



# Digital Fundraising

Supporting Charities, Non-Profits, Sports  
Teams, Schools & Community Organizations



# About Fundraiz

Fundraiz is a Newfoundland & Labrador–built online fundraising platform created by experienced professionals who have generated tens of millions of dollars and facilitated the sale of millions of tickets across the province.

As Canada's first AI-powered, fully managed fundraising platform, Fundraiz simplifies the entire process from campaign setup and compliance to payment processing, reporting, and optimization so organizations can focus on their mission, not administration.

**Built locally. Powered by technology. Focused on impact.**



# The Shift to Digital

Fundraising has moved beyond paper tickets and simple online raffle tools. Organizations now need measurable performance, not just software. Traditional raffles limit reach and consume time, while digital options stop at ticket sales. Fundraiz delivers next-generation fundraising through automation, built-in compliance, and managed, performance-driven execution.



## Advantages

- 24/7 online ticket sales from any device
- No cash handling or manual reconciliation
- Expanded reach beyond in-person networks
- Real-time dashboards and automated reporting
- Built-in compliance structure and audit-ready records
- Automated email tickets, confirmations, and notifications
- Team tracking and engagement tools that drive competition
- AI-powered optimization to increase sales performance

## Platform Capabilities

# Campaign Experience

### 1. Branded Campaign Page

- Fully branded digital 50/50 campaign page tailored to your association
- Custom campaign details, imagery, and organization messaging
- Professionally designed layout structured to support participation

### 2. Live Jackpot & Countdown

- Real-time jackpot updates visible to all supporters
- Live countdown timer to sales deadline and draw
- Campaign indicators that encourage timely participation

### 3. Live Purchase Activity Feed

- Displays recent ticket purchases in real time
- Reinforces campaign momentum and visible community participation
- Optimized for accessibility across all devices

## 2025 Summer Travel Teams 50/50



### Tickets

Purchase Tickets Now

3 for \$10

5 for \$20

15 for \$25

### Lottery Info

Licence #

25-XXXXXXXXLT

Launched

01-Nov-2025

Sales Deadline

02-Feb-2026

Draw Date

05-Feb-2026

### Jackpot

\$12,748\*

\* Prize Winner Takes \$6,374

### Sales Deadline

21 3 58 36

Days Hours Minutes Seconds

### About Fundraiser

Support local youth basketball and win big with the St. John's Minor Basketball's 2025 Summer Travel Teams 50/50 Fundraiser!

Every ticket purchased helps fund programs, equipment, court time, travel, and development opportunities for young athletes across the St. John's community. Half of the total jackpot goes to one lucky winner — and the other half goes directly back into supporting our players and growing the game.

# Platform Capabilities

## Sales & Engagement

### 1. “On-Behalf-Of” Fundraising System

- Supports centralized association-wide campaigns with optional individual sales attribution
- Unique participant sales links provide accurate tracking of ticket purchases
- Flexible configuration aligned with your organization’s preferred fundraising structure

### 2. Team-Level Tracking & Visibility

- Real-time tracking of individual and team performance
- Centralized dashboard to monitor participation and campaign progress
- Clear performance visibility to support oversight and informed decision-making

### 3. Leaderboard Functionality

- Optional leaderboard display across participants and teams
- Designed to support accountability and friendly competition
- Supports internal incentives, recognition programs, and team-based goals

The screenshot displays the Fundraiz platform interface. At the top left is the Fundraiz logo, and at the top right, it says "Welcome, Diane Nash" with a "Log Out" button. The main heading is "2025 Summer Travel Teams 50/50". Below this is the "Support Of Members Settings" section, which includes a navigation bar with tabs: "Basic Settings", "Description", "Cover Image", "Ticket Packages", "Prizes", "Rules", "Support Of", and "Request To Go Live". The "Support Of" tab is active. Underneath, there is a "+ Add New Support Of Member" button and a table with the following data:

First Name	Last Name	Actions
Jayson Weiss	Amber Davenport	Delete Edit
Marc	Armstrong	Delete Edit
Francine	Boyd	Delete Edit
Lynnette	Brady	Delete Edit
Woodrow	Cook	Delete Edit
Carolyn	Leach	Delete Edit
William	Massey	Delete Edit
Blanca	Mckee	Delete Edit
Raphael	Tyler	Delete Edit
Herb	Vance	Delete Edit

# Core Platform Capabilities

## Engagement & Growth Tools

### 1. Automated Email Ticket Delivery

- Confirmation email automatically generated for each ticket purchase
- Includes ticket numbers, draw details, and transaction confirmation
- Eliminates manual ticket distribution and follow-up

### 2. Real-Time Sales Tracking

- Live transaction monitoring across the campaign
- Centralized visibility into payment status and order activity
- Tracking aligned with payment processor reconciliation

### 3. Financial Exports & Reporting

- Structured financial exports for accounting and internal review
- Reporting aligned with compliance requirements
- Documentation prepared to support regulatory oversight

## Order Checker - DB vs Stripe

### 2025 Summer Travel Teams 50/50

Select Fundraiser: 2025 Summer Travel Teams 50/50 (Oct 24, 2025 - Nov 07, 2025) ▼

#### Stripe Orders (7)

Order ID	Transaction Date	Paid
11912	Oct 27, 2025 17:06	PAID
11913	Oct 27, 2025 17:07	PAID
11914	Oct 28, 2025 11:53	PAID
11916	Oct 28, 2025 15:48	VOIDED
11917	Oct 28, 2025 15:50	PAID
11918	Oct 28, 2025 16:55	PAID
11919	Oct 29, 2025 16:04	PAID

#### Database Orders (7)

Order ID	Transaction Date	Paid
11912	Oct 27, 2025 14:36	PAID
11913	Oct 27, 2025 14:37	PAID
11914	Oct 28, 2025 11:53	PAID
11916	Oct 28, 2025 15:48	VOIDED
11917	Oct 28, 2025 15:50	PAID
11918	Oct 28, 2025 16:50	PAID
11919	Oct 29, 2025 16:04	PAID

### Unmatched Orders Analysis



Missing in Stripe

0



Missing in Database

0



Matched Orders

7

# Core Platform Capabilities

## Secure & Mobile Purchasing

### 1. Mobile-Optimized Ticket Purchasing

- Intuitive checkout experience across mobile, tablet, and desktop
- Responsive design optimized for all device types
- Clear ticket selection with transparent pricing and totals

### 2. Secure Online Payment Processing

- Integrated payment processing through established providers
- Encrypted transactions to protect purchaser information
- Removes the need for cash handling or manual reconciliation



## Checkout

### Tickets

How many 2025 Summer Travel Teams 50/50 Fundraiser tickets would you like?



**3 For \$10.00**

Selected: 0



**5 For \$20.00**

Selected: 0



**15 For \$25.00**


Selected: 3



**Total: \$75.00**

### Payment Details

Credit Card Number

 1234 1234 1234 1234

Expiry Date

MM/YY

CVC

CVC

I am 19 years or older. I am resident of Newfoundland & Labrador.

Purchase

# Sample Cost Breakdown

Below is an estimated distribution of proceeds from a **\$50,000 50/50 jackpot**, reflecting prize payout and applicable platform and payment processing fees.

## Percentage Allocation

Winner — 50%

Organization — 41%

Fundraiz Platform — 6%

Stripe Processing — 3%

## Dollar Breakdown

Winner > \$25,000

Organization > \$20,500

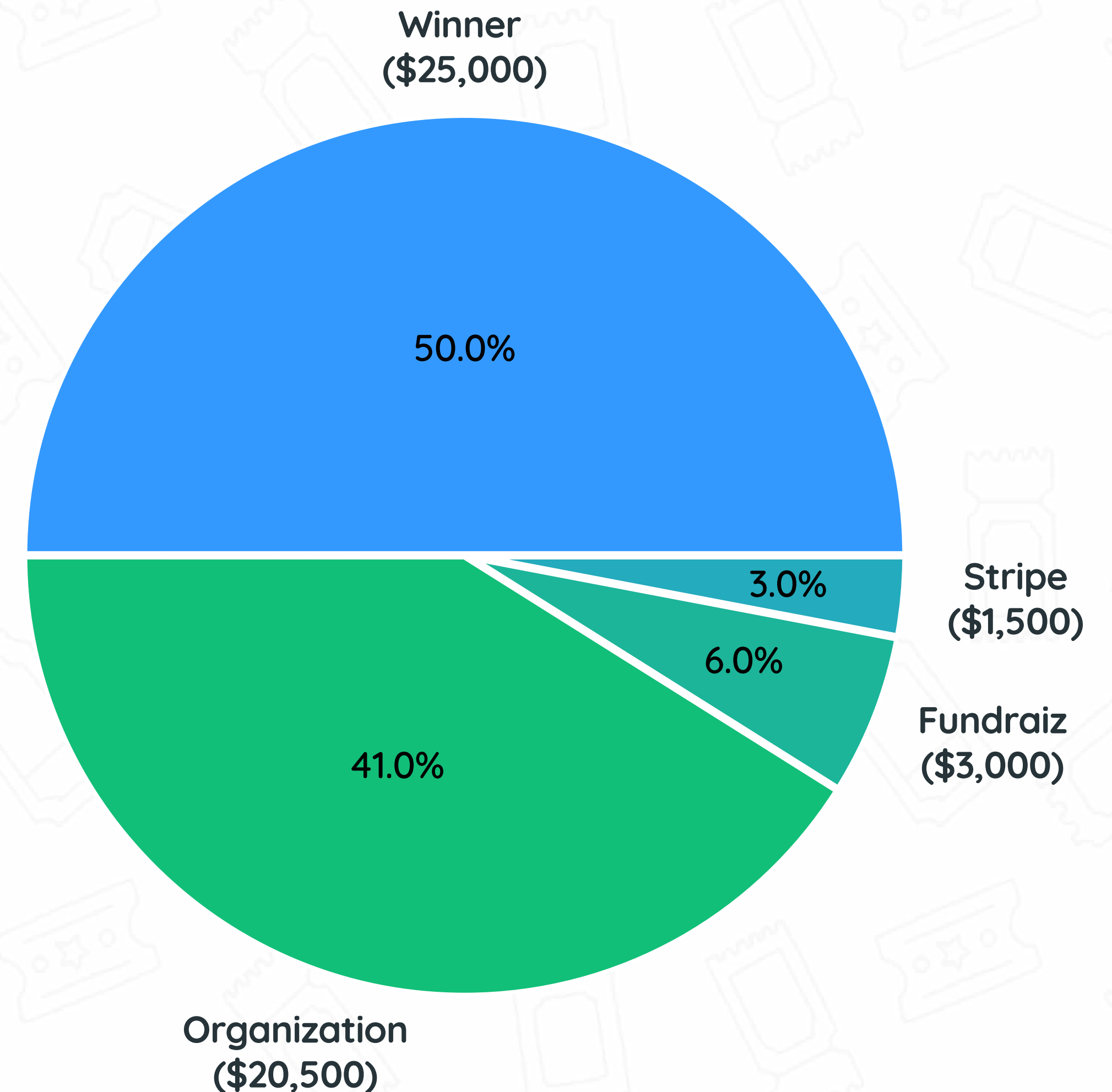
Fundraiz > \$3,000

Stripe > \$1,500

\*Final fees may vary based on provincial gaming authority requirements and campaign structure.

\*\*Stripe also applies a per-transaction fee of \$0.30.

## 50/50 Fundraising Dollar Breakdown (\$50,000 Jackpot)



## Some of the Non-Profits, Charities and Associations We've Helped



## How to Contact us?

'Start now with a quick call' with no financial commitment or risk?

[fundraiz.ca](https://fundraiz.ca)