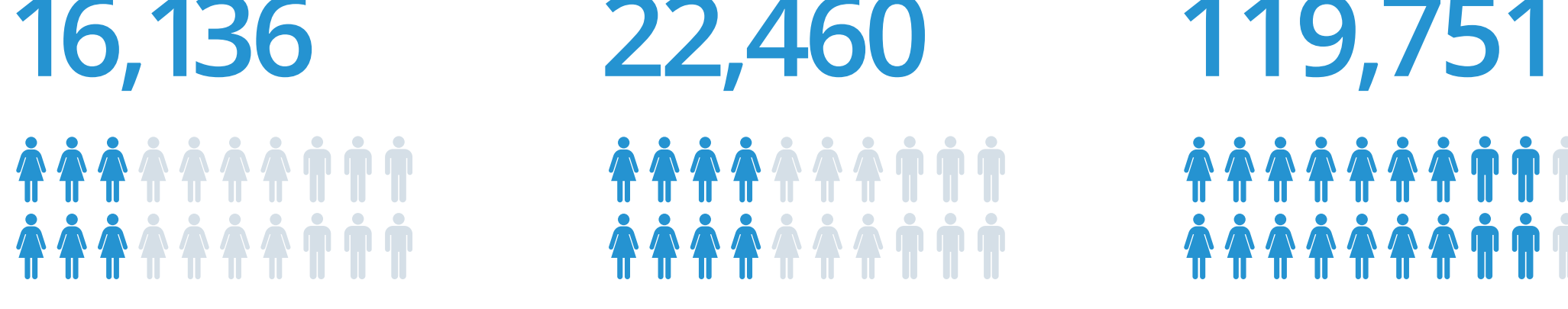
Building a Community



Donations per Year

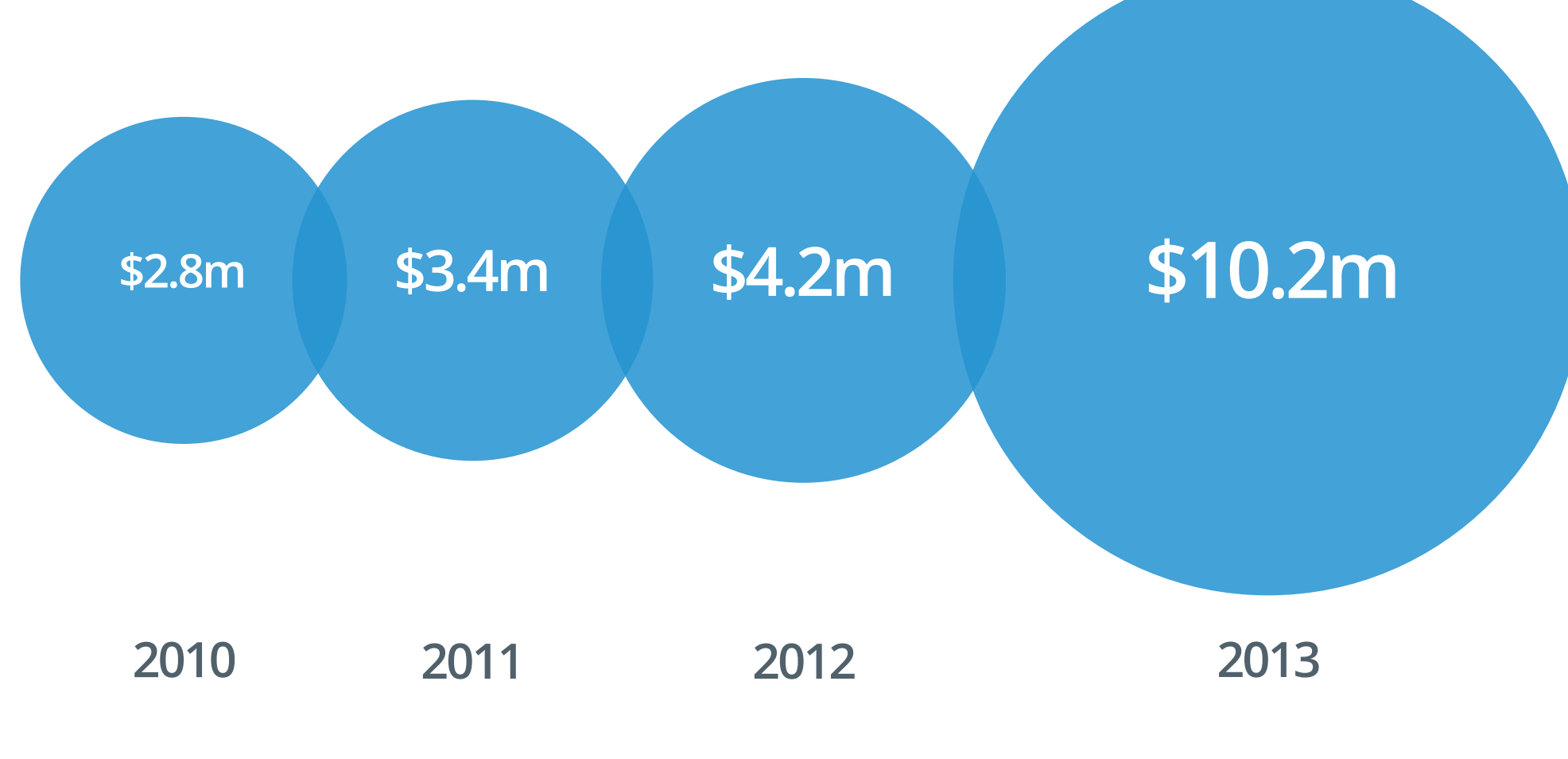


Total Donors

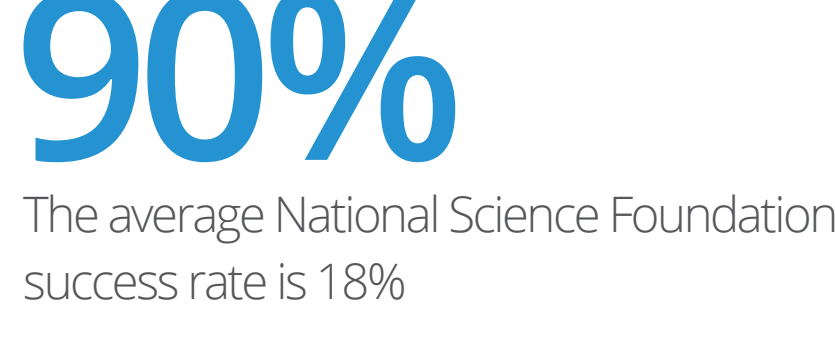


Grants

Grants Secured per Year



Our Proposal Success Rate



Longest Grant Applications (in words)



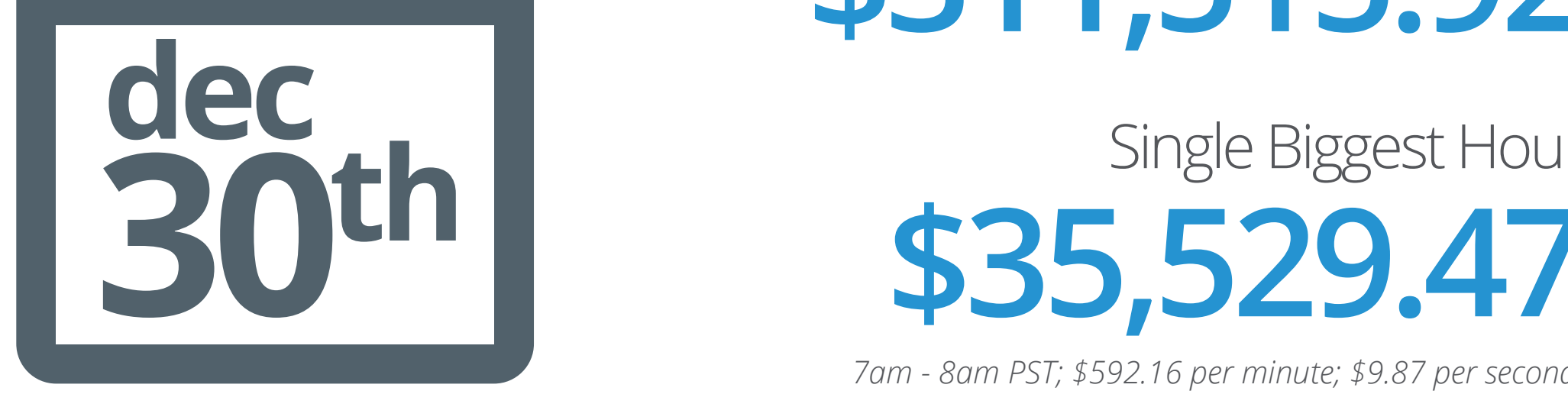
Single Biggest Grant



Revenue per Word from that Proposal

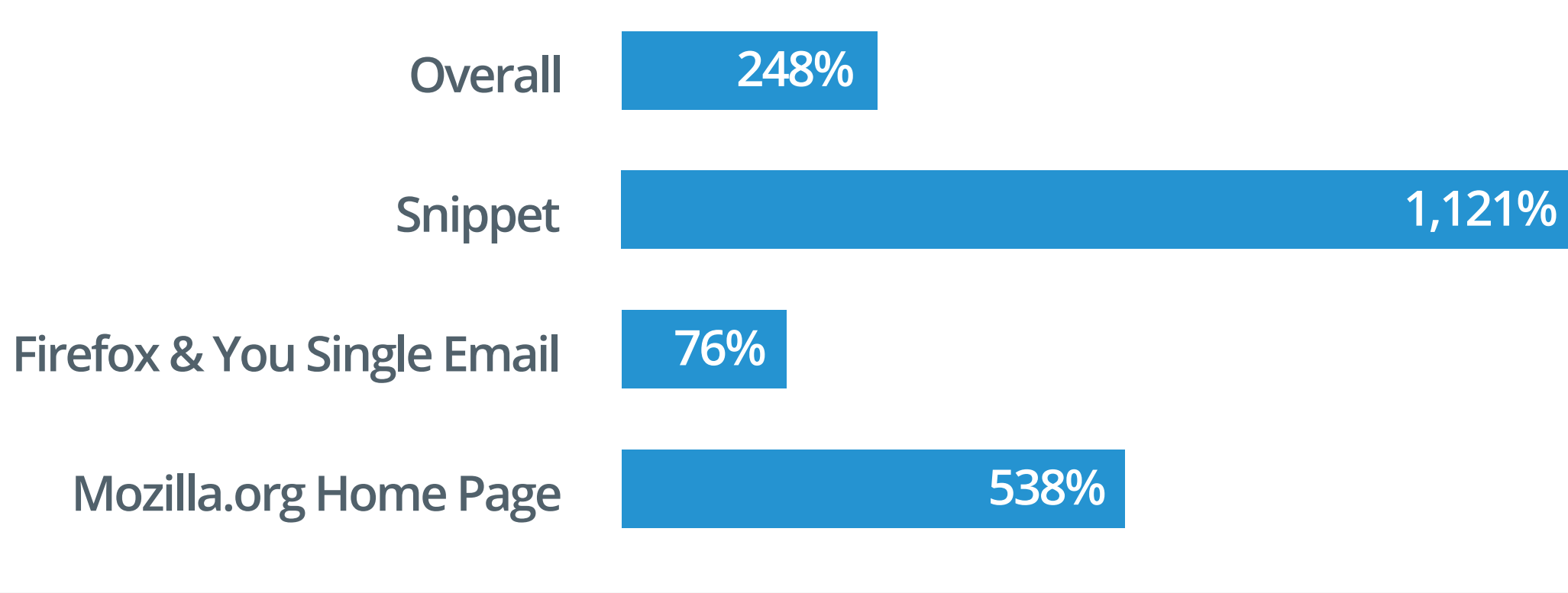


End of Year Campaign



\$250k raised in **11 hours**

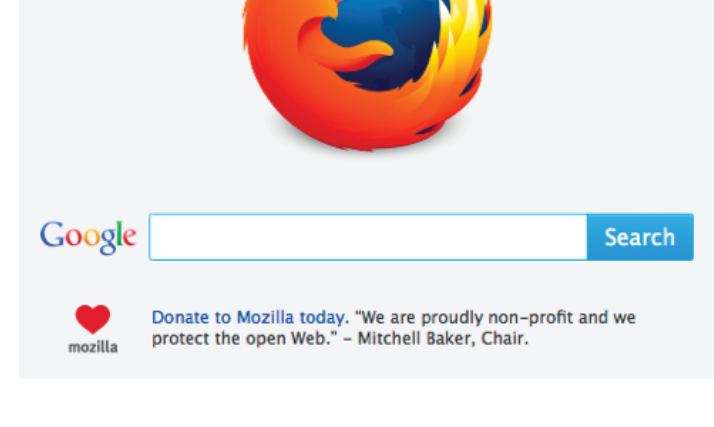
Growth over 2012



Snippet

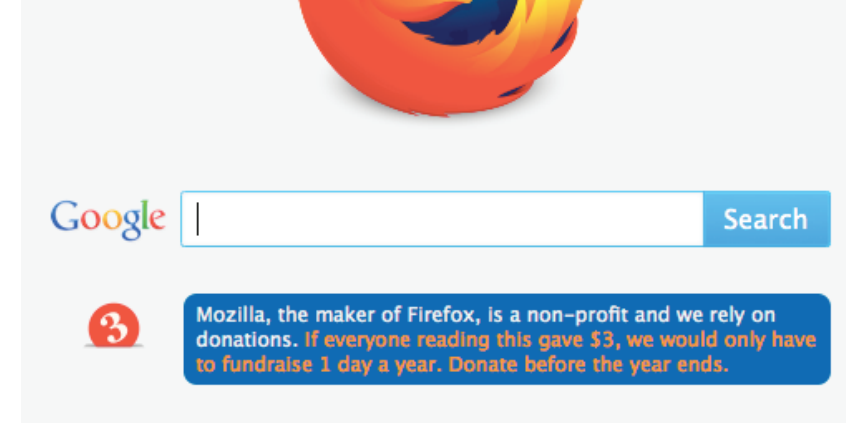


Lowest Performing Snippet

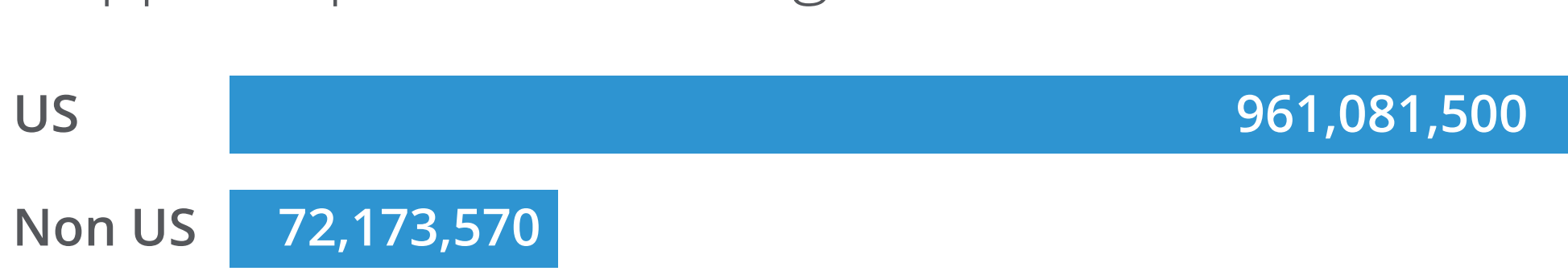


VS

Highest Performing Snippet



Snippet Impressions During End of Year



Total Snippet Impressions Worldwide



#lovetheweb

Social Media Mentions



Total Emails Sent



Total Raised From Email



Most Unexpected Success

We raised **\$27,327** from a 9pt font "donate" link buried in footer of mozilla.org



Number of T-shirts Shipped to New Mozillians (\$30+ donation first part of year)

Men's



Women's



Total

