

# Social fundraising: be an actor in Canadian solidarity with Tiing!

Montreal, May 21st, 2024 - Canadian generosity knows no bounds! Solidarity pool, participatory financing or crowdfunding... **Reaching into your wallet to support a cause or get a project off the ground is becoming more and more commonplace.** **Tiing**, Canada's No. 1 online money pool, is becoming an intermediary between the people behind innovative or socially responsible projects and the generosity of everyday donors, thanks to **its dedicated social fundraising offer.**

## The solidarity money pool, a new opportunity to support those in need



Global pandemics, wars, natural disasters, economic crises... So many local and international events **that test our emotions and encourage us to help the most disadvantaged.** In fact, the creation of solidarity funds has boomed in recent years: **in 2020, 74 billion US dollars was raised through crowdfunding in North America.**<sup>1</sup> The growing popularity of crowdfunding over the years reflects a collective desire to reach out to those in need. **And there's never been a better time to ask others to get involved!** So whether it's supporting a cause close to our hearts, funding a trip to Asia, paying for Bella's vet bills or developing a revolutionary product, it's within everyone's reach. **A whole new world of possibilities is just a click away, thanks to the power of the collective!**

*«At Tiing, we believe that solidarity pools embody the power of unity in action. Every click, every contribution is an act of solidarity that helps make a project a reality. We want to support our users in this process by providing them with an accessible social funding platform that makes dreams come true.»*

- Nicolas Goutaudier, CEO of Tiing.

## Tiing: where solidarity finds its voice!



### Medicom — Ukraine Humanitarian Crisis/Crise humanitaire en Ukraine

Organized by Medicom Group

<https://tiing.ca/medicom-ukraine-humanitarian-crisis-crise-humanitaire-en-ukraine>

↓ Assets available [here!](#)



Money pool created on the 25/02/22

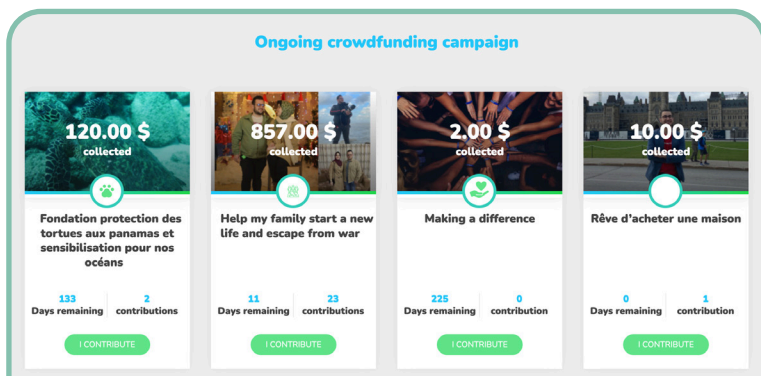
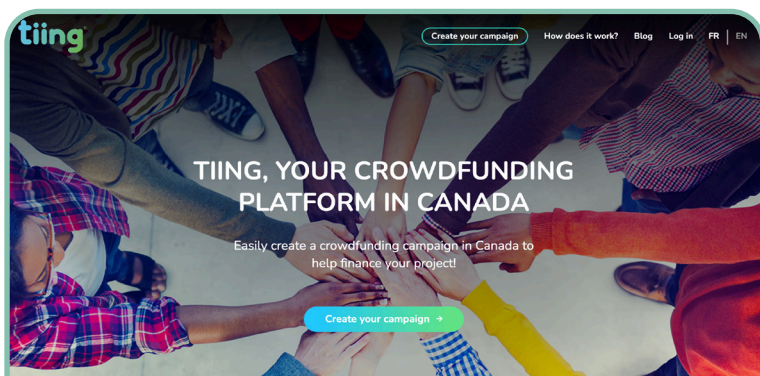
<sup>1</sup> Volume of funds raised through crowdfunding worldwide in 2020 - Statista



In February 2022, Russia declared an invasion of Ukraine. Thousands of doctors were deployed to treat the population. Groupe Medicom, in solidarity with its 17 local partners, launched a fundraising campaign to aid these medical responders. Thanks to the generosity of 118 participants, Medicom raised \$23,920. These funds were donated to Médecins Sans Frontières to improve access to healthcare and medicines for Ukrainians.

**Tiing, Canada's #1 online money pool, has launched its Fundraising offer**, dedicated to solidarity movements between individuals and professionals, to keep the story of these acts of solidarity alive.

The Montreal-based startup is dedicated to **assisting individuals, families, non-profit organizations, and businesses**. Their mission is to provide **a delightful, straightforward, efficient, and safe fundraising platform, completely transparent with no concealed fees. A flat fee of \$1 is charged for each contribution, with a 4% commission charged upon closing the money pool.** It's an opportunity for everyone to tap into the generosity of Canadians (and even beyond) and inch closer to fulfilling their aspirations!



## About Tiing

Founded in Montreal in 2019 by a trio of friends and entrepreneurs, Lucas Rivoire, Nicolas Goutaudier and Guillaume Goupil, **Tiing is the only online money pool on the Canadian market**. This digital platform makes collecting money easy, fast and safe for a group, with no hidden fees! With more than **\$4 million raised since its creation and 100,000 users**, Tiing aims to revolutionise Canadian fundraising by financing a collective gift, organising an event or supporting a solidarity project.

More information: <https://www.tiing.ca/>

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