Kickstarter PBC

2019

Benefit Statement



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Kickstarter exists to help creative projects come to life. Artists, musicians, filmmakers, designers, and other creators find the resources they need to make their ideas a reality on our platform. Every creator has complete creative control over their work—and the opportunity to build a vibrant community around it.

Art and creative expression are essential to the health and vibrancy of our society. Our mission and beliefs are a long and continuous pursuit. We see creative projects that challenge us and authority, help us face and escape the truths of our world, bring beauty, humor, and joy into our lives.

In 2019, we saw some truly extraordinary projects come to life, from the short animated film Hair Love winning an Oscar to Bill Nye's LightSail 2 successfully launching into outer space. Kickstarter has grown with a full range of creative projects some that raise millions while others are from first-time and small, independent creators.

While this is our 2019 report, I want to acknowledge the challenges and changes that 2020 has brought, many of which we will address further in our 2020 report.

Kickstarter, like so many businesses, families, and individuals, had to reckon with hard truths as we faced a deadly pandemic and a global economic crisis. In order to position Kickstarter for a resilient future, we made the deeply difficult decision to layoff many members of our team in May 2020. Our small, passionate team has a dedication to helping bring creative projects to life that has never waivered. They have shown incredible grit during these challenging times and we were able to meet a painful process with compassion and collaboration with our staff and the newly-formed union.

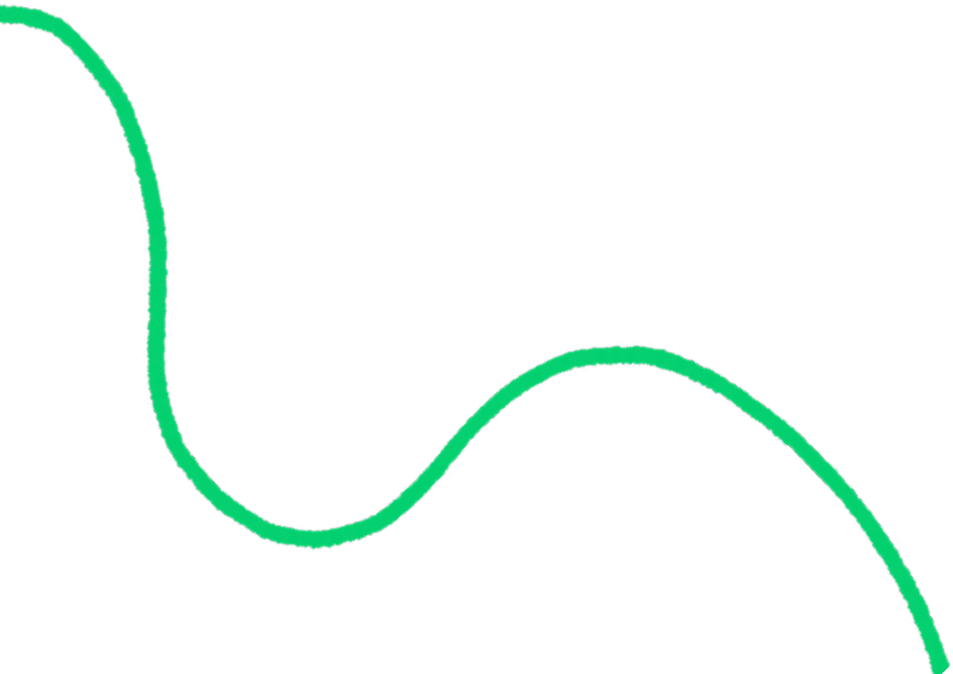
In the midst of health and economic crises, Americans across the country stood up against police brutality and racism, specifically against Black Americans. These issues are not new. In 2015, Kickstarter PBC committed to standards of responsible citizenship on issues that included ongoing support for fighting inequality, and a more creative and equitable world, from donating 5% of our after-tax profit to charitable causes to highlighting projects and ideas from a diverse range of creators on Kickstarter and The Creative Independent. In response to the urgent issues affecting artists

and creators in 2020, we've committed to taking more steps as a company to fight injustice. Just like our mission to help creative projects come to life, and the work of artists, creators, and designers around the world, the work towards equality continues even when the headlines cease.

The artist Theaster Gates talks about the value of "making the thing that makes the thing." That's Kickstarter: a powerful tool enabling people of all kinds to bring their creative projects to life and connect to others' creative work that inspires them. We are proud to devote ourselves to making it better every day.



Aziz Hasan
CEO



Article III of Our Charter

1 **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.

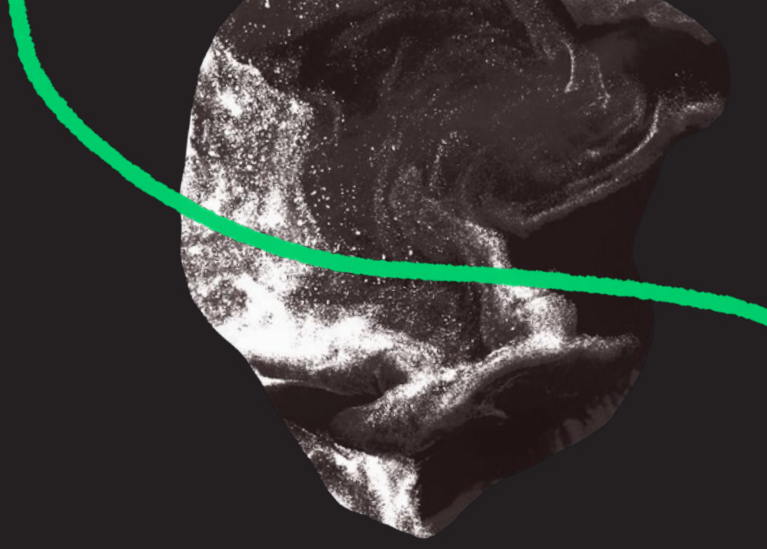
c. Half of Kickstarter's 5% pledge will be devoted to arts and music programs for children and young adults, with a primary focus on underserved communities in New York City. Funds will be distributed to 501(c)(3) organizations, public schools, or via programs developed by Kickstarter.

5 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.



Helping to Bring Creative Projects to Life

First and foremost, our mission is to help bring creative projects to life. And since 2009, Kickstarter has become a key piece of the creative world, with 18.5 million people having pledged over $5 billion to nearly 200,000 projects across the globe.

One of the most concrete ways to see our impact is the many notable Kickstarter projects that were fully realized out in the world in 2019.

Here are a few highlights:



Last Black Man in San Francisco

$77,318
pledged of $50,000 goal

1,447
backers

A24 released Last Black Man in San Francisco, an artistic feature-length film that deals with gentrification and friendship.



Bill Nye's revolutionary solar sailing spacecraft Light Sail 2 took off.

LightSail: A Revolutionary Solar Sailing Spacecraft

$1,241,615
pledged of $200,000 goal

23,331
backers

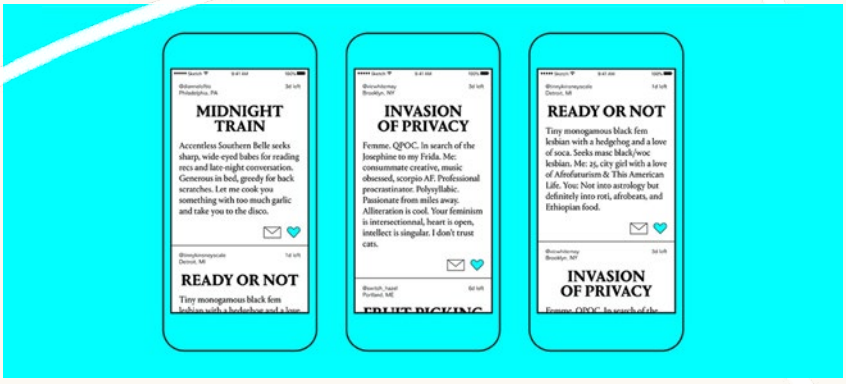


Dread Scott's Slave Rebellion Reenactment marched through New Orleans, creating a social commentary on America's often overlooked legacy of slavery.

Slave Rebellion Reenactment

$42,227
pledged of $40,000 goal

478
backers



Kelly Rakowski's Lex App (originally launched as Personals) offered the LBTQIA+ community a text-based dating service.

PERSONALS: A text-based dating & community app for queers

$47,779
pledged of $40,000 goal

1,736
backers



Hair Love |
Animated Short Film

$284,058
pledged of $75,000 goal

4,981
backers

Matthew A. Cherry put Hair Love on YouTube—and won an Oscar for the animated short just a few months later.



Knock Down
The House:
A Documentary

$28,111
pledged of $25,000 goal

424
backers

Knock Down the House, Rachel Lears' and Robin Blotnick's documentary following Amy Vilela, Alexandria Ocasio-Cortez, Cori Bush, and Paula Jean Swearengin on their congressional campaigns was released by Netflix.



OCTET Original
Cast Recording

$61,000
pledged of $30,000 goal

865
backers

Octet's original cast completed their live recording of Dave Malloy's chamber choir musical.



Smithsonian's Neil Armstrong spacesuit went back on display.

Reboot the Suit: Bring Back Neil Armstrong's Spacesuit

$719,779
pledged of $500,000 goal

9,477
backers



Yu Suzuki delivered the long-awaited third installment of the Shenmue series.

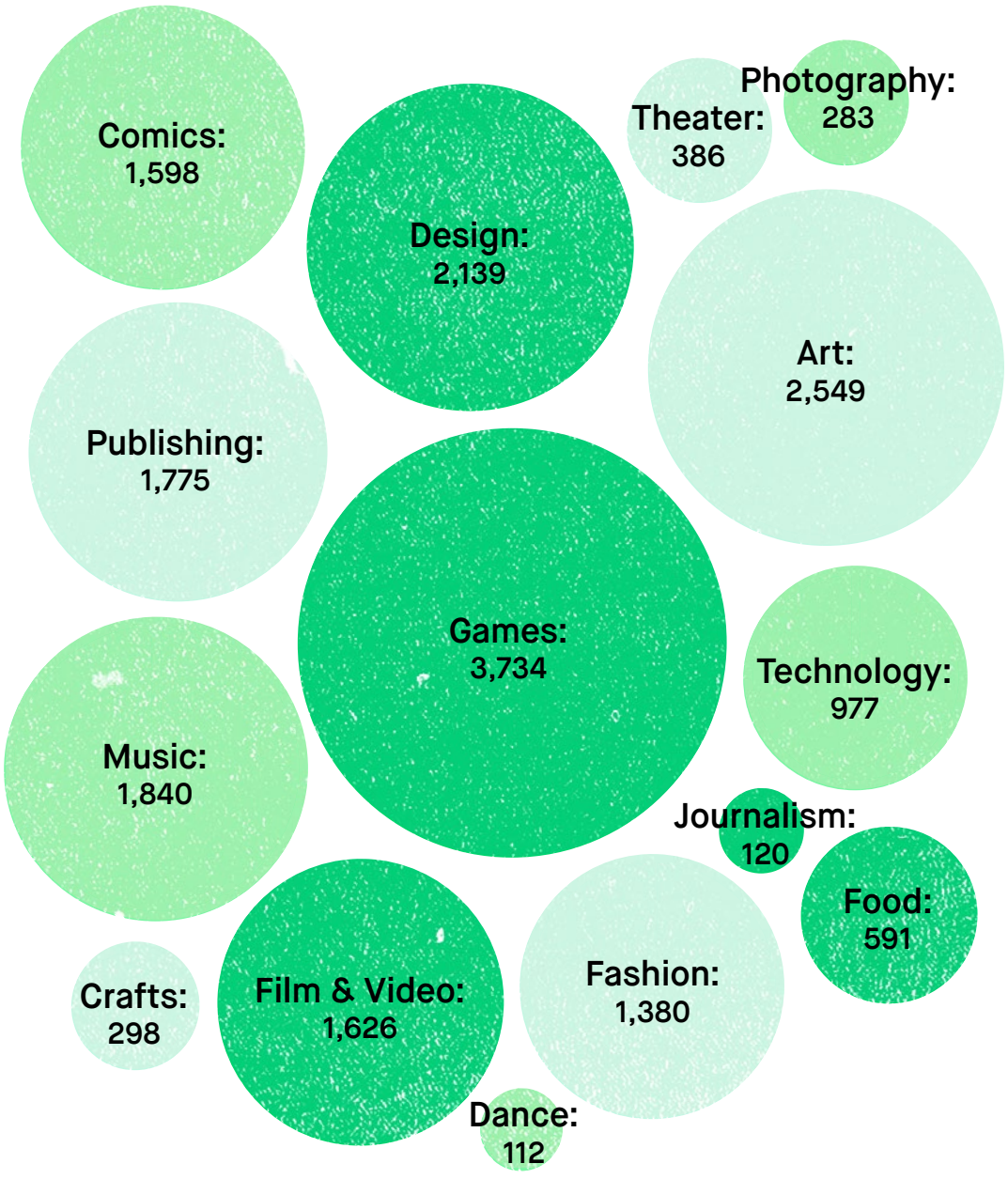
Shenmue 3

$6,333,295
pledged of
$2,000,000 goal

69,320
backers

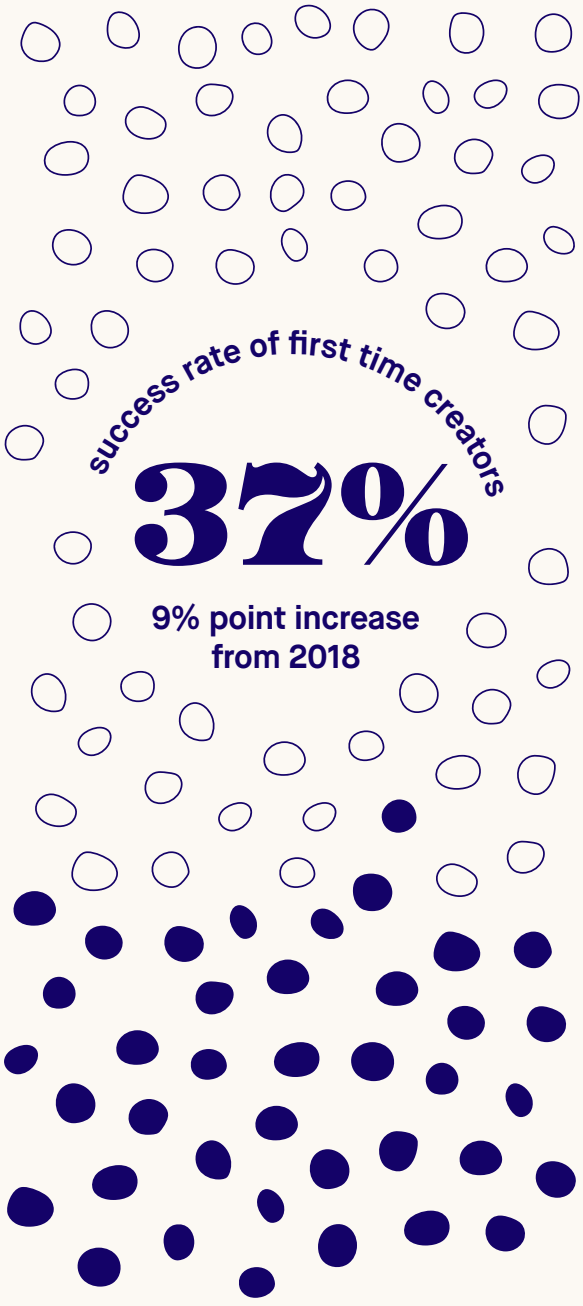
One core role we play in bringing projects like these to life is connecting backers to the projects they would want to support and help fund. In 2019, 3,177,588 people pledged a total of $654,736,514 to independent creators on Kickstarter. Together, they funded 19,408 creative projects.

Here's a look at successfully funded projects by category in 2019:



As part of our commitment to helping bring creative projects to life, we track the number of people launching projects and how many of them are new to our community.

Supporting new and returning creators on our platform



Of the nearly 20,000 successful new projects this year, over half of which were from first-time creators. This was a 10 percent year-over-year decline in first-time creators, and a 3 percent decline in successful first-time creators. This is something we're paying close attention to, and we're thinking about ways to lower the barrier to entry for more first-time creators, for example, through initiatives like Make 100 and Zine Quest that we designed to be manageable for newcomers. We're glad to see the success rate of first-time creators—37 percent—was a 9 percentage point increase compared to 2018. And we support and serve projects from new and repeat creators alike with 1:1 mentoring for more than 2,200 projects.

Creating tools to help bring creative projects to life

We supported creators by launching new tools that help bring their creative projects to life:



Prelaunch Pages allowed creators to tease projects to potential backers ahead of their launches. 4,439 projects made use of this feature in 2019.



Project Pulse added a simple feedback feature to project pages, giving creators more immediate insight into how their backers feel about their communication and improving community transparency on how projects are progressing. 71,000 users left 137,000 pieces of feedback on 16,000 projects.



Cost to Create added a funding calculator and budget feature to help creators plan costs more effectively and transparently share those plans with backers. The creators of 73 projects chose to make those budgets publicly viewable on their pages.



Threaded Comments made conversations on projects easier to follow.



The Fulfillment Dashboard made it easier for creators to track who had received which rewards.

Connecting backers to projects they'll love

We also track our success in connecting creative projects to the communities who will support them the most, in part through how many supporters we help creators reach.



3 million backers—50 percent of them new to Kickstarter—supported projects this year. Our marketing team helped drive more than $261 million to projects. The median successful project received 38 percent of its funding through our promotional efforts. This year we also debuted Taste Profiles, which recommended projects to backers based on previously backed projects and responses to a quick quiz aimed at understanding their interests. And our improvements to Native Checkout fine-tuned the experience for backing directly from our app.

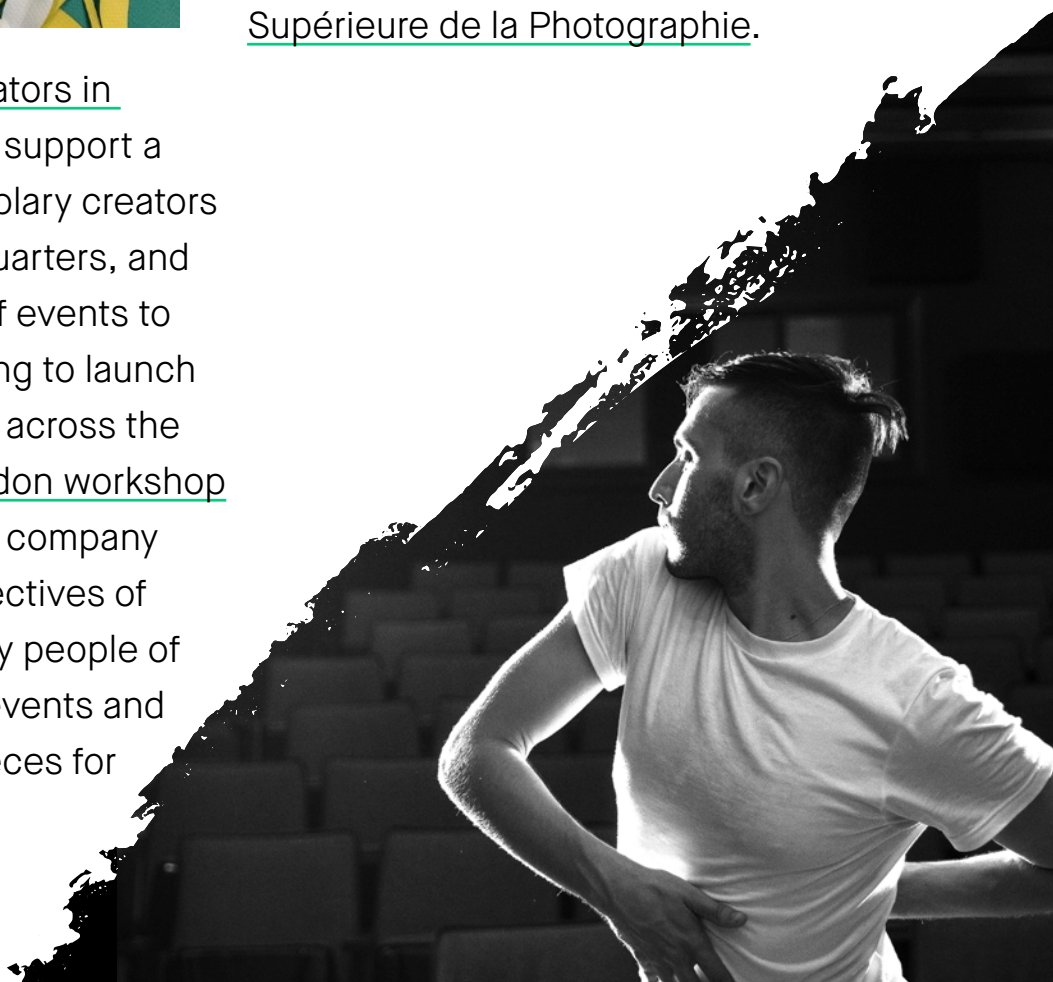
Thinking bigger about connecting people around creative work

Aside from this more straightforward support, we think creatively about how we can connect people around creative projects and the creative process.



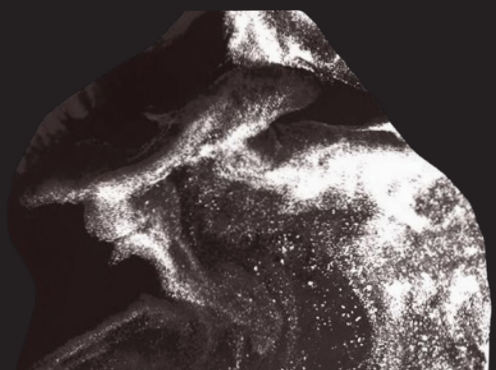
We encourage creators and increase curatorial visibility in burgeoning subcategories like Exquisite Objects, Small Press, and Product Design that centers recycled materials. We do regional highlights like Mexico Creates, The Wonderful World of Otaku, and École Nationale Supérieure de la Photographie.

We continued our Creators in Residence program to support a small number of exemplary creators in our Brooklyn headquarters, and hosted several one-off events to support creators looking to launch Kickstarter campaigns across the world, including a London workshop with gal-dem, a media company focused on the perspectives of women and non-binary people of color, and a series of events and thought leadership pieces for Edinburgh Fringe.



Supporting the Arts and Wider Creative Community

We also are committed to supporting/serving/ championing artists and creators, especially those working in less commercial areas.



Creative Prompts

We ran prompts that celebrated art for the sake of art, like Performance: In Progress, for dance companies, choreographers, and other performers, and Break Kickstarter, which encouraged projects to creatively reimagine how to use our platform or even disrupt it.

Kickstarter-Hosted Events for the Creative Community

In 2019, Kickstarter hosted a number of educational events for those in the wider creative community, including:

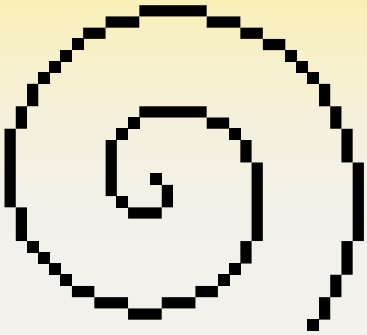
Creative Coding Project Jam, which brought together like-minded creators to chat with fellow coders, meet potential collaborators, and get inspired by new ideas and technologies.

Creative Mornings Workshop, which focused on building a community around creative work.

Performance : In Progress, a series of virtual workshops for dance and choreography projects.

The Next Page, Kickstarter's first-ever digital conference, featuring a series of conversations on how to foster a more inclusive, fair, and vibrant publishing landscape.

Arts Funders Forum dialogue with artist Hank Willis Thomas at Art Basel Miami Beach.

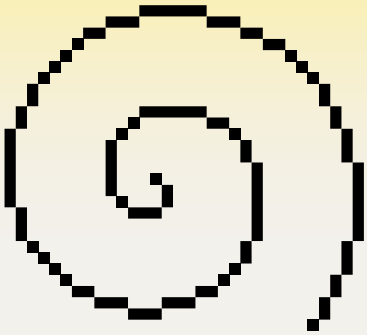


The Creative Independent

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 celebrations of people living all kinds of creative lives, featuring diverse perspectives and wisdom, including:

- **El Caracol**, a Spanish-language zine featuring contributions from Mexico City artists
- **On Finding Your Voice**, a zine compiled of quotes, excerpts, and recommendations from working artists, all gathered from the TCI archive.
- **On Using the Internet Mindfully**, a PDF worksheet intended to help creators reimagine their relationship with the internet and screen-based activities.





In 2019, TCI pieces received more than 1.6 million views and TCI's subscriber list grew to nearly 20,000. During that time, TCI published 235 articles, 17 guides, 13 tips, five essays, and five print zines.

TCI also held seven in-person events and workshops for independent creators, including the Queer Warm Up, a LGBTQ happy hour with for filmmakers and industry professionals at the 2019 Sundance Film Festival, and the 2019 Basillca Soundscape, a carefully curated weekend that's been called "the antifestival" for offering a thoughtful mix of music, visual art, and literature.

Additionally, The Creative Independent and the creator of the Future Music Industry list, musician René Kladzyk, co-authored two future-focused surveys—one for musicians, and one for industry professionals. By surveying the music community at large, we hoped to get a clearer sense of where things currently stand, in addition to identifying clear takeaways for how the industry can be improved. Those surveys resulted in the release of a Music Industry Investigation Report and accompanying guide, How to build the future music industry we want and need by René Kladzyk.

Supporting Employees' Creative Endeavors

As a part of our commitment to foster a supportive environment for employees to work on their own creative projects, many of our team members took advantage of our benefits, stipends, and time off to pursue creative endeavors.





In 2019, our team utilized their $500/year education stipend in a number of ways, including museum memberships, theater tickets, musical instruments, and a variety of classes from cooking and ballet to crafting and pottery. We also saw several staff members run successful campaigns for their own creative projects on Kickstarter, ranging from theater workshops and postcard portraits to recipe cards and protest posters.

Policy Advocacy

Kickstarter remains committed to engaging beyond our walls with the greater issues and conversations affecting artists and creators. In 2019, Kickstarter engaged in a number of legal, legislative, and policy initiatives on social media that have an impact on our community.

- **Protecting LGBTQIA+ workers:** Kickstarter is committed to fighting inequality—and that includes protecting all employees from workplace discrimination based on sexual orientation or gender identity. In 2019, we joined over 200 companies on an amicus brief supporting LGBTQIA+ worker protections. On June 15, 2020, the U.S. Supreme Court affirmed that all workers deserve the same protections, thus enshrining those protections in Title VII of the Civil Rights Act. This was a victory for all of us in the fight against inequality.

- **Defending net neutrality:** Thousands of creative ideas have come to life through Kickstarter; those ideas need a free and open internet to flourish. We believe strong net neutrality protections are key to the free and equal exchange of ideas.

  On behalf of the independent creators who use our platform, we joined Engine, a policy, advocacy, and research organization supporting startups as an engine for economic growth, in calling on the U.S. Senate to vote for H.R. 1644 / S. 682, the Save the Internet Act. On April 10, 2019, House lawmakers overwhelmingly

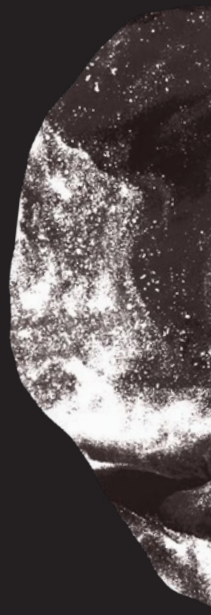
voted to advance their version of the Save the Internet Act; the bill cleared the House on a 232-190 vote. Unfortunately, both leaders in the Republican-controlled Senate and President Trump have indicated they will stop the bill's passage.

In 2018, the Coalition for Internet Openness, an organization of which we are a founding member, filed a federal lawsuit about net neutrality against the U.S. Federal Communications Commission (FCC). The lawsuit was briefed and argued before the DC Circuit Court of Appeals, with the appellate court issuing its decision in October 2019. While the decision failed to restore net neutrality protections at the federal level, the opinion opened a path for states to put neutrality protections in place. Kickstarter, along with our partners, are committed to continuing the fight for protections around creativity, innovation and free speech in the states, in Congress, and in the courts.

Fighting Climate Change: Kickstarter is committed to limit its environmental impact within and outside our walls, from participating in the Global Climate Strike to encouraging our creators to be more sustainable. Please see our section on Being Environmentally Responsible further in this report.

5% Donation

We've pledged to run our company in ways that reflect our values: championing the arts and artists—particularly those working in less commercial areas—and supporting a more equitable and creative world, in particular by donating 5% of our after-tax profits to programs and organizations addressing systemic inequality. Please see the Fighting Inequality section below to learn more about the donations we made in 2019.





Sustaining a Healthy and Ethical Platform

Kickstarter takes seriously the health of its ecosystem and the integrity of its systems, whether it's a commitment to transparency in our business practices or endeavoring to make the platform experience of our community a positive and safe one.

In 2019, we started measuring our Net Promoter Score, or NPS, a user loyalty and satisfaction measurement from -100 to +100. Our creator NPS was 40.1 and backer NPS was 25.2. These benchmarks will allow us to track improvements over time as we do more to support a healthy and ethical platform. We tracked this through continued Trust and Safety monitoring—the team suspended 299 projects that violated our community rules. These product releases promoted platform health:

- The **Honest and Clear Presentation in Projects** policy page offered more in-depth resources on how we expect creators to communicate with their backers.

- The **Superlative Spotter** tool advised creators against using terms like "first," "fastest," or "world's best,"—popular marketing labels that are seldom accurate—to promote authentic conversations about what projects really are. From the jump, 77 percent of creators seeing this tool removed superlatives from the project titles.

- **Cost to Create** brought more transparency to project budgets, helping creators to provide their backers with more clarity and insight into how they plan to spend the funds they raise on Kickstarter. This feature gives backers a sense of where their pledges are going, and how much it actually costs to bring an idea to life.

- Project Pulse helped backers give fast feedback on creator communication and fulfillment, pushing creators to prioritize those crucial actions by adding a simple feedback feature to project pages. As noted above, 71,000 users left 137,000 pieces of feedback on 16,000 projects.

- The Backer PII Project Update Spotter helped protect backers' personal information, by adding language to the creator-facing project updates portal clarifying that project updates must not include any such details.

Kickstarter works to be a fair and ethical platform by being a good global citizen. It's the right thing to do. We pay our taxes without exploiting loopholes, we respond to copyright and trademark claims, and we balance user privacy and law enforcement needs when we receive government requests for information. Here's a look at what we did in 2019:

- Kickstarter's estimated federal, state, and local income taxes for 2019 came out to a combined effective tax rate of 12 percent; our effective federal income tax rate was 7 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).

- In 2019, Kickstarter processed 204 total copyright claims involving 196 distinct projects. We rejected 55 of these claims. We may reject claims when they are incomplete, when they involve material that can't be protected under copyright, when they are not submitted by the rights holder, or when they target fair use. We removed 113 projects from public view in response to copyright claims. We returned 14 of those projects to public view after the creators filed challenges to the claims, or after we helped the creators make modifications to address the claims.

- In 2019, Kickstarter processed 85 total trademark claims involving 81 distinct projects. We rejected 33 of these claims—either because claims weren't complete, applicable under law, or targeted fair use. We removed 38 projects from public view in response to trademark claims, and 33 remain hidden. We avoided removing 17 projects from public view by encouraging those making the claims to resolve the dispute directly with the project creator, or by helping the creators make a modification to their projects.

- Kickstarter's community includes millions of people who are represented by hundreds of local and federal governments. 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. In 2019, Kickstarter fielded 200 separate requests for

user information from U.S. and international government and law enforcement agencies, none of which came in the form of a search warrant. Three came in the form of subpoenas. We declined to disclose any information outside of the scope of what is required under federal law in response to all three of the subpoenas and we provided only publicly-viewable materials and the minimum basic subscriber information required by law. Ten came as informal requests not pursuant to a subpoena, a court order, a search warrant, or any other recognized process. We declined to disclose any information in response to those requests."



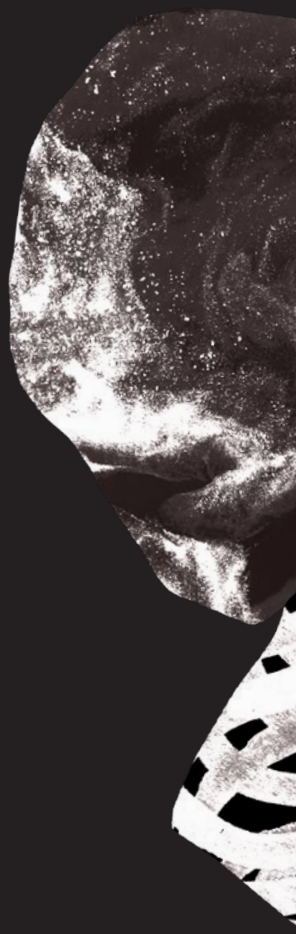
Being Environmentally Responsible

Kickstarter is committed to limit its environmental impact within and outside our walls. We believe it is our responsibility and commitment to invest in green infrastructure, support green commuting methods, and factor environmental impact when choosing vendors. Additionally, we've committed to providing 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.

We recognize the largest impact we can have is encouraging our creators to be more sustainable—especially in categories like Design, Tech, Games, and Fashion that tend to involve producing physical things. That's why in the fall of 2018, we introduced an Environmental Commitments section on project pages. By 2019, 18 percent of all creators in the Design and Tech categories were using this field, and we expanded its availability to Fashion and Games creators. Of all these projects, we tagged 135 as stellar examples of using post-consumer recycled materials, prioritizing long-lasting design, working with sustainable factories, choosing environmental shipping, and more. We featured these projects on our homepage, section pages, and elsewhere, helping them raise a total of more than $17 million. We also drove 17,965 pageviews to our Environmental Resources Center.

At our Brooklyn Office, we continued using low-energy lighting fixtures and compostable supplies and running the composting program we started in 2018. This year, though, we transitioned the office to renewable energy, reduced our computing footprint by 15 percent, and offset our entire 2019 carbon footprint of 538 tCO2e with Pachama and Climate Neutral.

We also participated in the Global Climate Strike. Though some companies took their sites down for the day, we couldn't do that without making it harder for creators to reach their campaign goals. So instead, we placed banners around the site to raise awareness for the movement, provided creators with a badge to show support on project pages, and gave employees the option of taking the day off to join marches.



Fighting Inequality

5% Donation

We've pledged to run our company in ways that reflect our values: championing the arts and artists—particularly those working in less commercial areas—and supporting a more equitable and creative world, in particular by donating 5% of our after-tax profits to programs and organizations addressing systemic inequality. Each year, our staff nominates organizations committed to doing this work, and a staff-run donation committee researches each nominee and votes on how our donations will be distributed.

This year, we made donations to the following 14 organizations:

Art Start uses the creative process to nurture the voices, hearts, and minds of historically marginalized youth, offering a space for them to imagine, believe, and represent their creative vision for their lives and communities.

The Bronx Defenders radically transform how low-income people in the Bronx are represented in the justice system, and, in doing so, is transforming the system itself.

Building Beats, provides DJ and music programs that teach entrepreneurial, leadership, and life skills to underserved youth in Brooklyn, NY.

Detroit Narrative Agency incubates quality and compelling stories that will shift the dominant narratives about Detroit towards liberation and justice by supporting a cohort of Black and Brown filmmakers in Detroit to develop short films and accompanying community impact strategies.

THE DREAM A DREAM PROJECT

Dream a Dream Project by Vageline reaches to members of the incarcerated population at correctional facilities in New York through dance workshops.

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

Educational Video Center teaches documentary video as a means to develop the artistic, critical literacy, and career skills of young people.

EYEBEAM

Eyebeam ensures artists become central in the invention and design of our shared future.

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

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

Nobody Leaves Mid-Hudson builds power by organizing people around issue-based and electoral campaigns in Hudson Valley.

Recess partners with artists to build a more just and equitable creative community, by welcoming radical thinkers to reimagine and reshape their world.

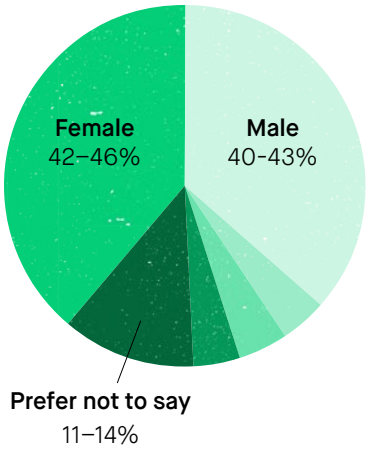
Textile Arts Center aspires to unite and empower the textile community, and advocate for the handmade by raising awareness and understanding of textiles through creative educational programs for children and adults in NYC.

Transgender Law Center, changes law, policy, and attitudes so that all people can live safely, authentically, and free from discrimination regardless of their gender identity or expression.

Transparency in Team Demographics and Pay Ratios

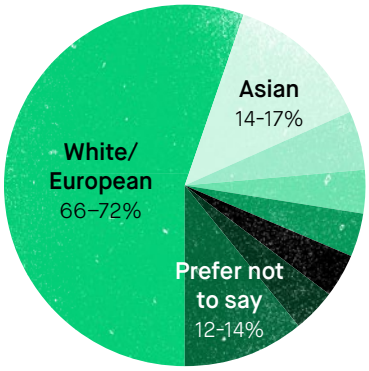
Kickstarter has committed to reporting annually on our team and leadership demographics, executive and CEO pay ratios, and programs and strategies employed to build a diverse, inclusive, and equitable organization.

Gender identity



- **Non-binary/gender non-conforming:** <5%
- **Transgender:** <5%
- **Prefer to self-describe:** <5%

Race/ethnicity



- **Hispanic or Latinx:** 5–7%
- **Black/African/Caribbean:** <5%
- **Middle Eastern/North African:** <5%
- **Indigenous/Native American/ Alaska Native:** <5%

Overall team demographics

Kickstarter had a team of 147 people at the end of 2018, all working to build and improve its service and to help creators use it. The vast majority of our team is based at our headquarters in Greenpoint, Brooklyn, with other staff working remotely around the U.S., as well as around the globe in Canada, Mexico, and Europe, in 2019.

These statistics on our team demographics were gathered from three voluntary company surveys based on self-identification, conducted in Q2, Q3, and Q4 2019.

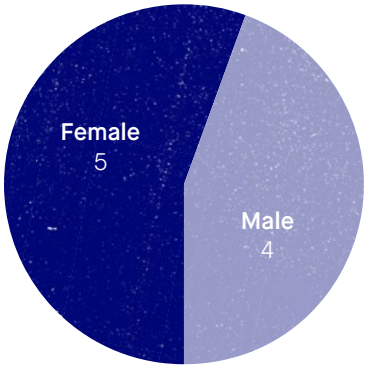
The response rate was below 100 percent (average 75 percent) and not every team member chose to answer every question in the survey. Staff were able to select as many options as appropriate, so percentages will not add up to 100. Any item noted as <5 percent has between one and five responses in at least one of the 2019 surveys, which has not met the anonymity threshold of at least six responses for our reporting to protect individual disclosure.

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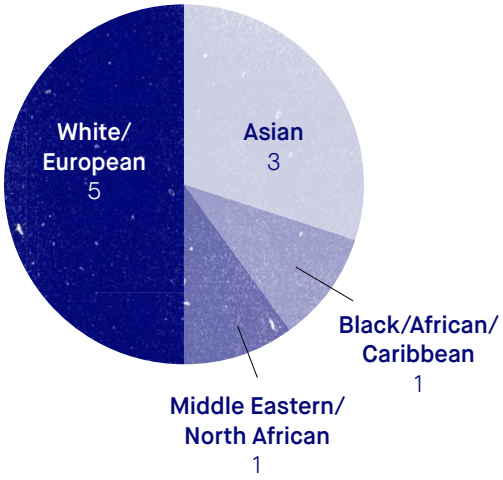
Senior team demographics

Please note the below responses report on individuals, not percentages, and reflect the eight members of the 10-member senior team who completed the survey as of December 2019. As noted above, individuals were able to choose as many options as appropriate and may not equal the total number of respondents.

Gender identity



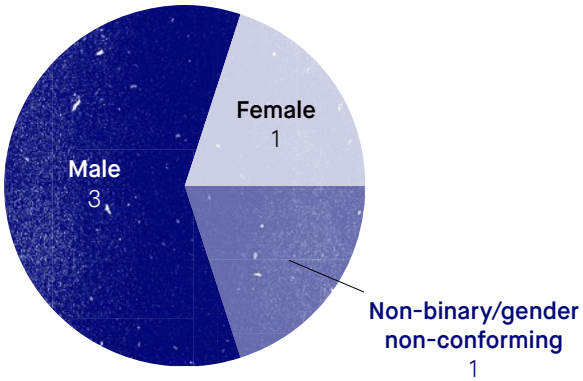
Race/ethnicity



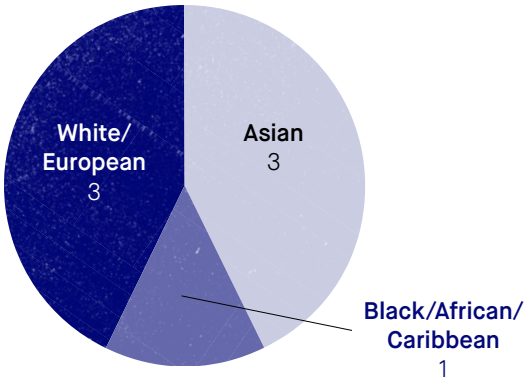
Board of Directors demographics

Please note the below responses report on individuals, not percentages, and reflect the five members of the seven-member board who completed the survey as of December 2019. As noted above, individuals were able to choose as many options as appropriate and may not equal the total number of respondents.

Gender identity



Race/ethnicity



Pay Ratios

Kickstarter is also committed to reporting on our rate of CEO and senior team pay compared to the rest of the company. For context, a 2018 study by the Economic Policy Institute examining the executive pay gap found that the average CEO earns 278 times that of the median worker at the same company.

Ratio of CEO pay to entire company

- CEO to median non-CEO employee = 2.45 (Salary Only)
- CEO to median non-CEO employee = 2.98 (Salary and Equity)

Ratio of senior team pay to rest of company

- Median senior team member to median non-senior team member = 1.73 (Salary Only)
- Median senior team member to median non-senior team member = 1.84 (Salary and Equity)

Programs and Strategies

As a part of our commitment to build a diverse, inclusive, and equitable organization, Kickstarter worked with Paradigm to hold mandatory unconscious bias training for all staff. Beyond just raising awareness about unconscious bias, Paradigm's unconscious bias workshops motivate employees to engage in specific, effective behaviors for managing bias. By training participants to recognize and manage unconscious bias, we aim to create more effective leaders, more productive teams, and a more inclusive organizational culture. We also held mandatory interview training for all staff to reduce bias in our hiring process, including our interviewing guidelines and advice based on best practices and research.

Further, Kickstarter launched company-wide Affinity Groups, which are voluntary, employee-led groups that foster a diverse, inclusive workplace aligned with organizational mission, values, goals, business practices, and objectives. These groups are meant to create a safe and intentional space for teammates with common identities (especially those that are marginalized or underrepresented).

In 2019, we also partnered with Ladders For Leaders to hire three summer interns on our Outreach Team. Ladders for Leaders is a nationally recognized program that offers outstanding high school and college students the opportunity to participate in paid professional summer internships with leading corporations, non-profit organizations and government agencies in New York City. Our 2019 interns worked across the Games, Publishing, Music, Film & Performance categories, gaining category-specific and overall business knowledge.



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