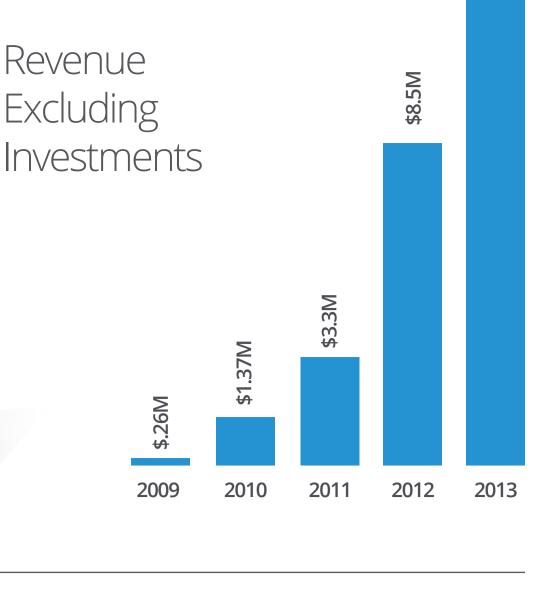
# mozilla

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.







Donations per Year

2012

\$697,055

2013 \$1,509,317

Total Donors 2011 2012

16,136

\*\*\*\*

Grants

195% Average growth per year

2013 119,751 \*\*\*\* \*\*\*\*\*

## Grants Secured per Year

Average Nation Science Foundation

success rate: 18%



22,460

\*\*\*\*

\$4 million

Single Biggest Grant

End of Year Campaign

Applications (in words) 11,592

Longest Grant



Growth over 2012 **Overall** Snippet

7am - 8am PST; \$592.16 per minute; \$9.87 per second \$250k Raised in 11 hours

1,121%

\$35,529.47

Single Biggest Hour

Firefox & You Single Email 538% Mozilla.org Home Page

76%

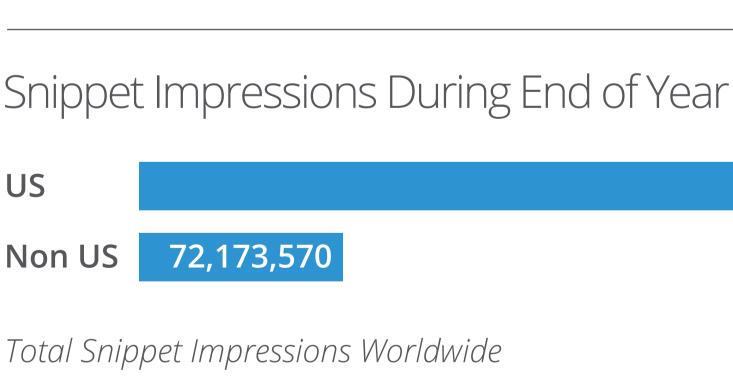
Snippet snippet variants tested

248%

### **Lowest Performing Snippet**

Google

#lovetheweb



Donate to Mozilla today. "We are proudly non-profit and we protect the open Web." - Mitchell Baker, Chair.

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 1,369,681,700

Total Emails Sent

6,532,922

Total Raised From Email

\$335,082

Search

**Highest Performing Snippet** 

Google

Social Media Impressions 4.9 million

Search

Most Unexpected Success

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

buried in footer

of mozilla.org

(\$30+ donation first part of year)

Men's

We are mozilla Doing good is part of our code Firefox Different by design

Number of T-shirts shipped to new Mozillians

3,227 443

Women's

Total

3,670