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 2011

\$435,611

\$750,548

\$1,604,484

Total Donors

2011 16,136

22,460

268% Average growth

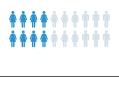
per year



2013

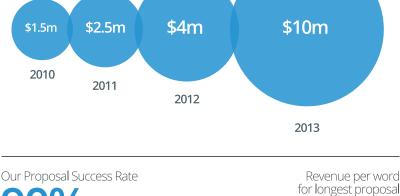
Grants





119,751 *****

Grant Income per Year



\$4 million

Single Biggest Grant

Average Nation Science Foundation

success rate: 18%

End of Year Campaign

Applications (in words) 11,592

\$129 a word

Longest Grant



248%

76%

snippet variants

tested

\$250k Raised in 11 hours Growth over 2012 Overall Snippet

Single Biggest Hour

1,121%

538%

Snippet

US

Non US 72,173,570

Total Snippet Impressions Worldwide

Social Media Impressions

Firefox & You Single Email

Mozilla.org Home Page

Lowest Performing Snippet Donate to Mozilla today. "We are proudly non-protect the open Web." - Mitchell Baker, Chair.



961,081,500

Total Emails Sent

Highest Performing Snippet

Google

#lovetheweb

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

1,369,681,700



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

Men's

of mozilla.org

Women's

Total

3,670

