

Guide to SVGives 2015 Prizes

Nonprofits participating in Silicon Valley Gives may be eligible for prizes to amplify their results during the 24-hour giving event in addition to receiving donations from the general public. Prizes are created by sponsors of SVGives to support specific nonprofits or causes.

All available prizes will be listed on the [SVGives website](#) and the [SVGives page on Razoo](#). All nonprofit winners will receive prize money post event via a check from Silicon Valley Community Foundation.

Sponsors can choose from the following types of prizes:

1. Bonus Prizes
2. Golden Tickets
3. Power Hours

1. Bonus Prizes

A Bonus Prize provides a finite pool of money that is divided into the following leaderboard prizes or matching grants based on the interest of the sponsor.

1.1. Leaderboard Prizes

Leaderboards display and track all participating nonprofits during the 24 hours of the giving day. Leaderboard prizes reward the top performing nonprofits based on specific criteria such as number of unique donors. Note that this type of prize refers to most unique donors, not most unique donations. Additional criteria, such as organization size or focus area (e.g., health, environment, youth) can also be applied.

Please note: A “unique donor” is defined on the Razoo platform as a donor who makes at least one transaction on the Razoo platform within the 24 hours of the giving day. Unique donors are determined in the system by the transaction information provided during the donation check out process. The first donation made during the 24-hour event will count as unique, though we encourage multiple donation transactions to be made via the “donation basket” feature.

Leaderboard prizes can also be made by a sponsor for a particular hour and can be capped at a maximum for each organization that wins the prize. For example, a sponsor could donate \$50,000 for the 8 a.m. hour that can be capped at \$1,000 each for the first 50 organizations that receive donations in the 8 a.m. hour.



- Only online transactions made through the mobile and desktop platform are counted in the leaderboard totals to ensure true representation of competition.
- Leaderboards do not count matching grants or offline donations in the totals.
- Scheduled donations will be counted towards Leaderboard prizes.
- Leaderboard places (first, second, third, etc.) are also represented on the participating nonprofit's page.

1.2. Individual Matching grants for nonprofits

Matching grants are a finite pool of money available for matching (dollar for dollar) to incentivize donations based on certain parameters. These matching grants, unless specific to a particular nonprofit, are awarded on a first-come, first-served basis. Matching grants can also be set based on a nonprofit service area (e.g., education, health). This type of prize match will be reported the day after SVGives 2015.

- Matching grant prizes for specific nonprofits will be displayed on the nonprofit's Razoo page. These prizes count towards the overall totals of donations fundraised through the SVGives day but not towards the calculation for the leaderboard prizes.
- All matching grant prizes will be administered by SVCF for nonprofits and will be listed on the SVGives website as well as the SVGives prize page on Razoo. SVCF will contact nonprofits directly to administer these prizes. If a nonprofit has a donor interested in making a matching grant the nonprofit will need to contact SVCF to ensure the prize is administered for SVGives 2015.

Donors will **not** be notified if their donation went towards a match prize on the email receipt from Razoo. Donors interested in following the status of a matching grant prize for a specific organization are encouraged to visit the nonprofit's Razoo page for updates throughout the event.

A matching grant cannot be scheduled to be available only for a period of time. Matching grants will become active at midnight on May 5 and remain active until the funds are exhausted or a specific end date, whichever comes first.

Examples of Bonus Prizes:

The following are examples of the types of prizes that could be offered during SVGives 2015. The final list of prizes and prize criteria will be available on svgives.razoo.com.

Leaderboard:

- Most Unique Donors, Small Organization/Large Organization (one winner per organization size). Donors are tracked by email address.
- Most Unique Donors for a nonprofit participating in SVGives for the first time
- \$10,000 to be divided amongst the top ten health organizations based on the most unique donors. Donors are tracked by email address.

Matching Grant:

- \$10,000 Bonus Prize for a specific nonprofit: all donations made to the nonprofit through Razoo during the 24-hour event will be matched dollar for dollar up to \$10,000
- \$50,000 Bonus Prize for a specific nonprofit: nonprofit must raise \$50,000 or more through online donations made during SVGives in order to receive the prize

Donors will **not** be notified if their donation went towards a match prize on the email receipt from Razoo. Nonprofits and donors can track matching grant status on the individual nonprofit's Razoo page.

2. Golden Tickets

Golden Tickets are fixed amount prizes that are awarded to nonprofits hourly based on donation activity during the 24-hour event. There will be two types of Golden Tickets associated with SVGives 2015 on Razoo:

2.1. Sequential Golden Tickets

Sequential Golden Tickets will be awarded to the nonprofit of the "Nth" donation throughout the day (e.g., the 500th donation, the 1,000th donation etc.) The exact sequence will be announced to nonprofit participants in advance of the event.

2.2. Random Golden Tickets

Random Golden Tickets are awarded to a participating nonprofit on a random basis.

Examples of Golden Ticket:

- \$500 Golden Ticket added to the 408th, 280th and 650th donations
- \$150 Golden Ticket awarded to a random nonprofit each hour for 24 hours

3. Power Hour

Power hours are a fixed amount of prize money awarded to a nonprofit in a given hour based on the most unique donors or the most dollars raised. Power Hours may be available for a



particular hour or every hour for the 24 hours of the giving day. SVGives 2015 will have two types of power hour prize available.

3.1 Unique Donors

Prize awarded to the nonprofit with the most unique donors in the set hour.

3.2 Most Dollars Raised

Prize awarded to the nonprofit with the most dollars raised in the set hour.

Examples of Power Hour:

- \$345 Golden Ticket awarded to the nonprofit who has the most unique donors each hour for 24 hours
- \$325 awarded to the nonprofit with the most dollars raised each hour for 24 hours

The following limits apply across all Golden Ticket and Power Hour Prizes:

- Each nonprofit will be able to win **no more than three** Golden Ticket and Power Hour prize during the 24-hour event. This limit spans across any of all four Golden Ticket and Power Hour prize types set up during the 24-hours and is therefore not a limit set for just one Golden Ticket or Power Hour prize type.