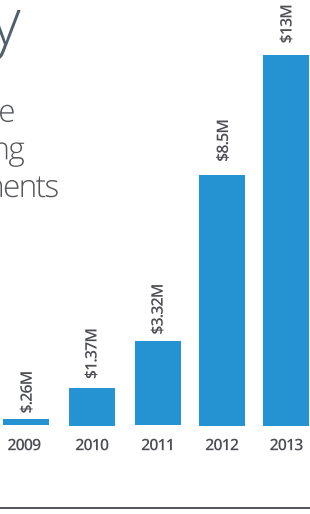


Building a Community



Revenue Excluding Investments



Donations per Year

2011  
\$435,611

2012  
\$750,548

2013  
\$1,604,484

268%  
Average growth per year



Total Donors

2011  
16,136



2012  
22,460

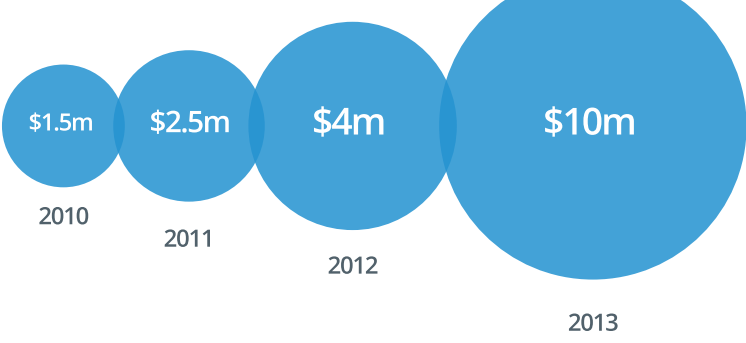


2013  
119,751



Grants

Grant Income 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



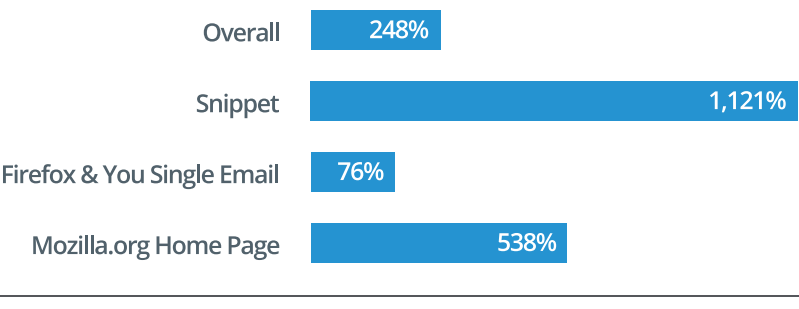
Single Biggest Day  
Dec 30<sup>th</sup> 2013

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

US 961,081,500

Non US 72,173,570

Total Snippet Impressions Worldwide

1,369,681,700

#lovetheweb

Social Media Impressions

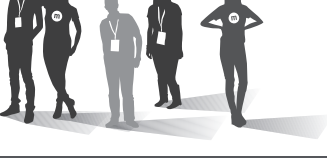
4.9 million

Total Emails Sent

6,532,922

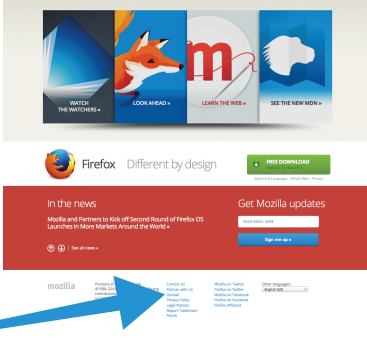
Total Raised From Email

\$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

