

Firstgiving and the 2008 Boston Marathon

Firstgiving's charity runners raised \$1.8 million for 78 NPOs



People raising money while running the Boston Marathon is nothing new. But a local company, Firstgiving of Somerville, MA is helping them raise money in ways they haven't been able to before and in very large sums.

Firstgiving provides fundraising pages for individuals and the charities they support through their Web site www.firstgiving.com. At any time, any person can log on and create a free fundraising page and begin raising money for their favorite U.S. IRS certified 501(c) 3 organization.

In the case of the 2008 Boston Marathon, the numbers are staggering:

- 696 people (approximately three percent of the total runners) raised money using Firstgiving fundraising pages
- Among them they raised over \$1.8 million
- From 22,984 donors
- For 78 different non-profit organizations – most of which are Massachusetts or New England-based

The fundraiser with the most individual donations, 163 to be exact, was Lisa Burdick, www.firstgiving.com/lisaburdick who raised more than \$13,400 for Mass General Hospital's Cancer Care for Children.

In fact, Mass General Hospital led the pack with \$334,942.38 raised by Boston Marathon runners using Firstgiving fundraising pages. Other organizations with significant donations include Brigham & Women's Hospital, the ALLY Foundation, Boston Partners in Education, the Fund for Boston Neighborhoods, and the Melanoma Foundation of New England.

Firstgiving is an important business partner with many charitable organizations, which desperately need new ways of raising funds so that they can fulfill their missions. By giving their supporters the option to raise funds online through Firstgiving, these organizations are making it easier for their supporters to get funds for them. More importantly, by using the Web, they are increasing the number of available donors because people are using their social networking sites, blogs, chat groups, etc. to solicit donations. And they're raising money for all sorts of reasons in addition to the usual "– a thons" including birthdays, weddings, anniversaries, or in memory of a loved one.

Since 2003, Firstgiving has helped almost 17,000 nonprofit organizations raise over \$76 million with the aid of 1.4 million donors and individual fundraisers.

www.firstgiving.com

(617) 591-2121



