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**FOR IMMEDIATE RELEASE**  
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## **SILVERCLOUD PARTNERS ADVISES GIVEZOOKS! INC. WITH ITS SALE TO SALSA LABS**

**Atlanta, Oct. 8** -- SilverCloud Partners is pleased to announce that its client, Givezooks! Inc. ([www.givezooks.com](http://www.givezooks.com)), a privately held online social fundraising and event platform for nonprofits, has been acquired by Salsa Labs ([www.salsalabs.com](http://www.salsalabs.com)). With a team led by Paul Plaia III, SilverCloud Partners acted as sole financial advisor to Givezooks. Financial terms of the transaction were not disclosed. Givezooks is a pioneer in the online social giving space with approximately 2,000 nonprofits utilizing the service. It has enjoyed a strong track record since coming to market in 2008 and has helped nonprofits raise approximately \$113 million since inception. Carol Schrader, Founder and CEO of Givezooks, is excited about the next chapter for Givezooks and states, "Salsa Labs is an excellent strategic fit for Givezooks as the offering will grow and be taken to the next level for our customers."

According to Giving USA, charitable giving jumped approximately 4.5% to \$335 billion in 2013. It is estimated that approximately 10% is attributable to online giving, which has tripled since 2006. Technology and Software-as-a-Service companies like Salsa Labs are helping drive the online growth in giving. Scott Stouffer CEO of Salsa Labs states, "Givezooks enriches our social nonprofit offerings, especially in the area of team fundraising and events and we are extremely excited to add the clients, employees, and service to the Salsa family."

### **About Givezooks!**

Givezooks offers online fundraising solutions for nonprofits, charities, schools, religious organizations, churches, associations, colleges, athletic programs, and many other causes that need to raise money online from donors, alumni, friends, family, and other supporters. Social fundraising using email, Facebook™ and Twitter™ enables nonprofits to engage using multiple social media channels. Nonprofits can engage in social fundraising using the Givezooks platform for fundraising campaigns, wish lists, grassroots fundraisers (peer-to-peer fundraising), fundraising events and team events. Nonprofits and their supporters can raise funds via ticket sales and corporate sponsorships at galas, golf tournaments, concerts, alumni

events, performing arts, endurance and fitness events, guest speaking events and other programs. Givezooks is powered by the Amazon Web Services Cloud Computing platform, developed with Linux, Apache, Ruby and MySQL. Givezooks also has state-of-the-art web and mobile apps.

#### **About Salsa Labs**

Salsa Labs (Salsa) helps nonprofits and political campaigns ignite action and fuel change around the world by growing and engaging a base of support online. With Salsa, groups of all sizes can easily organize their supporters and chapters, fundraise, advocate, communicate through email and social media, host events and measure results. Salsa provides more than technology; it offers strategic best practices, training, highly rated support and a strong online community, so its clients can focus their energy on their mission. The company currently empowers more than 2,000 organizations and their more than 92 million donors, members, activists and fans across the globe. Visit Salsa online at [www.SalsaLabs.com](http://www.SalsaLabs.com).

#### **About SilverCloud Partners**

SilverCloud is an experienced boutique investment bank focused exclusively on transactions involving software companies. Since 1996, SCP has advised private and public software companies as well as leading venture capital and private equity firms on strategic transactions. Our experience and tenure in the software space affords us unique contacts and access to key individuals facilitating success in our engagements. We employ a hands-on approach with a high degree of individual attention to each client. Our partners are experienced in the areas of operations, tax, finance, and law related to software transactions. We also possess extensive industry and domain knowledge and expertise in all areas of software product categories, technology, marketing, and delivery models, including cloud computing, Software-as-a-Service (SaaS), software on-demand, and perpetual licensing. SilverCloud is well equipped to move our clients successfully toward their strategic transactional goals. We manage our engagements with a proven four-phase approach with several key steps, which allows SCP partners to navigate complex processes and add value to strategic opportunities, while keeping appropriate parties involved and moving forward productively.

For more information:

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