

Kickstarter PBC Annual Public Benefit Statement 2020



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Creative expression remains essential to a healthy and vibrant society.

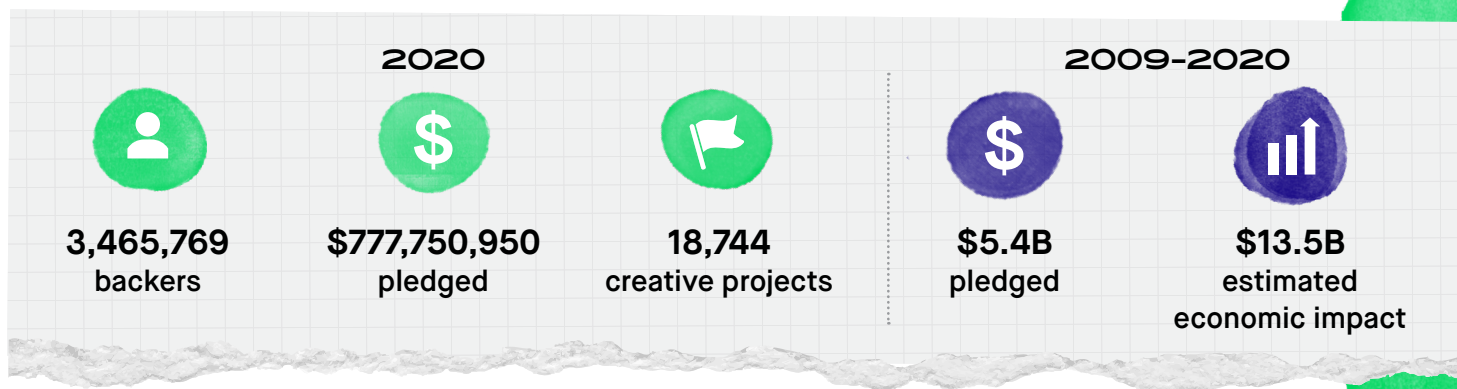
A letter from Kickstarter CEO, Aziz Hasan:

Throughout all of the major upheavals in history, people have continued to create: whether it was making tabletop games during World War II, photographs during the Dust Bowl, literature during the plagues of the Middle Ages, or even mermaids on parade post-Hurricane Sandy.

Many creative fields were ravaged by the effects of the COVID-19 pandemic. Kickstarter's mission to help bring creative projects to life felt all the more urgent as galleries and museums closed, theaters and music venues halted

programming, and bookstores and comic shops shuttered. We saw that creators were hesitant to try to fund their work at the outset of the crisis. The number of projects launched on our platform ground to a near-halt. We learned directly from creators that their ability to execute their Kickstarter projects suffered, and that they were facing a loss of income that would impact their ability to develop creative work.

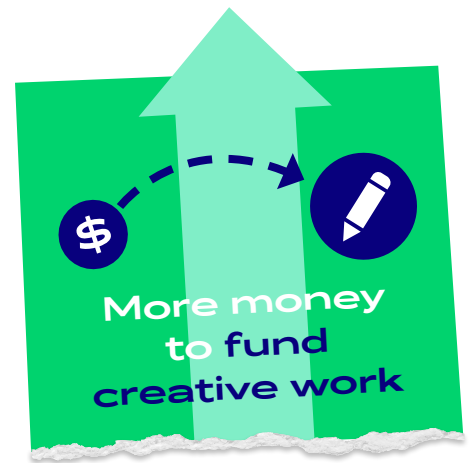
Record pledge volume



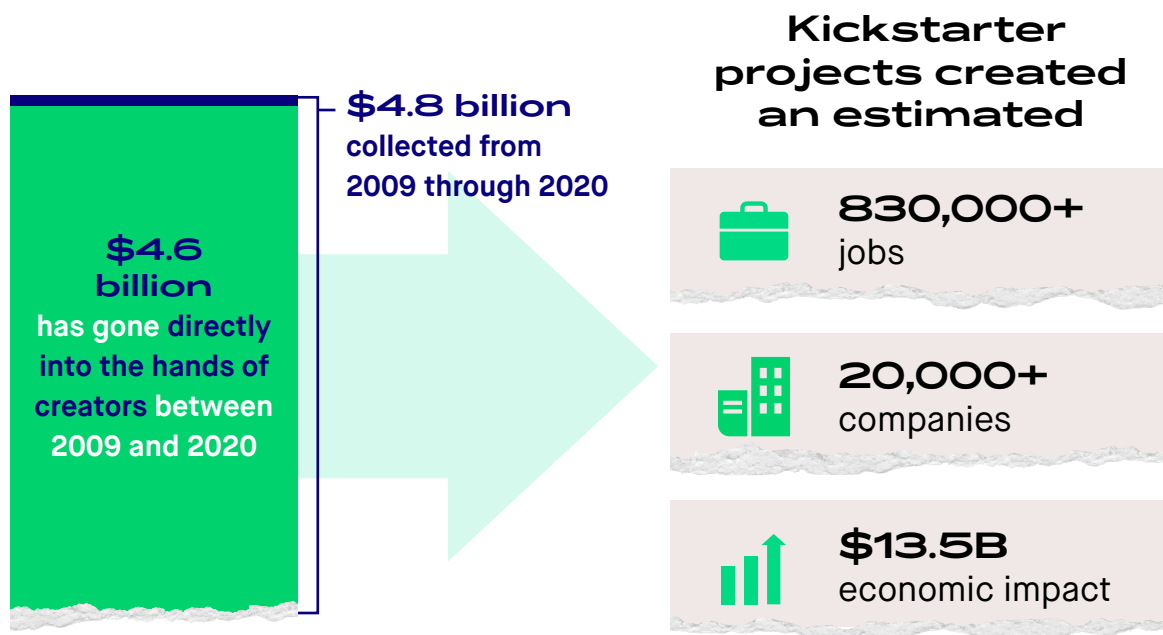
Yet we also saw that the desire to support creative work on Kickstarter never wavered. Backers remained eager to contribute, and after a few months, we began to see more people launch projects again. The folks behind the beloved Saint Vitus Bar in Brooklyn found tremendous success by using Kickstarter to connect with their community while they were closed. The Wide Awakes marched through cities across the United States to build a joyful, creative, hopeful movement for a better world. Meanwhile, projects that were funded in previous years came to life in 2020, and reminded us of what's possible. Hair Love, a heartwarming short film that tells the story of a Black father learning to style his young daughter's hair, won the Oscar for Best Animated Short.

COVID affected some creative fields more than others. Games, Publishing, Comics, and Art continued to thrive on Kickstarter, while forms that rely far more on in-person collaboration and performance—Dance, Theater, Music, and Film—were all hit much harder and have yet to fully recover, more than a year later. (See the section on Creative Projects Funded in 2020 for more detail.)

While fewer creators came to the platform in the wake of COVID, those who did launch saw more support than ever from backers. Collectively, these backers—50 percent of them new to Kickstarter—pledged more money to fund creative work in 2020 than ever before. Nearly 3.5 million people pledged a total of \$777,750,950 to independent creators. Together, they funded 18,744 creative projects.



These numbers feel especially profound in a year when nothing could be taken for granted, and they add to the cumulative impact of what's been realized through the Kickstarter platform since our founding. From 2009 through 2020, nearly 19 million people pledged over \$5.4 billion to more than 190,000 projects. \$4.8 billion went to projects that reached their funding goals, and of that total, \$4.6 billion went directly into the hands of creators. Every dollar pledged has had exponential ripple effects. Kickstarter projects are estimated to have created 750,000+ part-time jobs, 80,000+ full-time jobs, more than 20,000 companies, and \$13.5B in additional economic impact. (See the section on Economic Impact for more information).



This progress toward our mission is what's most important to us. We took the radical step of incorporating as a Public Benefit Corporation in 2015 to legally bind ourselves to the pursuit of our mission—and to protect

ourselves from the legal obligation that most corporations have:
to maximize profit above all else.

When we did this, we also made commitments to create additional public benefits and ensure our operations are fair and responsible. As part of our commitment to fight inequality, we publish our executive and CEO pay ratios. The average CEO earns at least 320 times that of the median worker at the same company. In 2020, our ratio was 2.8 to 1. To limit our environmental impact, in 2020 we encouraged more creators to detail their own environmental commitments on their Kickstarter project pages; as a result, 49 percent of eligible projects did so, a dramatic increase from the 18 percent we saw in 2019. And to support a more creative and equitable world, every year we donate five percent of our after-tax profits to programs and organizations addressing systemic inequality. In 2020, a year that marked a turning point in the conversation around racial injustice in the United States and around the world, \$475,000 went to this purpose.

Kickstarter creator Steve Locke wrote, “Whether created for mass audiences or an individual working alone in their studio, artists manifest the culture in which we all live.” At Kickstarter we believe that art and creative expression are essential to a healthy and vibrant society. They bring beauty, humor, and joy into our lives. They challenge us and authority. They help us face, and escape, the truths of our world. The value of creative work is intrinsic and unchanging. I felt it more than ever in 2020, and looking back at the year on our platform, I know I’m far from alone.

A handwritten signature in black ink, appearing to read 'Aziz Hasan', with a long horizontal flourish extending to the right.

Aziz Hasan
CEO
Kickstarter

Article III of Our Charter



Kickstarter's mission is to help bring creative projects to life

- a. Kickstarter will create tools and resources that help people bring their creative projects to life, and that connect people around creative projects and the creative process.
- b. Kickstarter will care for the health of its ecosystem and integrity of its systems.
- c. Kickstarter will engage beyond its walls with the greater issues and conversations affecting artists and creators.



2

Kickstarter's operations will reflect its values

- a. Kickstarter will never sell user data to third parties. It will zealously defend the privacy rights and personal data of the people who use its service, including in its dealings with government entities.
- b. Kickstarter's terms of use and privacy policies will be clear, fair, and transparent. Kickstarter will not cover every possible future contingency, or claim rights and powers just because it can or because doing so is industry standard.
- c. Kickstarter will not lobby or campaign for public policies unless they align with its mission and values, regardless of possible economic benefits to the company.
- d. Kickstarter will not use loopholes or other esoteric but legal tax management strategies to reduce its tax burden. Kickstarter will be transparent in reporting the percentage of taxes it pays and explaining the many factors that affect its tax calculation.
- e. Kickstarter will seek to limit environmental impact. It will invest in green infrastructure, support green commuting methods, and factor environmental impact when choosing vendors. Additionally, Kickstarter will provide recommendations and resources that help creators make environmentally conscious decisions on tasks, like shipping and packaging, that are common to the use of its services.



3

Kickstarter supports a more creative and equitable world

- a. Kickstarter will annually donate 5% of its after-tax profit towards arts and music education, and to organizations fighting to end systemic inequality as further defined in sections 4(c) and 5(c) below (the “5% pledge”).

4

Kickstarter is committed to the arts

- a. Kickstarter will always support, serve, and champion artists and creators, especially those working in less commercial areas.
- b. Kickstarter will foster a supportive environment for employees to work on their own creative projects, including time off to pursue them.
- c. Half of Kickstarter’s 5% pledge will be devoted to arts and music programs for children and young adults, with a primary focus on underserved communities in New York City. Funds will be distributed to 501(c)(3) organizations, public schools, or via programs developed by Kickstarter.



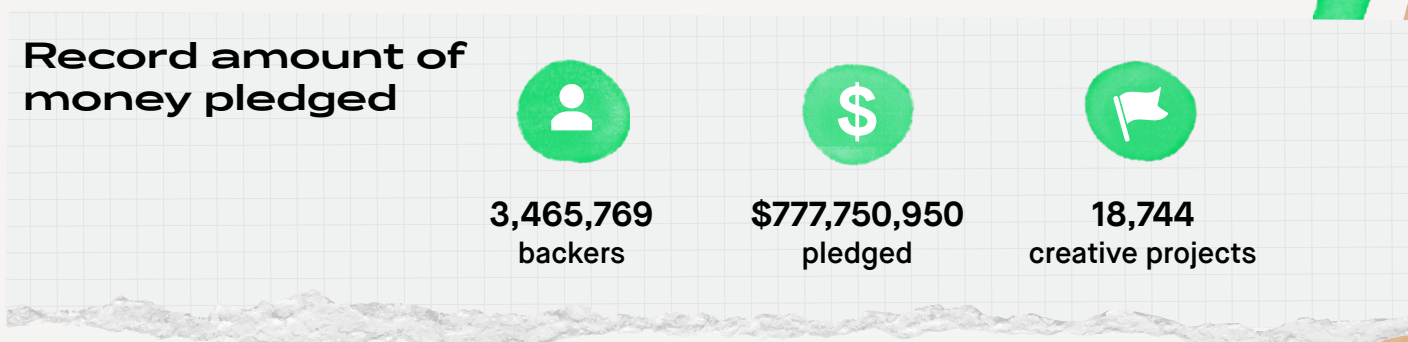
Kickstarter is committed to fighting inequality

- a.** Kickstarter will provide opportunities and paid time off for employees to provide professional mentorship and skills training to people from groups underrepresented in the worlds of art, business, or technology.
- b.** Kickstarter will report on team and leadership demographics, executive and CEO pay ratios, and programs and strategies employed to build a diverse, inclusive, and equitable organization.
- c.** Half of Kickstarter's 5% pledge will be devoted to organizations addressing systemic inequality. Kickstarter will primarily focus such contributions on 501(c)(3) organizations fighting to end prejudices against and increase opportunities for people of color, women, and LGBTQ individuals.

Section 1

Our mission
is to help bring
creative projects
to life.

18,744 Creative Projects Funded in 2020



First and foremost among the public benefits we create is the impact we make toward our mission. One way we measure that impact is by looking at the number of creative projects that find the funding they need on our platform.

While fewer projects launched in 2020 than in 2019 (38,214 in 2020 compared with 42,028), ultimately, nearly the same number of projects successfully funded: 18,744. Dollars pledged to creative projects in 2020 reached a record high: 3,465,769 people pledged a total of \$777,750,950 to independent creators.

We saw a significant decline in projects launching on Kickstarter from March to June 2020; the number of projects on the platform fell nearly 40 percent year-over-year. Projects slowly returned after about

four months, eventually reaching over 90% of the usual levels and staying there.

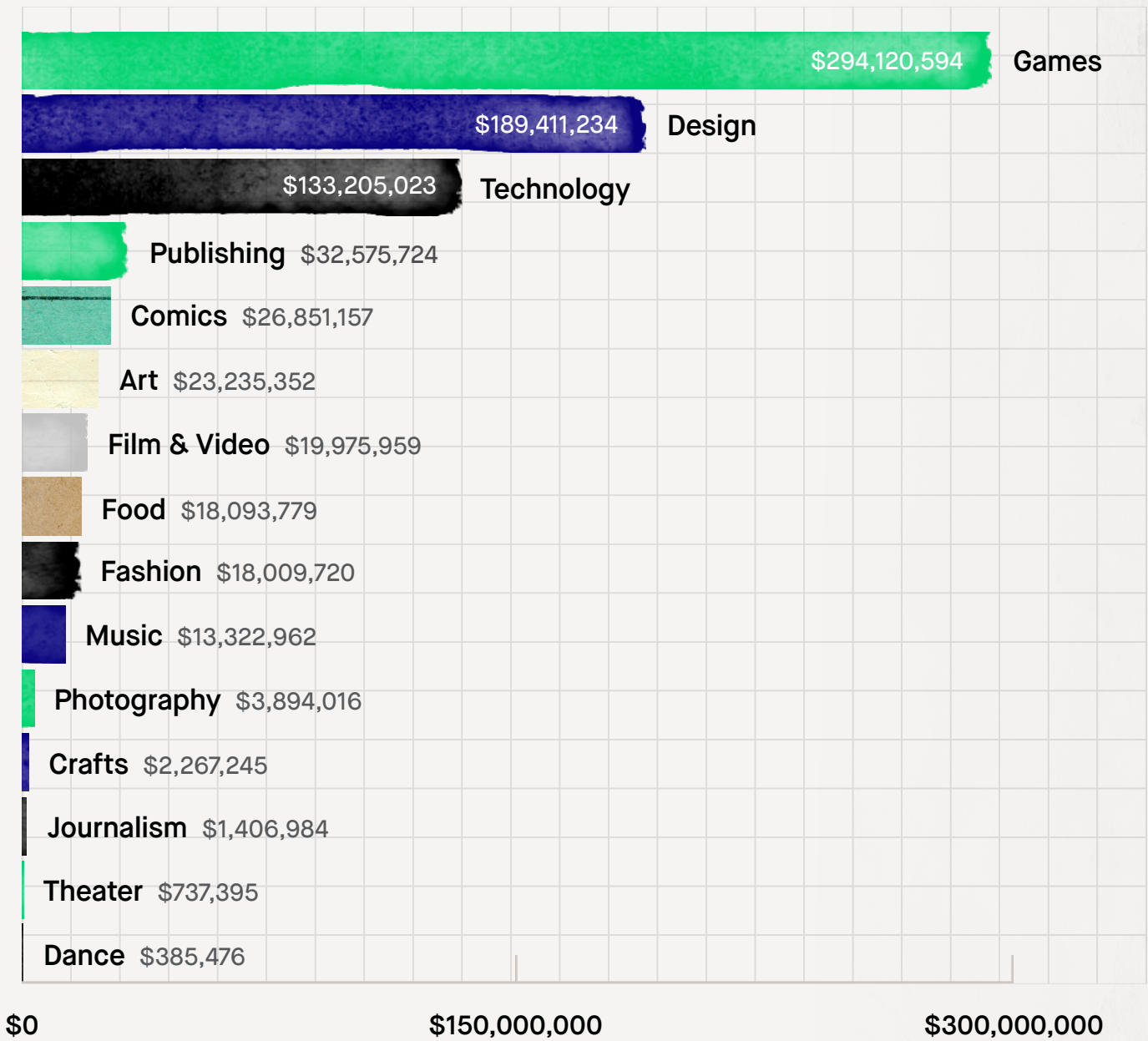
The total amount pledged to the average successful project in 2020 was 22 percent higher than it was in 2019, in part due to a new feature that allows backers to pledge for multiple rewards within a single campaign. The success rate climbed to an all-time high in 2020, with 49 percent of projects hitting their funding goals. (Our average success rate from 2009 through 2020 was 39 percent.)

Games, Publishing, Comics, and Art saw significant increases in the total amounts pledged, number of individual pledges, and number of projects funded in 2020 compared to 2019—while in Dance, Theater, Music, and Film, the same figures decreased compared to 2019.

Kickstarter pledges/backers/successful projects, year over year:

Year	Amount Pledged	# of Backers	# of Successful Projects
2020	\$777,750,950	3,465,769	18,744
2019	\$653,017,053	3,177,588	19,408
2018	\$607,549,032	3,020,498	19,005
2017	\$648,870,441	3,291,290	19,531
2016	\$658,056,747	3,566,001	19,120
2015	\$686,981,155	3,813,255	22,035
2014	\$529,852,190	3,299,846	22,243
2013	\$480,637,987	3,067,871	19,919
2012	\$320,961,500	2,241,250	18,108
2011	\$99,892,784	960,260	11,840
2010	\$27,875,883	322,588	4,101
2009	\$2,471,818	33,638	405
Total: 2009-2020	\$5,493,917,540	18,754,424	194,459

2020 backings by category:



\$777,492,619
Total

Improving Our Value

2020 was a record setting year for the value that Kickstarter provides to creative projects on the platform. On average, creative projects received nearly half of their funding (more than \$343 million in total) from backers who came to the project through Kickstarter channels, such as our project discovery pages, newsletters, email alerts, and social media. We work to build a dynamic ecosystem in which backers can discover and return to projects they'll love. In 2020, successful projects received a median of 48 percent of their total funding (30 percent if you exclude on-site search and pledges driven through watched project notifications) through these efforts to connect backers to projects (10 percent higher than in 2019).

We also developed new ways to introduce backers to projects, including:

- Notifying backers who opt in with an email about a new project from a creator they've backed in the past, if they aren't already following the creator or subscribed to their pre-launch page.
- Making personalized project recommendations via email, offering projects similar to those a backer has supported in the past.
- Creating a module on our homepage called "On the Horizon," which highlights Projects We Love and other selected upcoming projects, allowing backers to get notified when a project launches with one click.

Of the nearly 19,000 successfully funded new projects this year, 66 percent were from first-time creators, a slight decline from 68 percent in 2019.

Our team provided hands-on guidance to nearly 1,700 projects by both new and repeat creators. This number is down from approximately 2,200 projects supported last year, largely due to the impact the COVID-19 pandemic had on the number of projects launched and our team size. These connections felt all the more important

as our team and the creators they supported did their work from home.

We extended the scale and reach of our support by providing a [range of resources](#)—from practical information for those grappling with manufacturing hurdles and factory closures, to emotional guidance for [Staying Calm and Centered](#) via [The Creative Independent](#).

We also launched two initiatives in April 2020 to encourage creators to keep going, and to inspire backers to support them. [Lights On](#) invited creators to use Kickstarter to help sustain their creative businesses during the COVID-19 crisis. As part of the open call, we saw music venues and small businesses offer rewards like live streams, limited-edition swag, and other exclusive content. As of June 2021, 124 projects launched with the Lights On tag with over \$1 million pledged from backers worldwide, providing relief to business owners from Tokyo to Halifax, and Brescia to Brooklyn.

[Inside Voices](#) highlighted small projects created from home during pandemic lockdowns. As of June 2021, backers pledged \$2.3 million to small projects ranging from customized notebooks made from cassette tapes to an album of lullabies recorded from a balcony.

Finally, to advocate for the importance of creative work, we commissioned a series of statements and manifestos from more than a dozen creators, including poet Eileen Myles, musician Matt Berninger, and visual artist Steve Locke, for [The Case for Creative Work](#).



Saint Vitus Stays Home

The folks behind the popular Brooklyn metal and extreme music venue Saint Vitus raised more than \$130,000 via [an unconventional use of Kickstarter](#) during the COVID-19 closure. Their success inspired us to develop Lights On, in which we invited cultural spaces and independent businesses to continue connecting with their communities—and supporting themselves—by getting creative with Kickstarter rewards.

Creating Tools to Help Bring Creative Projects to Life

We supported creators by launching new tools, and by making the platform available to creators in new geographic locations.

Launching our new add-ons feature



In the fall of 2020, we started testing a product feature called “add-ons” to streamline and simplify the experience of backing for bundled rewards. Add-ons allow backers to increase their pledges in exchange for additional rewards, such as accessories, game expansion packs, movie posters, or copies of an earlier publication—any extra item that complements the primary reward.

We approached the rollout thoughtfully, testing it out with hundreds of creators to better ensure the feature would meet creator and backer needs, and not detract from the creators’ focus on fulfilling rewards, before making it available to all creators in February 2021. We found that the desire of backers for add-ons resulted in higher average pledges and overall project funding, and made the process of organizing backers’ rewards simpler for creators. We have not seen any signs of negative impact on a creator’s ability to fulfill the primary reward, or on backer sentiment.

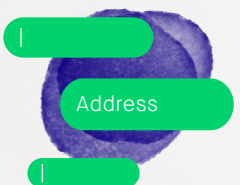


Welcoming new creators in Europe

In October 2020, we were excited to officially welcome creators based in Poland, Slovenia, and Greece. Now, creators in these countries—as well as the 22 other countries where Kickstarter was already available—can launch projects using their local bank accounts and find support from Kickstarter’s global community of backers.

In the last three months of the year, nearly 150 projects launched in these countries, funding all kinds of creative work from powerful short films to innovative games to modern furniture design.

We also introduced more currency flexibility for creators in Europe. Creators from Poland, Denmark, Norway, Sweden, and Switzerland now have the ability to choose to fund their projects in their local currency or in euros.



Streamlining aspects of reward fulfillment

In 2020 we made a number of improvements to streamline reward fulfillment, including:

- Allowing backers to save shipping addresses in their settings, and select a saved address when filling out backer surveys.
- Auto-populating surveys with preferred address information.
- Allowing backers to update multiple open surveys at once.
- Automatically creating a new saved shipping address any time a backer uses an address that isn’t already saved.

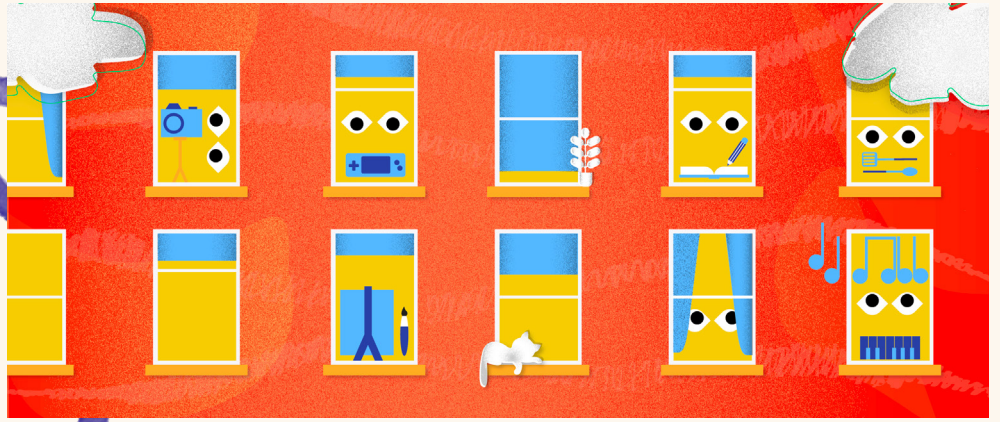
Connecting People around Creative Work

We host open calls to encourage creators to launch projects and to gather backers around them. In 2020, we reprised [Make/100](#) and [Zine Quest](#), and developed these new open calls:

Long Story Short (filmmakers)

Last year, we invited filmmakers to run a campaign to fund a short film in the month of March and join a cohort of brilliant, creatively ambitious filmmakers doing the same. Over 130 projects (88 percent first time creators) launched between February 10 and April 1. Despite the pandemic upending the effort partway into March, which caused many projects to delay and other live projects to struggle to hit their target or cancel, the figures still tell a good story. Projects participating in the initiative saw a 51.9 percent success rate, compared with 38 percent for the Film category. The projects received \$1.1 million in pledges from 16,000 backers (in the same period in 2019, short films generated approximately \$380,000).

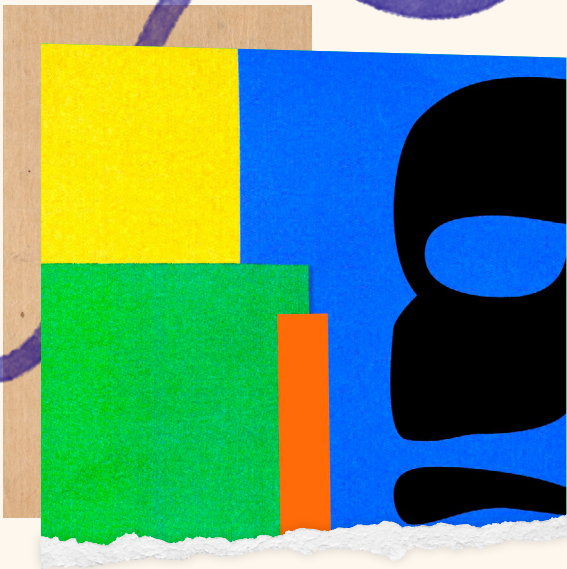




Signs of Change (printed materials)

In March 2020, we invited creators to launch a project to get their message out into their communities with posters, signs, zines, broadsides, and other ephemera. 47 creators participated, creating work from a mental health zine library to signs encouraging voting.

As mentioned above, we also launched Lights On and Inside Voices to encourage cultural spaces, small businesses, and individual creators to persevere during the pandemic.



Caring for the Integrity of Our Systems

In 2020, we launched and iterated on product features to promote the integrity and health of our platform. We:

- Proactively and explicitly communicated our expectations for how carefully creators must handle backers' personal data. All creators and collaborators accessing the backer report page for the first time receive an onboarding screen with three important takeaways to check off and acknowledge before they're able to view any backer's personal data.
- Closed off access to backer personal identifying information (real name, email, and survey data) one year after the project's last estimated reward ship date. For projects that have run late or well beyond their anticipated ship dates, we offer a process to request extended access as needed to fulfill their campaign, which is reviewed and vetted by our Trust & Safety team. T&S received and processed a total of 1,496 creator requests for access to expired backer reports in 2020.
- Launched a Project Update Request feature that gives backers the ability to request a project update with the click of a button. We hope this will promote healthier and more sustainable forms of communication on the platform, reduce stagnated communication, and reduce the number of public comments requesting updates. Nearly 18,000 projects had at least one Project Update Request and 31 percent of creators who received a request posted an update within seven days.



Improved visual elements of Project Pulse, which launched at the end of 2019 and allowed backers to more easily provide feedback on creator communication and fulfillment.

2020 was the second year we measured user loyalty and satisfaction via our Net Promoter Score, or NPS, a scale which can range from -100 to +100. For 2020, our creator NPS was 50.9 for successful creators (up from 40.1 in 2019) and backer NPS was 19.9 (down from 25.2 in 2019). We're still in the early stages of collecting this data, and are investigating new and strategic ways to understand and improve the backer experience.

We also continue to focus on the safety and security of those using the platform. For example, our Trust & Safety team suspended 211 projects in 2020 that were found to have violated our rules.



The Creative Independent

The Creative Independent (TCI) is a Kickstarter-published resource of emotional and practical guidance to help artists of all types bring creative ideas to life. TCI's content focuses on the challenges and victories of people living all kinds of creative lives, featuring diverse perspectives and wisdom, including:

- Singer-songwriters [Matt Berninger](#) and [Phoebe Bridgers](#) discuss what goes into their lyrics, what doesn't, and why everything means everything all the time.
- Artist and writer [Cortney Cassidy](#)'s soft manifesto on the anti-capitalist values that helped her launch Mail Blog, and a set of principles you can apply to your own values-driven art making.
- [How to start a cooperative](#): a guide to founding a company that's collectively owned by its workers, customers, or both—written by Austin Robey.

- Writer [Jia Tolentino](#) talks about what she learned from spending years writing for the internet, learning how to fully disconnect from the world in order to be productive, the value of hard edits, and why writing itself is its own best reward.
- [How to write a poem](#): a guide to reading and writing poetry for people who don't (yet) read or write poetry, by T. Cole Rachel.

In 2020, TCI pieces received more than 2.4 million views (nearly 1 million more than the year before) and TCI's subscriber list grew to over 50,000 (compared to about 20,000 in 2019). We view this significant growth as a testament to the support and positivity TCI provides to creative people of all kinds, and to the resonance of these resources in a particularly challenging year. In 2020, TCI published 212 articles, 10 guides, and 10 essays; reprinted four print zines; and published [one new book](#) in collaboration with Pioneer Works and Are.na. TCI also added 12 publications to our [free PDF lending library](#).

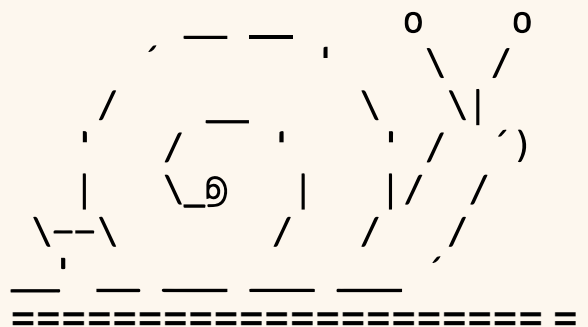
In 2020, TCI also:

- Launched the [TCI IRL series](#), including the creation of the "Quarantine Supercut" with Drew Daniel of Matmos: an original audio composition made from crowdsourced quarantine sounds, which was featured in [The New Yorker](#);
- Collaborated with MoMA PS1 for eight installments of [Room Tone](#), featuring studio visits with some of our favorite musicians, who ended each episode with a short performance or audio presentation; and
- Partnered with [Basilica Hudson 2020](#), Liz Harris/Grouper for her publication [PRESENCE](#), and Kickstarter on the aforementioned [Signs of Change](#) initiative.



The Creative Independent changed my life. I wasn't happy with my work, and reading through the archive gave me a lot of clarity on where I'd gone wrong and what I needed to do going forward. It was (well, is) like the dearest friend to me - the happiest memories I have are the days where I'd walk to a coffee shop early in the morning, and oftentimes, the entire walk would be filled with rain but I remember having my headphones in and feeling euphoric and alive. I'd order coffee, say hi to anyone I knew, and then settle in with my phone and read interview after interview before walking home to work on music with a new feeling that I still can't quite put words to. More than anything, I felt able to love music again, and I had hope for a more beautiful world again. I learned, over time, to say no to opportunities that weren't right. To love my craft so very much, so sincerely, and find the meaning and joy in creating.

-a TCI reader



Economic Impact

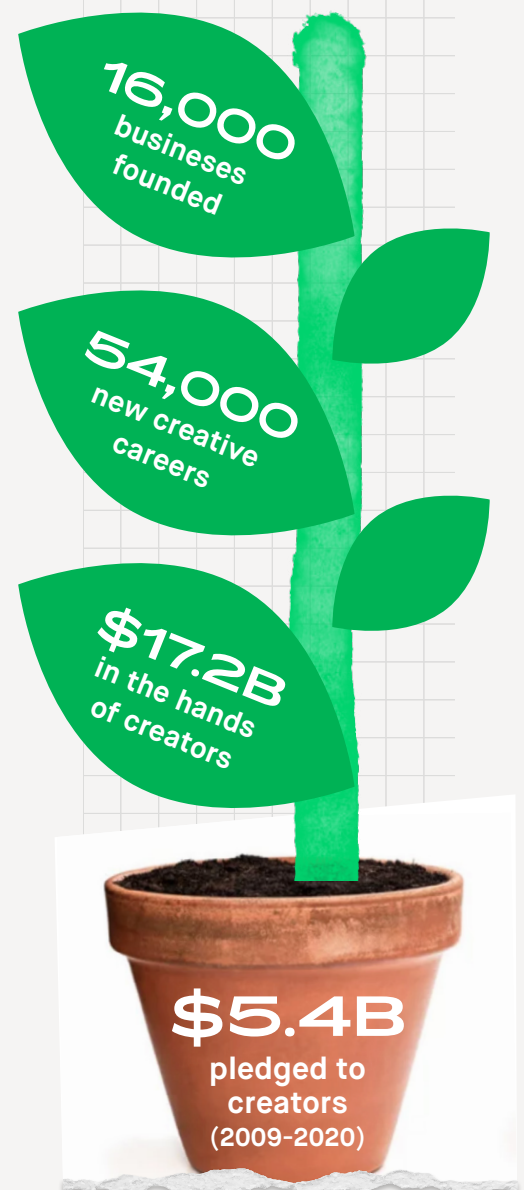
Kickstarter campaigns have effects that extend far beyond each individual project's creators and backers. They impact the economy and creative ecosystems at large, enabling businesses to launch and hire employees, and resulting in additional revenue that supports the production of more creative work.

In a [2016 University of Pennsylvania study](#) examining the long term impacts of funding on Kickstarter on the creative economy, Professor Ethan R. Mollick found that for every 1,000 projects funded on the platform, there were 83 businesses founded and 272 full-time staff or founders employed. For every dollar raised on Kickstarter, on average creators saw an additional \$2.56 in revenue after their campaign ended.

By applying these figures to to 2020 data, we can estimate the second-order impact that the projects funded in 2020 are likely to have on the creative economy: these projects are likely to result in the founding of more than 1,500 businesses, 5,000 full-time staff or founders employed, and approximately \$1.87 billion in additional revenue to creators.

From Kickstarter's founding through 2020, nearly \$5 billion had been successfully pledged to creators, ultimately putting an estimated \$17.2 billion in the hands of creators. Using Mollick's ratios, we can estimate that from 2009–2020, 54,000 new full-time creative careers have stemmed from Kickstarter projects: 16,000 businesses have been founded, where 37,000 founders work alongside an estimated 16,000 employees.

Estimated economic growth, 2009-2020



2020 National Design Award

In 2020, the Cooper Hewitt, Smithsonian Design Museum recognized Kickstarter with the [National Design Award for Design Visionary](#). This was the inaugural year for the Design Visionary category, awarded in recognition of an individual, company, or organization who has made a profound contribution to advancing the field.



To celebrate this prestigious recognition, we [highlighted](#) the kinds of creative work that can come to life on our platform, from [CW&T's independent practice](#) building modern heirlooms to Danielle Trofe's environmental lamps grown from mycelium, as a part of a digital pop-up shop at Cooper Hewitt, Smithsonian Design Museum.

Time magazine also recognized Kickstarter as an engine for innovation; five Kickstarter projects made their list of [best inventions in 2020](#): Cuzen Matcha, Kiri Toys, Oura Ring, Narwal Mop, and Yoto Player.

Engaging Beyond Our Walls

Kickstarter commits to engaging beyond our walls with the greater issues and conversations affecting artists and creators. In 2020, Kickstarter signed on to a [petition for "Federal Policy Requests in Support of the Creative Economy Workforce"](#) by Americans for the Arts, advocating for the support of the creative sector in a second stimulus plan.

Fostering a Supportive Environment for Employees' Creative Endeavors

To foster a supportive environment for employees to work on their own creative projects, we provide benefits, stipends, and time off to pursue creative endeavors.

In 2020, members of our team utilized their \$500/year education stipend in a number of ways, including banjo lessons, sourdough baking class, materials for sewing and crafts, virtual writing classes, and memberships to cultural institutions like the Met and the New York Botanical Gardens.

We also saw several staff members (including our CEO) run successful campaigns for their own creative projects on Kickstarter, including hand-embossed posters, linocut prints of mountains, sci-fi adventure novellas, and an album of songs for kids.



Section 2

We operate
responsibly.

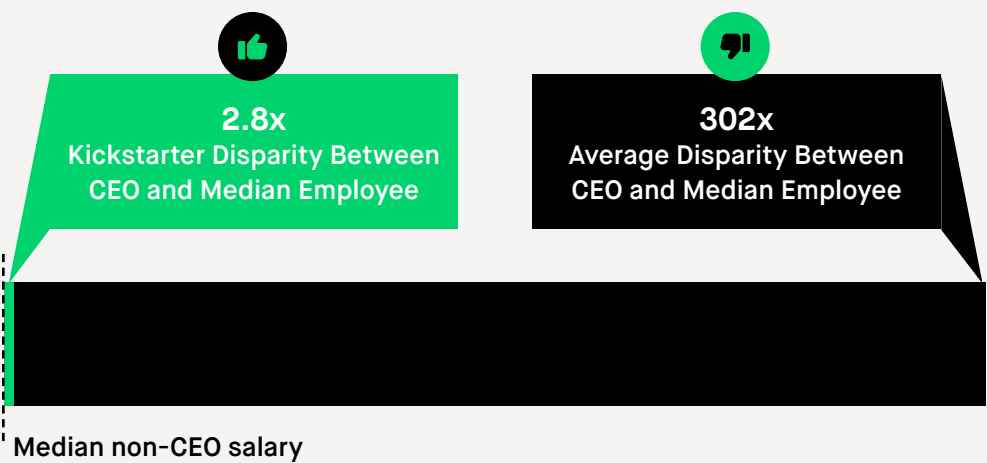
Transparency in Pay Ratios and Team Demographics

Kickstarter has committed to reporting annually on our team and leadership demographics, executive and CEO pay ratios, and programs and strategies employed to build a diverse, inclusive, and equitable organization.

Pay Ratios

Kickstarter’s CEO makes 2.8 times that of the median non-CEO salary. A [2019 study by the Economic Policy Institute](#) examining the executive pay gap found that the average CEO earns 320 times that of the median worker at the same company.

The executive pay gap



Ratio of CEO and Exec Team pay to entire company

	without equity	with equity
CEO to Mean Non-CEO	2.63	20.71
CEO to Median Non-CEO	2.82	23.60
Mean Exec to Mean Non-Exec	1.91	4.34
Median Exec to Median Non-Exec	1.93	2.03

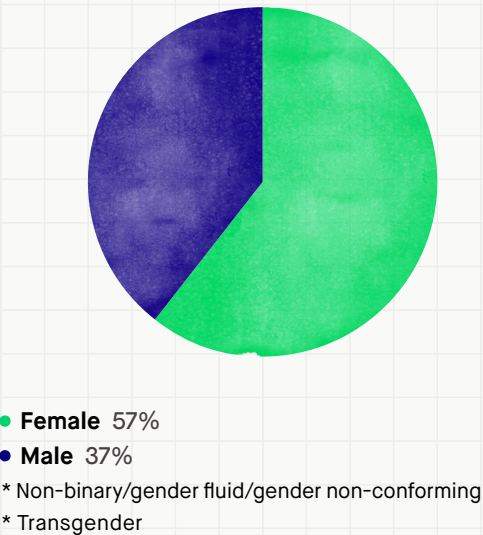
Full Team Demographics

Kickstarter had a team of 90 people at the end of 2020, all working to build and improve its service and to help creators use it. Before the COVID-19 pandemic, the vast majority of our team had been based at our headquarters in Greenpoint, Brooklyn, with other staff working remotely around the United States, as well as around the globe in Canada, Mexico, and Europe.

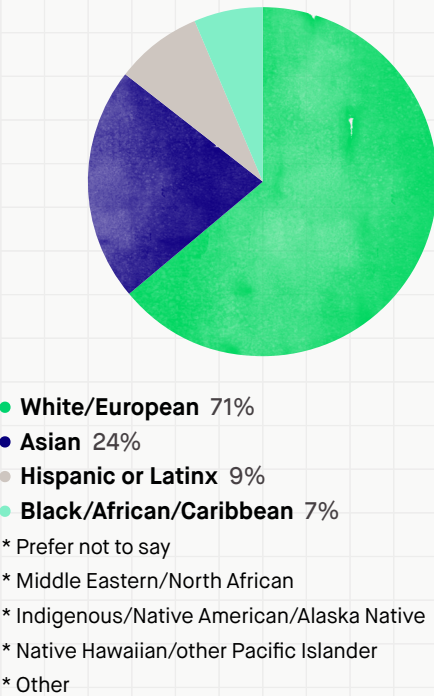
The following numbers were taken from optional self-identification in a demographic survey sent in January 2021 with 88 percent participation response rate to at least one survey question.

Important note: Staff were able to select as many options as appropriate, so percentages will not add up to 100. Any item noted with an asterisk * has between one and five responses, which has not met the anonymity threshold of at least six responses for our reporting to protect individual disclosure.

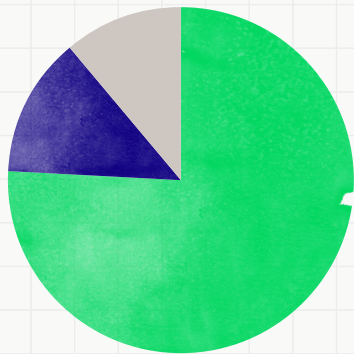
Gender Identity



Race/Ethnicity

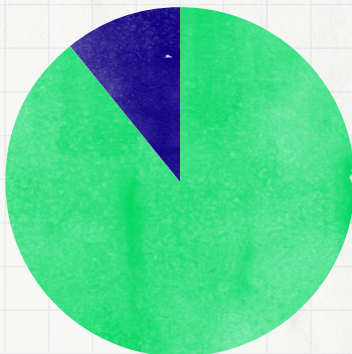


Sexual Orientation



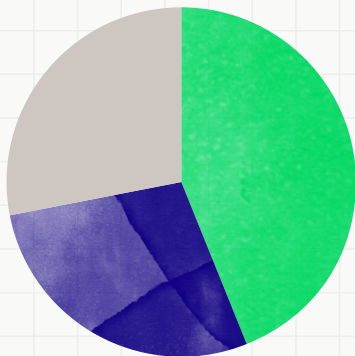
- **Straight/Heterosexual** 76%
- **Bisexual** 13%
- **Queer** 11%
- * Gay or Lesbian
- * Prefer not to say
- * Other

Disability Identification



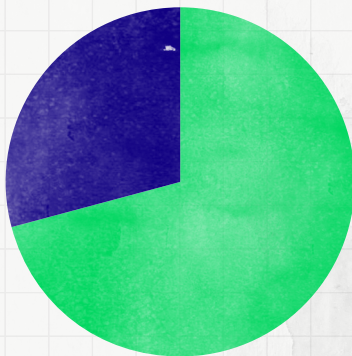
- **No** 67%
- **Yes** 8%
- * Prefer not to say

Caregiver Status



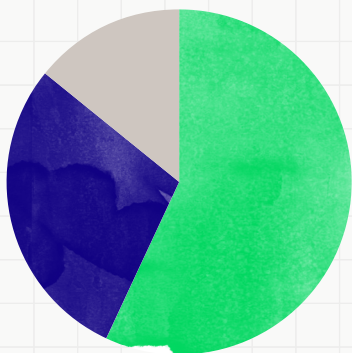
- **None** 29%
- **Shared care of child under 18** 43%
- **Primary care of child under 18** 29%

Age Range



- **30-39** 71%
- **40-49** 29%

Education

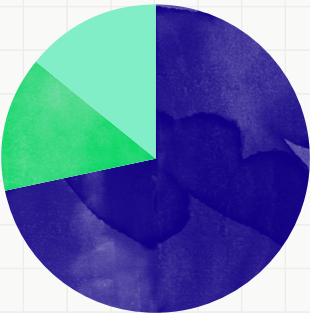


- **Advanced degree** 57%
- **4 year college degree** 29%
- **High school or GED equivalent** 14%

Board demographics

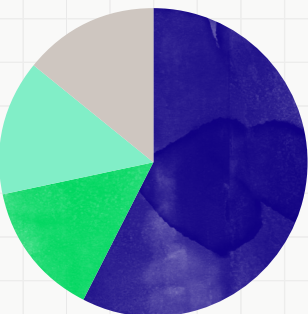
The following numbers were taken from optional self-identification in a demographic survey sent in February 2021 with 100 percent participation response rate from 7 members of the Board. Board members were able to select as many options as appropriate, so percentages may not add up to 100.

Gender Identity



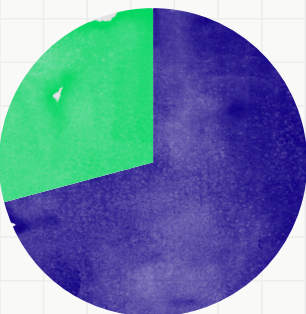
- Man/Male 71.4%
- Woman/Female 14.3%
- Non-binary, Gender Fluid, or Gender non-conforming 14.3%

Race/Ethnicity



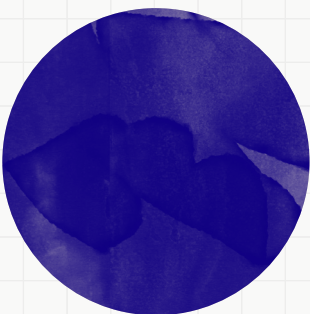
- White/European 57.1%
- Asian 14.3%
- Black/African/Caribbean 14.3%
- South Asian/Bangladeshi 14.3%

Sexual Orientation



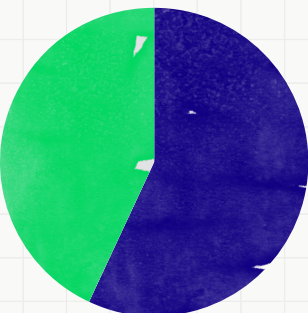
- Straight/heterosexual 71.4%
- Queer 28.6%

Disability



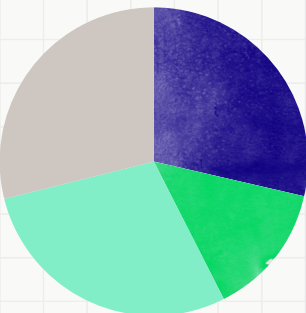
- No 100%

Caregiver status



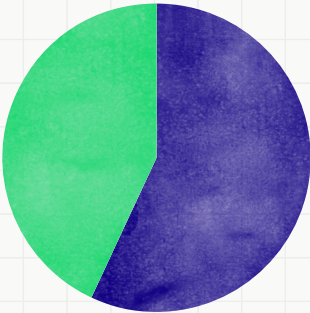
- None 57.1%
- Shared care of child under 42.9%

Age range



- 30-39 28.6%
- 40-49 14.3%
- 50-59 28.6%
- 60 or older 28.6%

Education



- Advanced degree 57.1%
- 4 year college degree 42.9%

Taxes

Kickstarter works to be a fair and ethical platform by being a good global citizen. We pay our taxes without exploiting loopholes. In 2020, we paid a combined federal, state, and local effective income tax rate of 21 percent. For context, the biggest corporations pay an average effective tax rate of 11.3 percent according to a [study](#) by the Institute on Taxation & Economic Policy (ITEP).

Kickstarter's estimated federal, state, and local income taxes for 2020 came out to a combined effective tax rate of 21 percent; our effective federal income tax rate was 20 percent. Our tax rate was reduced by the Federal Research and Development Tax Credit, a general business tax credit which offsets development costs incurred in the United States. Without the R&D tax credit, our effective federal tax rate would have been 21 percent. As we have in the past, we've taken advantage of two tax credits: the R&D federal tax credit (for our innovative Research & Development initiatives, and the NYC REAP tax credit (for our prior relocation from Manhattan to Brooklyn). The effective state and local rate is about 1% as a result of the NYC REAP credit benefit. Without the REAP Credit, the state and local rate would be about 4 percent.

Legal Claims

We also respond to copyright and trademark claims, and balance user privacy and law enforcement needs when we receive government requests for information. Here's a look at what we did in 2020:

- In 2020, Kickstarter processed 250 total copyright claims involving 229 distinct projects. We rejected 70 of these claims. We reject claims when they are incomplete, or when they involve material that isn't protected or its use isn't restricted under applicable copyright or trademark laws. We removed 139 projects from public view in response to copyright claims. We returned nine of those projects to public view after the creators filed challenges to the claims, or after the creators made modifications to address the claims.
- In 2020, Kickstarter processed 73 total trademark claims involving 63 distinct projects. We rejected 18 of these claims. We reject claims when they are incomplete, or when they involve material that isn't protected or its use isn't restricted under applicable copyright or trademark laws. We removed 25 projects from public view in response to trademark claims, and 20 remain hidden. We avoided removing 29 other projects from public view by encouraging those making the claims to resolve the dispute directly with the project creator, or make a modification to their projects.
- Millions of people, who are represented by hundreds of local and federal governments, use Kickstarter. In instances where a government or law enforcement agency requests private information about one of our users, we're committed to protecting that person's information, complying with the law, and acting transparently. For more on how we handle law enforcement requests, see our [Law Enforcement Guidelines](#).

Limiting Environmental Impact

We're committed to limiting our environmental impact within and outside our walls. We provide recommendations and resources that help creators make environmentally conscious decisions. We invest in green infrastructure, support green commuting methods, and factor in environmental impact when choosing vendors.

In 2020, we:

- Began encouraging Tabletop Games and Fashion creators to outline their environmental commitments on their project page. (Previously this feature was only available to Design and Technology projects.) After this expansion, we saw 49 percent of eligible projects launch with environmental commitments, a dramatic increase from the 18 percent we saw in 2019.
- Transitioned to 100 percent renewable energy for our office and reduced the carbon footprint for our cloud computing utilization by 14 percent.
- Joined [B Labs Net Zero 2030](#) commitment, standing with and supporting the community of B corps who are leading the way to become more sustainable (Note: Kickstarter is already a Net Zero organization via its [certification by Climate Neutral](#)).
- Donated 727 lbs of redundant tech equipment via the Revivn project to benefit Digital Girl, Inc., Refugee Transitions, and Women's Prison Association.



Staff Volunteer Hours

Our volunteer policy gives employees 25 hours of paid time per year for employees to provide professional mentorship and skills training to people from groups underrepresented in the worlds of art, business, or technology. In 2020, we added eight additional hours of volunteer time for staff to use for civic engagement.

This year, our staff logged 386 hours of paid volunteer service as a company (Note: this doesn't account for time spent volunteering outside of work hours).



Internal Programs and Strategies

As a part of our commitment to build a diverse, inclusive, and equitable organization, our People team led a number of programs and strategies across our company, including:

- Conducting a company-wide interview training to support staff with fair and consistent interview processes.
- Rolling out an anonymous and optional candidate demographic survey during our interview process to help the recruiting team better understand and address misrepresentation in our job applicant pool.
- Investing in the Affinity Group program to support the needs of staff.
- Holding company-wide trainings with Project Inkblot and Shift, introducing concepts and approaches in service of racial equity.
- Programming a Juneteenth Day of Focus for staff to learn and ideate on how to support Kickstarter's Black creator community.

Our Annual 5 Percent Donation

Everyone deserves equal opportunity to bring creative work into the world. Kickstarter is a place where creative work should be able to come to life, free of barriers that restrict access to funding. 2020 served as a critical moment to reflect on our long-term commitment to support a more creative and equitable world.

We’ve pledged to donate 5 percent of our after-tax profits towards arts and music education and to organizations fighting to end systemic inequality. Each year, our staff nominates organizations committed to doing this work, and a staff-run committee researches each nominee and votes on how our donations will be distributed. In 2020, we contributed a total of \$475,000 to the following organizations:

Arts and Music Education

	<u>AbleGamers Foundation</u> AbleGamers Foundation utilizes fun to bring inclusion and improved quality of life for people with disabilities through the power of video games.
	<u>The Black School</u> The Black School’s mission is to promote and extend the legacy of art in Black radical histories by providing innovative education alternatives centered on Black love. Through youth art workshops, community-wide events/programming, and our student-staffed art and design studio, we use art to transform social realities while celebrating Black people’s history and the beauty and ingenuity of our ever evolving culture.



Child's Play

Child's Play is a game industry charity dedicated to improving the lives of children with toys and games in our network of over 185 hospitals worldwide.

THE DREAM A DREAM PROJECT

Dream a Dream Project (Vangeline Theater/New York Butoh Institute)

The Dream a Dream Project is a dance workshop for incarcerated men and women, which reaches members of the incarcerated population at correctional facilities in New York.



Edible Schoolyard NYC

Edible Schoolyard NYC's mission is to support edible education for every child in New York City. We partner with New York City public schools to cultivate healthy students and communities through hands-on cooking and gardening education, transforming children's relationship with food.

found sound nation

Found Sound Nation

Found Sound Nation (FSN) is a creative agency that uses music-making to connect people across cultural divides. We believe that collaborative music creation is a deeply effective way to become aware of the beauty, trauma, and hidden potential in our communities.



Girls Write Now

Girls Write Now mentors underserved young women and gender nonconforming youth to find their voices through the power of writing and community.



The Laundromat Project

The Laundromat Project brings art, artists, and arts programming into laundromats and other everyday spaces, thus amplifying the creativity that already exists within communities to build community networks, solve problems, and enhance our sense of ownership in the places where we live, work, and grow.



NYC Salt

NYC Salt's mission is to engage, inspire, and empower underserved youth in New York City to reach their full potential through photography, video and an understanding of the visual industry.



Publicolor

Publicolor is a stay-in-school youth development program that engages disaffected students in their education 3 days a week for 4-6 through a continuum of design-based programs that mentor them for success in school, college, career, and life.

Fighting Inequality



Adopt A Native Elder

The Adopt-A-Native-Elder Program supports the traditional Elders who live in the cultural and spiritual traditions of The Dine (Navajo) People, providing food, simple medicines, clothing, fabric and yarns to help these Elders live on the land in their traditional lifestyle.



Bed-Stuy Strong

Bed-Stuy Strong is a mutual aid network of over 4,000 people from across Bed-Stuy who are supporting each other and our communities during the COVID-19 crisis. They crowdsource donations and use them to provide no-contact grocery deliveries for vulnerable members of our Bed-Stuy communities.



The Black Feminist Project

The Black Feminist Project enriches the lives of, restores agency, justice, joy and health to Black womxn, girls and non-men, often referred to as marginalized genders or MaGes and the children they care for - with an emphasis on mother-led families.



Black Women's Blueprint

Black Women's Blueprint works to place Black women and girls' lives, as well as their particular struggles, squarely within the context of the larger racial justice concerns of Black communities.



Brown Girls Doc Mafia

Brown Girls Doc Mafia is an initiative advocating for over 3,300 women and non-binary people of color working in the documentary film industry around the world.



First Nations Development Institute

First Nations Development Institute improves economic conditions for Native Americans through direct financial grants, technical assistance & training, and advocacy & policy



Food Bank for New York City

Food Bank for NYC works to end hunger in NYC by organizing food, information and support for community survival, empowerment, and dignity.



For the Gwolds

For the Gwolds is a Black, trans-led collective that curates parties to fundraise money to help Black transgender people pay for their rent, gender-affirming surgeries, smaller co-pays for medicines/doctor's visits, and travel assistance.



GEMS

Girls Educational & Mentoring Services is the nation's leading organization for empowering commercially sexually exploited and domestically trafficked girls and young women.



Little Manila Queens

Little Manila Queens works towards creating a series of community conversations and public art activations that celebrate and engage members of the Filipino diaspora.



LSA Family Health Services

LSA Family Health Service strengthens and empowers vulnerable families and children by meeting their basic needs for food, healthcare, education and a safe home, in the belief that affirming families in their own dignity improves the entire community.



Make the Road New York

Make the Road New York builds the power of immigrant and working class communities to achieve dignity and justice.



Montefiore Hospital's Supporting Healthy Relationships Program

Montefiore's Supporting Healthy Relationships Program is a free program designed to empower couples to achieve success within their families and finances.



NYC Books Through Bars

The Black School's mission is to promote and extend the legacy NYC Books Through Bars is an all volunteer-run group that sends free, donated books to incarcerated people across the nation.



Third Wave Fund

Third Wave Fund resources and supports youth-led Gender Justice activism to advance the political power, well-being, and self determination of communities of color and low-income communities.



UPROSE

UPROSE is an intergenerational, multi-racial, nationally-recognized, women of color led, grassroots organization that promotes sustainability and resiliency through community organizing, education, leadership development and cultural/artistic expression in Brooklyn, NY.



You Gotta' Believe

You Gotta Believe exists for one reason... to work toward the day when no young person leaves foster care without the unconditional lifetime commitment of a family.

Additionally, we made a \$10,000 donation to the Brooklyn Community Bail Fund, working with the support and guidance of the Black at Kickstarter Affinity Group.

The background of the image consists of two layers of torn paper. The top layer is a vibrant green, and the bottom layer is a deep blue. The edges of the paper are irregular and torn, creating a layered, textured effect.

KICKSTARTER

kickstarter.com/benefit-statement