



CaringCrowd®
PROUDLY POWERED BY
Johnson & Johnson

Photo with permission from Women's Global Education Project, a frequent CaringCrowd user

91%

CAMPAIGN SUCCESS RATE

MORE THAN

\$3.9 million

IN DONATIONS AND MATCHING FUNDS

About CaringCrowd

CaringCrowd is a free crowdfunding platform provided by Johnson & Johnson to empower people to improve world health.

Anyone can use CaringCrowd® to support and raise awareness for projects with potential health outcomes. The funds are set up to go directly to verified 501(c)(3) USA-registered nonprofits only.

Success Over The Years

2015	2016	2017	2018	2019	2020
CARINGCROWD® LAUNCHED	LIVES TOUCHED Nearly 50,000	RECOGNITION People's Choice Award for Interactive Innovation at South by Southwest (SXSW)	DONATION MILESTONE \$1,000,000 raised in one year	SUCCESS METRICS 177 Successful Campaigns 91% Campaign Success Rate	LIVES TOUCHED Passed 1,000,000 cumulative

How We Support

CARINGCROWD® PROJECTS CONTRIBUTE TO 13 OF 17 SUSTAINABLE DEVELOPMENT GOALS



Testimonials

“Just wanted to personally show you what J&J and caring crowd have impacted Joshua Village for orphans...This would not have been possible without you. Thank you.”

AWINO SALVANI, ER NURSE, 05JUN19

“...this opportunity ... has really transformed our organization . . . So again — thank you! We are honored to be a part of the Johnson & Johnson CaringCrowd, and promise to do our best to represent your extraordinary commitment to global health.”

STEVEN RHONDEAU, MD, COFOUNDER, ALLIANCE FOR INTERNATIONAL MEDICINE, 15MAY19

“Thank you again for taking the time to talk. I have absolutely loved collaborating with you and your team. Thank you for funding some truly life-changing initiatives. Please know that you and your team are always welcome to Rehema Home to see the results of your efforts firsthand. Asante sana :)”

CARA REINDL, DIRECTOR OF COMMUNICATIONS & DEVELOPMENT, REHEMA HOME, KENYA, 03JUN19

“Thanks so much for all your support. You’ve really changed the game with Caring Crowd and I am in awe of its innovation and good will.”

RHEA VAN BROCKLIN, EXECUTIVE DIRECTOR, CHRISTIE’S PLACE, 25JUL19

“CaringCrowd was absolutely amazing. It was our only hope. Nobody could do any other fundraisers, no concerts, or promotions so we had to just ask people. It was so amazing that we had your support.”

GLORIA NORENA, EXECUTIVE DIRECTOR, FIRST STEP BIG STEP, 24JUN2020

“It’s the perfect way to express my personal appreciation. This is more appropriate and infinitely more impactful than the usual year-end gifts... the projects on CaringCrowd are making a difference.”

CHRIS MCSHANE, OPERATIONS LEADER FOR JOHNSON & JOHNSON’S HIV VACCINE DEVELOPMENT PROJECTS, 19DEC2019

on using CaringCrowd Pledging Power (gift) cards for two Decembers in a row to thank his team.

CaringCrowd®

You can make a difference today!

[Make a pledge](#) | [Champion a project](#) | [Send a gift](#)

Not sure? Find out more at www.caringcrowd.org or email us at help@caringcrowd.org