



CROWDFUNDING FOR NEW ZEALANDERS

Fundraising for the things that matter.
A simple way to give and share the Kiwi spirit.



[EXPLORE GIVEALITTLE](#)

or



[START FUNDRAISING](#)



[GET INSPIRED WITH
GIVEALITTLE](#)

[Click here](#)



Starting out

- Founded in 2008
- Purchased late 2012
- \$50-60k per month
- Niche platform
- Made friends with media



Givealittle today

- \$18-20m annual donations
- \$88m+ all-time donations
- 80%+ consumer awareness
- Go-to for Kiwi generosity
- Strong brand in own right
- Cause and project pages



Power of crowd

- Democratisation of giving
- My small \$ = our large \$\$
- Donor decides
- Story telling sells
- Givealittle enabler, not god
- Crowdfunding takes work



Building our base

- Building Givealittle brand
- Managing risk and compliance
- Being true to purpose
- Enabler not judge
- Working with page owners and causes
- Continuing to evolve site



Matuku Link

Closed Project page created in the  Environment category by Matuku Link Trust

 Auckland

OVERVIEW

UPDATES 11

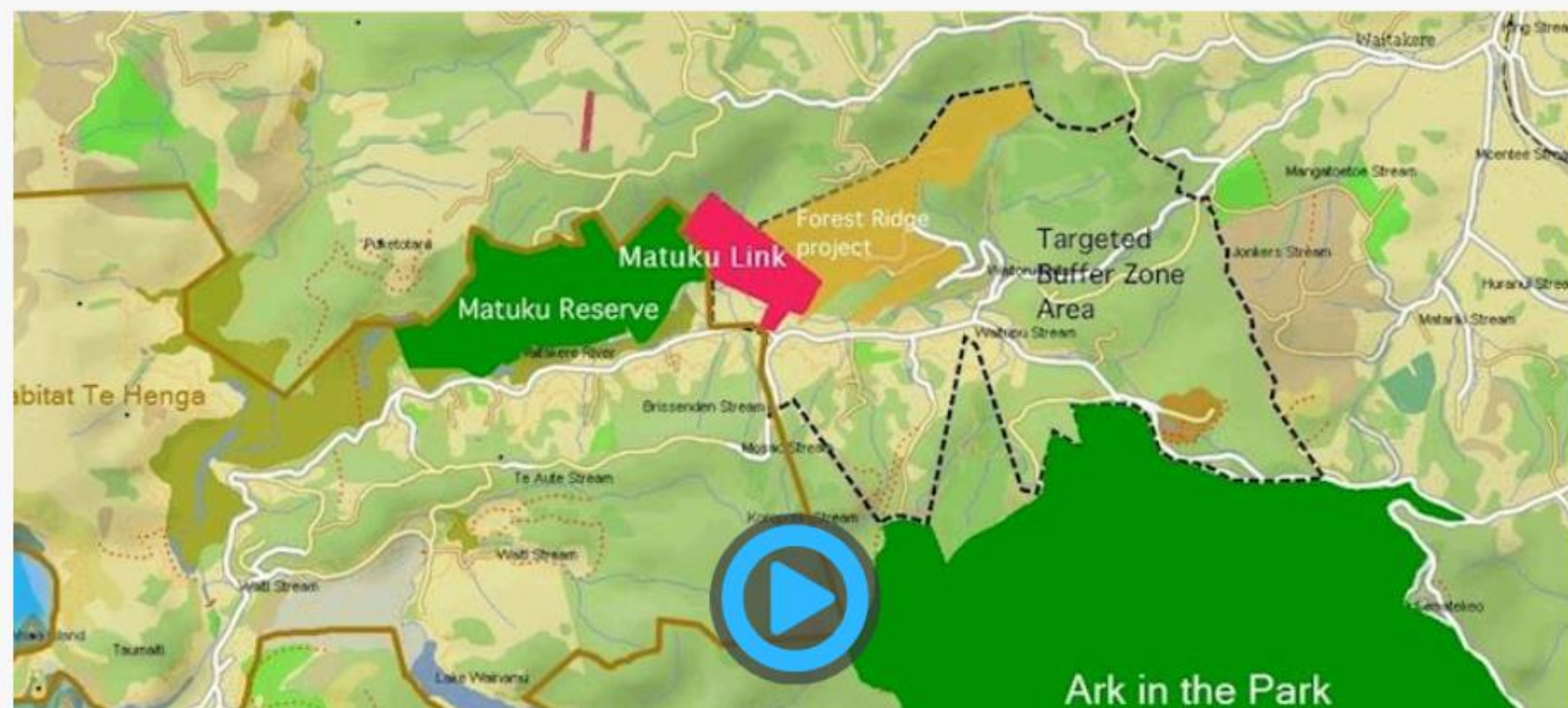
PLEDGES 347

GALLERY

Q&A 3



Help save a large part of significant wetland and native bush and preserve an important piece of Aotearoa's environment.



\$1,260,079.00 pledged

\$1,250,000.00 target

339 generous backers

100% backed

 closed

 **CLOSED**

This project page was created on 19 Aug 2016 and closed at 23:59 NZST (UTC +12:00) on 27 Oct 2016.

Help protect Wekaweka forever

Closed Cause page created in the [Environment](#) category by [Native Forest Restoration Trust](#)

Northland

OVERVIEW

UPDATES 6

DONATIONS 694

FUNDRAISERS

GALLERY

Q&A 1



112ha of amazing forest in the Wekaweka Valley in Northland is up for sale and this is our chance to buy and save it forever.

\$40,312.02 donated

646 generous donors



\$40,312 donated

\$55,000

CLOSED

This cause page was created on 30 Mar 2017 and closed at 23:59 NZST (UTC +12:00) on 15 May 2017.

Donor Confidence Key





Sea Cleaners

Auckland

Organisation page created in the Environment category

DONATE NOW

ADD TO PLAN

HELP FUNDRAISE

OVERVIEW

UPDATES

DONATIONS

PAGES

FUNDRAISERS

GALLERY

Q&A



WE REMOVE RUBBISH FROM THE SEA, FOR ALL BEINGS

This organisation page was created on 02 Aug 2014.



Conservation

Cleaning up coastal areas of New Zealand full time, for the benefit of local communities, tourists and the environment.

We have removed over 3.4 million litres of

Donor Confidence Key

Givealittle moderated

Donor validated

New Zealand registered charity

Help Fix Khaled's Garden

Closed Fundraiser page created in the  Community category by Rosie Collins

 Wellington

OVERVIEW

UPDATES 1

DONATIONS 119

GALLERY

Q&A 1



Khaled's garden was destroyed this week because some New Zealander's decided to choose hate. I want to help Khaled rebuild his garden.



\$4,540.00 donated

118 generous donors

\$4,540 donated

Open goal

 **CLOSED**

This fundraiser page was created on 05 Oct 2017 and closed at 23:59 NZST (UTC +12:00) on 14 Oct 2017.