

Livingtree Give



CONCEPT

Teachers and other approved groups, such as PTAs, educational foundations and school clubs, raise money through campaign pages that are approved by districts with a Livingtree Give license. Money is deposited into an account that the district controls.

ORIGIN STORY

After witnessing his child's school lose a substantial portion of its walkathon money to fees incurred by the fundraising company it used, Livingtree's CEO (formerly Edbacker's CEO) decided to create a new fundraising platform that leveraged online technology, minimizing operating costs and making it more affordable for schools. Edbacker, the forerunner of Livingtree Give, was born.

INTERESTING FEATURE

Livingtree Give **collects and shares** district policies on crowdfunding for administrators to consider in crafting their own policies.

FUTURE DIRECTIONS

Livingtree Give is working on finding ways for school districts to enlarge their donor base. These efforts include initiatives to serve as a facilitator for philanthropic foundations that wish to donate to school and district initiatives.

HIGHLIGHTED PROJECT

Administrators at the Chandler Unified School District in Arizona provided principals at all of the district's campuses with access to Livingtree Give, allowing teachers and approved groups to create fundraising campaigns. In Fall 2018, 48 campuses participated, each with its own set of campaigns. As of December 2018, the campaigns had collectively garnered more than \$50,000 with over 800 contributors.

ORGANIZATION SNAPSHOT

DATE OF ESTABLISHMENT:
2014
(Edbacker)
2018
(Livingtree acquires Edbacker and rebrands it as Livingtree Give)

NUMBER OF EMPLOYEES:
11 to 25

ORGANIZATIONAL TYPE:
For-profit

NUMBER OF K-12 EDUCATION PROJECTS OR CLASSROOMS FUNDED:
Approximately 4,500

AMOUNT OF MONEY RAISED FOR K-12 EDUCATION PROJECTS OR CLASSROOMS:
Approximately \$9.5 million