

## **Crowdfunding in Turkey**

When asking a stranger about why they don't contribute more to NGOs, charities and other social institutions, the response normally follows a similar trend: a worry that their commitment is wasted, due to it not being enough, as opposed to buying someone a meal.

A board game on Kickstarter managed to amass over \$12 million in funding, with almost 20,000 backers pledging. Each backer made a choice to put forward a portion of their own money to see a product created, with their faith being placed in the company to use each pledge wisely.

This is the beauty of a practice known as crowdfunding. People from all walks of life can contribute an amount of money that they see as fair and that they are able to pay, with the ultimate aim of achieving a monetary goal that will allow a company to produce a tangible product or complete a specific task.

The board game, Kingdom Death: Monster 1.5, managed to amass millions of dollars in pledges; however, platforms such as Kickstarter have not received such support in Turkey. The major players, such as Crowdfon, Fongogo and others have barely managed to raise total funds equal to 5% of the amount raised by single campaigns on Kickstarter.

This is not, however, due to a lack of giving by the Turkish people; donations and charitable contributions are of a similar proportion to those of the U.S.A and European countries. The issue is where the money ends up. Over 23% of donations by Turkish contributors are given to beggars, for example, while under 10% ends up going to NGOs, companies that use donations to work towards a targeted cause that will provide benefit to the community and people.

An example is Learning Designs, who created another board game, this time aimed at fostering awareness surrounding gender equality and the benefits it can bring to society. With contributions through crowdfunding, the company is aiming to send the product to 100 schools around the country, in an attempt to teach children the value of gender equality.