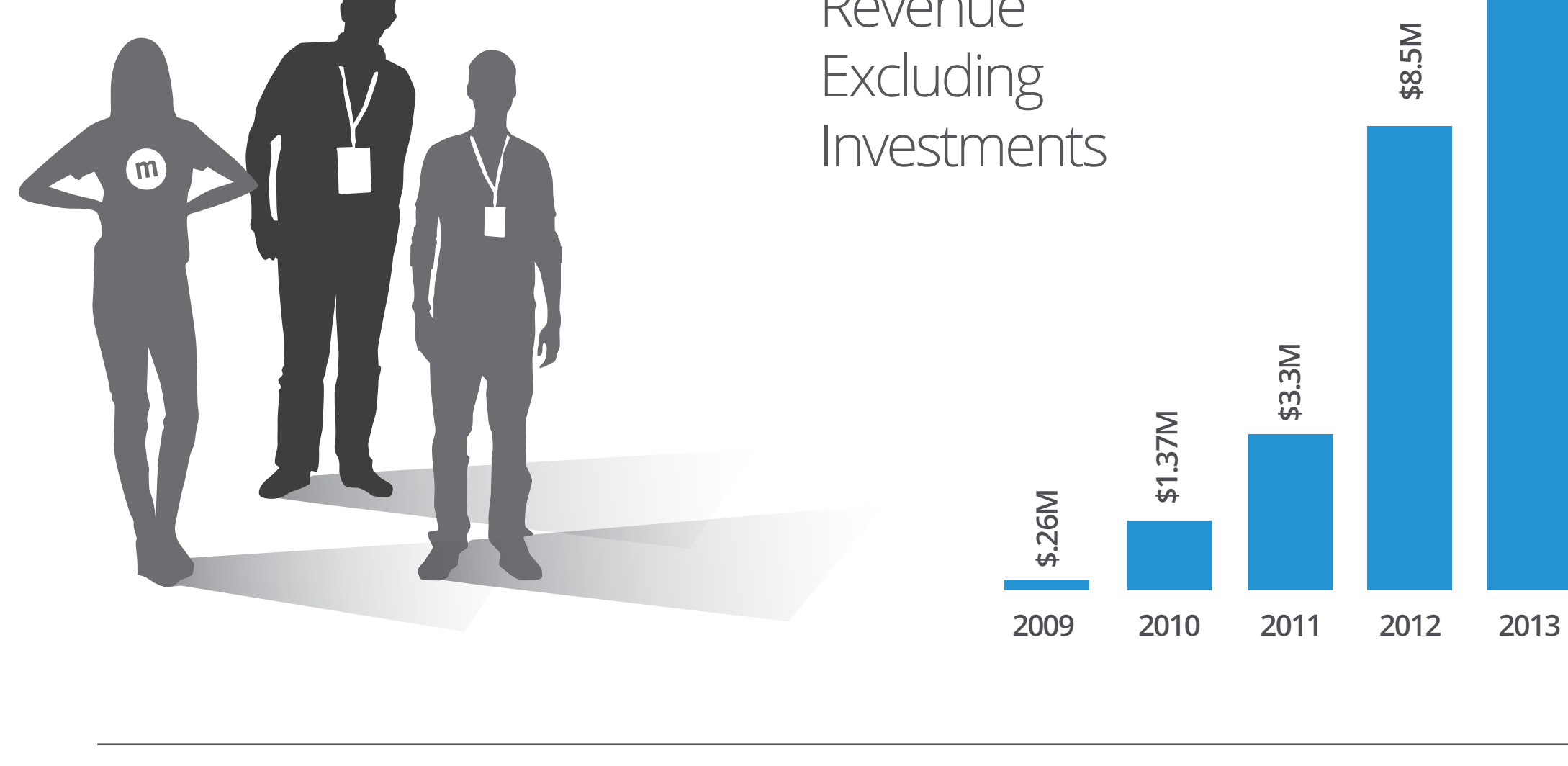
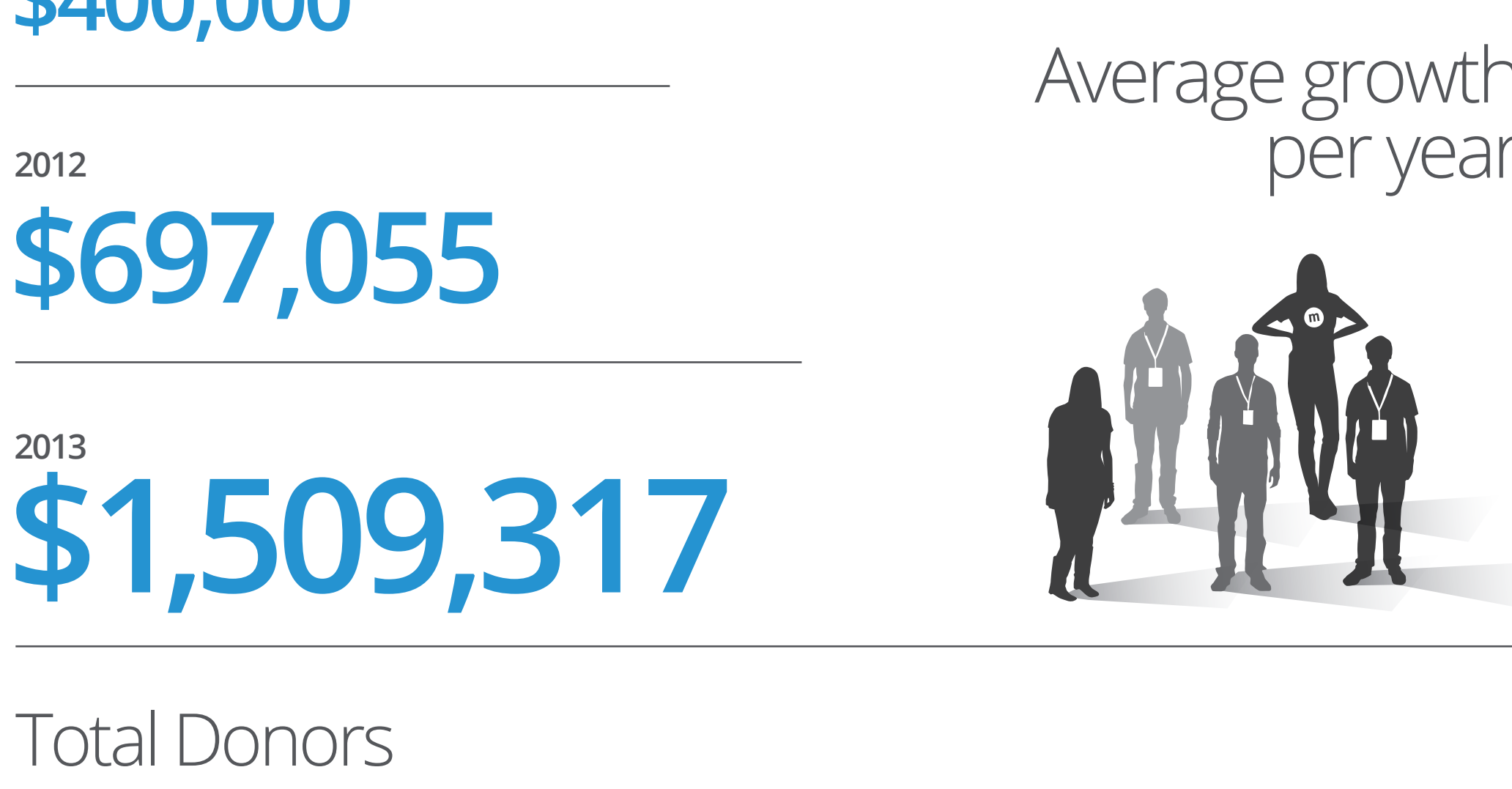


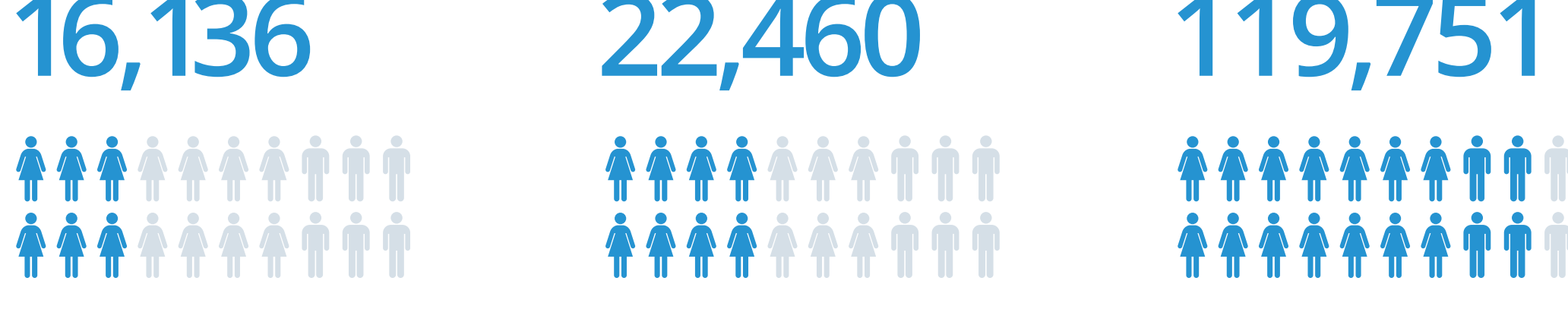
Building a Community



Donations per Year

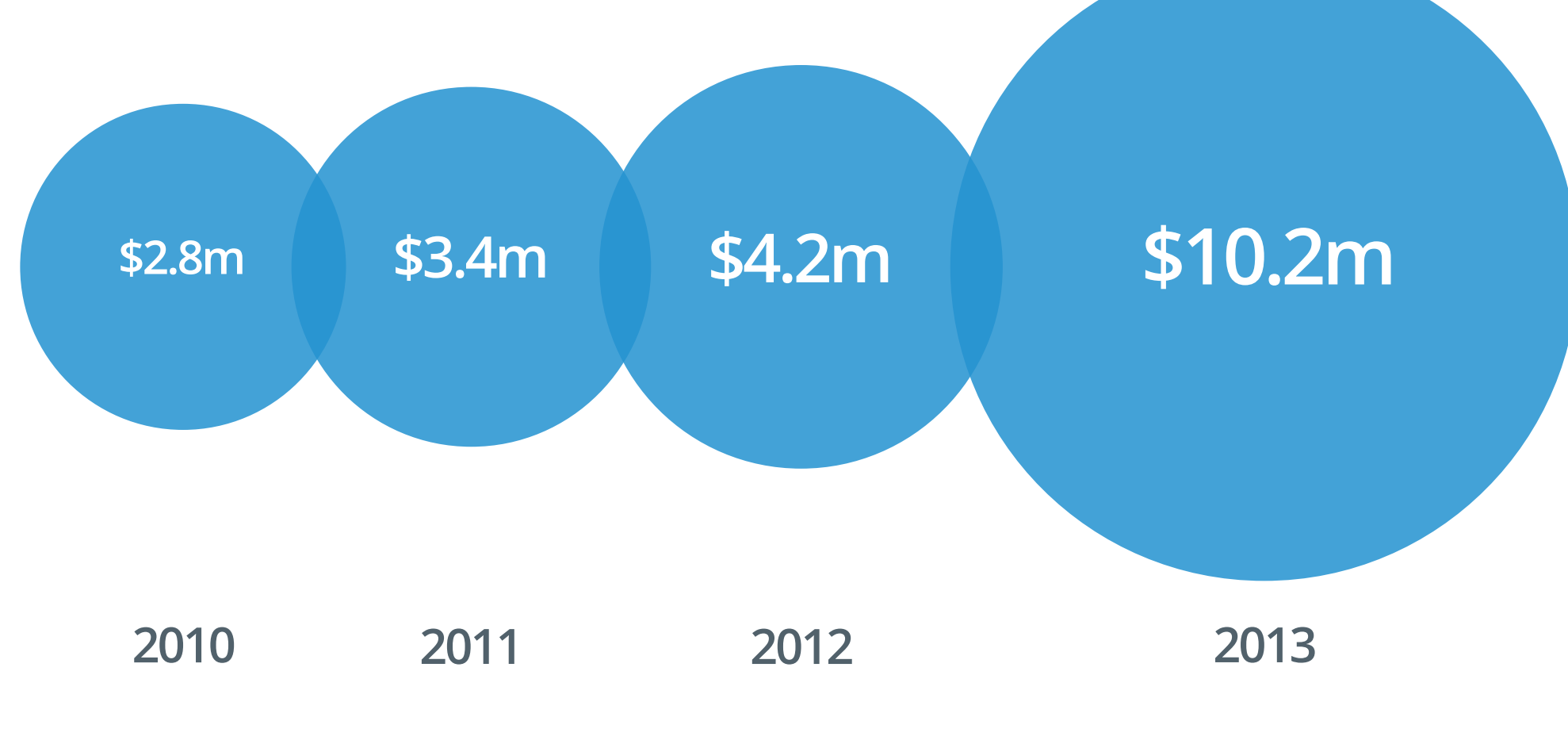


Total Donors



Grants

Grants Secured per Year



Our Proposal Success Rate

90%
Average Nation Science Foundation success rate: 18%

Revenue per word for longest proposal

\$129 a word

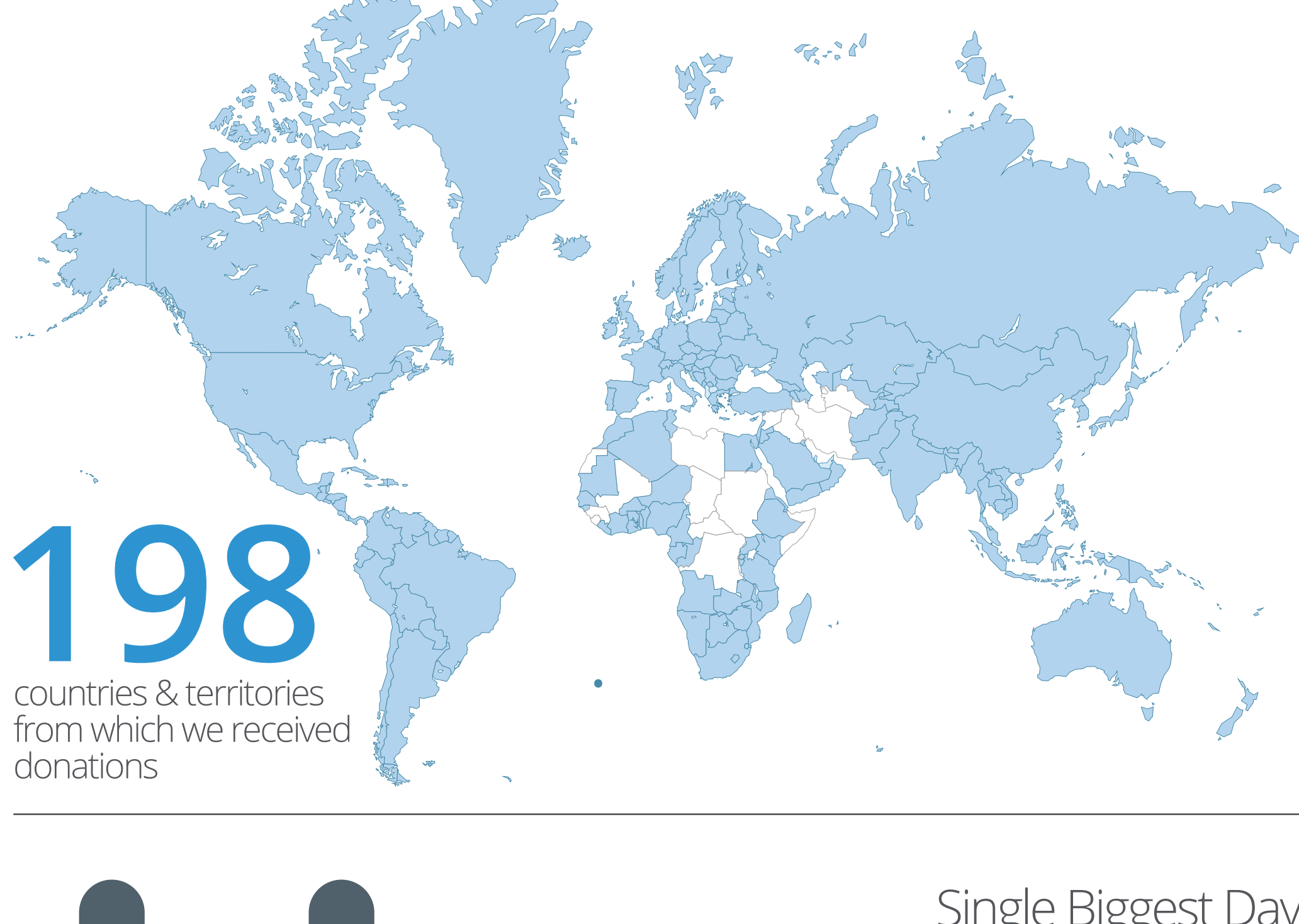
Single Biggest Grant

\$4 million

Longest Grant Applications (in words)

11,592

End of Year Campaign



Single Biggest Day

Dec 30th 2013

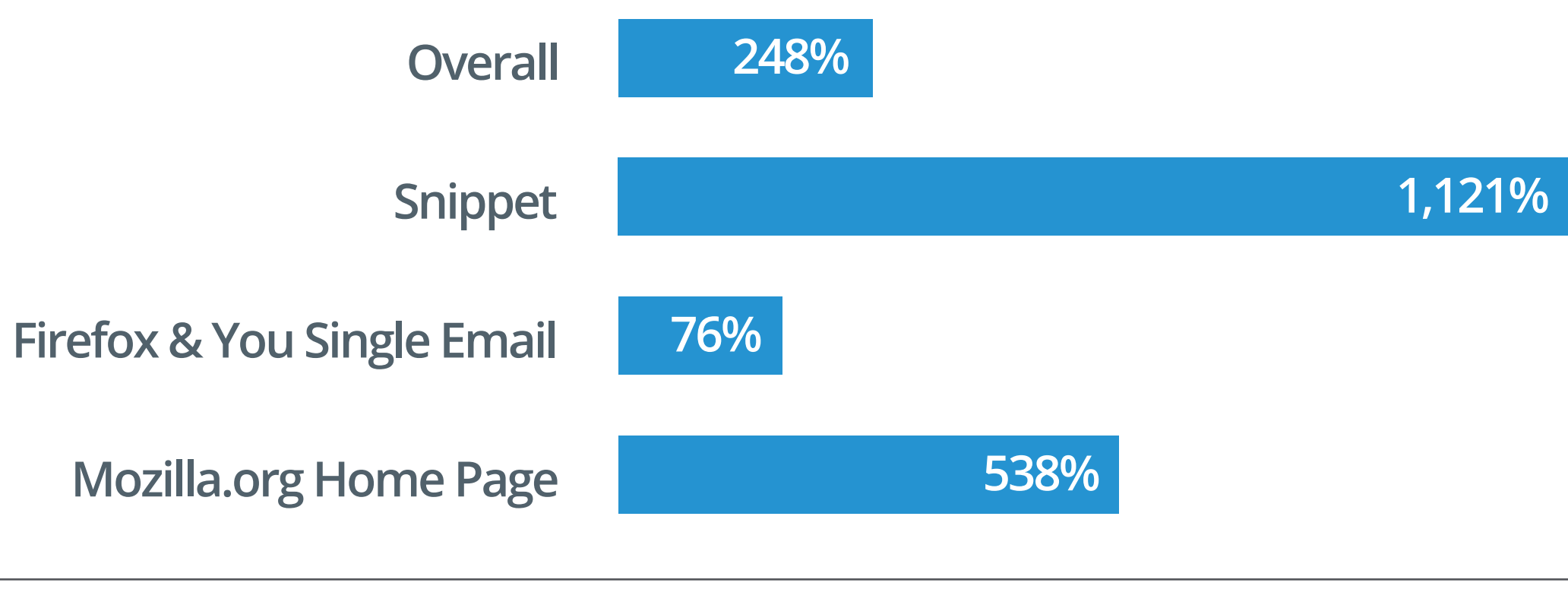
Single Biggest Hour

\$35,529.47

7am - 8am PST; \$592.16 per minute; \$9.87 per second

\$250k Raised in 11 hours

Growth over 2012

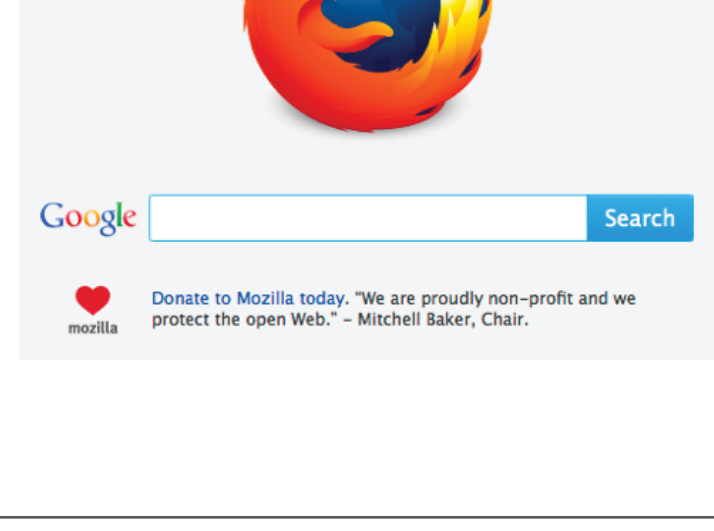


Snippet

47 snippet variants tested

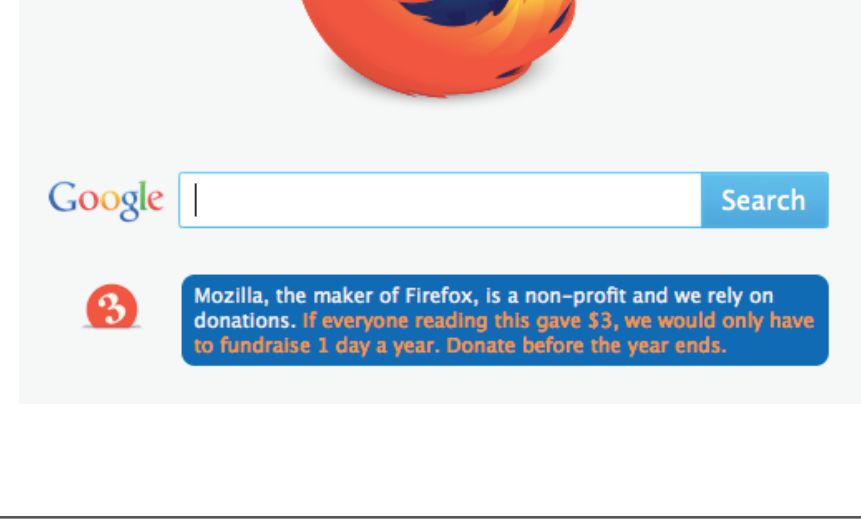


Lowest Performing Snippet



VS

Highest Performing Snippet



Snippet Impressions During End of Year



Total Snippet Impressions Worldwide

1,369,681,700

#lovetheweb

Social Media Impressions

4.9 million

Total Emails Sent

6,532,922

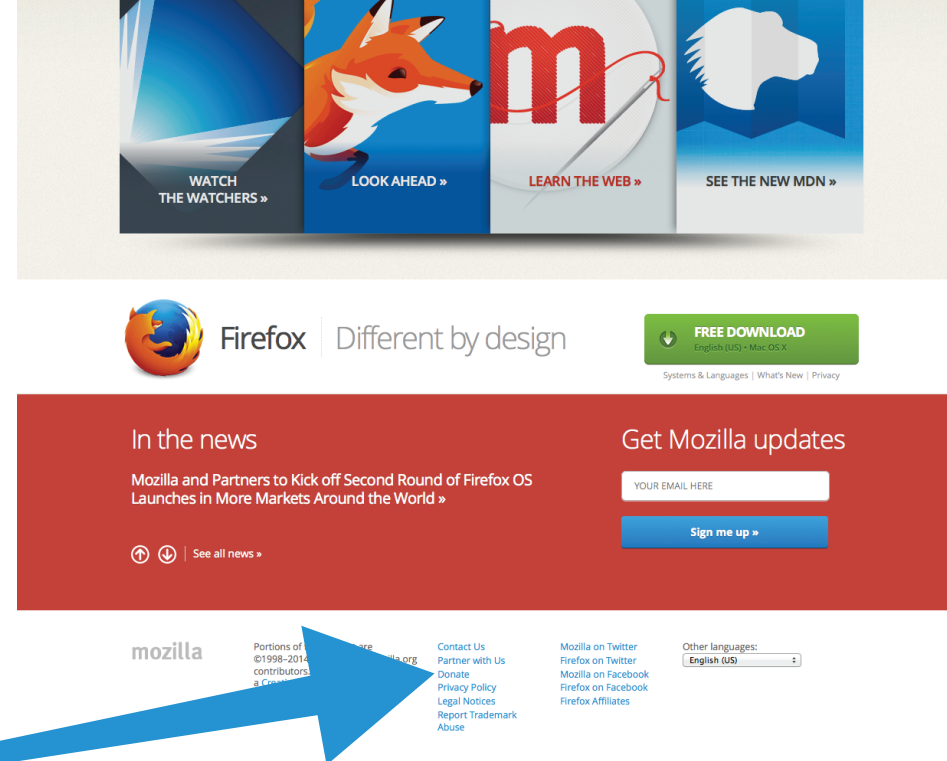


Total Raised From Email

\$335,082

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

3,227

Women's

443

Total

3,670

