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Wonder: a Transmedia Company and **give2gether** announce their agreement to launch WONDER FUNDING. The joint-venture will enable crowd-funding for elementary schools through educational product sale.

“School fund-raisers have mostly been driven by online auctions,” says Wonder CDO Chris Fure. *“We will be doing something different. We will disrupt the traditional sales paradigm by giving parents the chance to purchase their children’s educational products through their local school.”* Wonder CRO Omar Kaczmarczyk adds: *“Wonder and give2gether envision a on-line marketplace whose sales benefit their local school – a triple win for schools, parents, and kids.”*

Wonder CEO Al Ovadia explains: *“What better way is there to encourage parents to be more involved in their children's education? Reflecting on US declines in academic achievement, Mr. Ovadia addresses the parent participaton gap in American schools. “When parents purchase educational products for their children through Wonder Funding, they are not only investing in their children, but they are also investing in their local school at a time when schools need the most help.”*

give2gether CEO Arnon Shafir says: *“We have created give2gether to be a social fund-raising platform for nonprofits. We can think of no better collaboration than to apply our technology to Wonder's mission to improve schools through parental involvement. We enable schools to raise more money in half the time, and at a fraction of the traditional cost.” ##*

Wonder Transmedia: a team that is led by the former 20th Century Fox Division President that launched “The Simpson’s” and the gaming group Fox Interactive, as well as launched the franchises “Men in Black” and “Spider Man” for Sony Pictures Ent. Wonder produces evergreen Intellectual Property with a disruptive brand-building pathway across multiple digital-media platforms to build audiences, drive revenue, and provide sustainable shareholder value. Divisions are Wonder Animation (production) and now Wonder Funding (audience development via disruptive educational product sales).

give2gether: a Software-as-a-Service platform for nonprofits to triple donor conversion rates. give2gether’s platform helps non-profits launch custom online fundraising campaigns, streamline social fund-raising, grow communities of supporters, and raise more funds. Founded in 2007 by four co-founders including two senior economics professors from NYU and UC Berkeley, give2gether’s technology is based on ten years of behavioral economics research on what makes people give and four years of live campaigns, bringing breakthrough insights on online donor preferences and what makes them inspire others.

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