

# Fundly



## CONCEPT

Individuals and nonprofit organizations, such as schools and educational groups, can raise money that is then deposited into their bank accounts and can be spent for whatever projects they specify with no restrictions on vendors.

## ORIGIN STORY

Fundly, originally called BlueSwarm, got its start as a crowdfunding platform for political campaign fundraising. Meg Whitman gained attention for using the platform to raise more than \$20 million for her 2010 bid for governor of California. The platform pivoted from a focus on political fundraising to organizational fundraising for the nonprofit sector and was acquired by NonProfitEasy in 2015.

## INTERESTING FEATURE

A pages feature allows a school or district to set up a special page to house associated crowdfunding campaigns.

## HIGHLIGHTED PROJECT

Palisades Elementary, a charter school in California, organized a walkathon to raise money for classroom needs in Spring 2018. Parents and community members gave money through the school-created Fundly page. Altogether, the school raised close to \$20,000.

## ORGANIZATION SNAPSHOT

DATE OF ESTABLISHMENT:

**2009**  
(Fundly)

**2015**  
(NonProfitEasy acquires Fundly and rebrands back to Fundly)

NUMBER OF EMPLOYEES:

**26 to 50**

ORGANIZATIONAL TYPE:

**For-profit**

NUMBER OF K-12 EDUCATION PROJECTS OR CLASSROOMS FUNDED:

**Data not available**

AMOUNT OF MONEY RAISED FOR K-12 EDUCATION PROJECTS OR CLASSROOMS:

**Data not available**