

RAISENOW

# 2025 PRESS KIT

# Who we are

RaiseNow is a leading European SaaS company specialising in **digital fundraising** and **payment solutions**. The platform enables non-profit organisations, associations, and companies to collect donations and process payments efficiently, helping them drive **positive change** in society.

With intuitive software and a strong network of partners, RaiseNow supports **fundraising professionals** in reaching their target audiences, managing donations and membership fees, and optimising their processes. By combining innovative **technology** with a **commitment** to social impact, RaiseNow empowers changemakers to maximise their fundraising potential and create lasting change.



## Facts & Numbers

**100**

Employees

**300 Mio.€**

Donation Volume in  
2024

**54.000+**

Customers all over  
Europe

Founded  
**2015**

**3 Offices**

in Zurich, Berlin &  
Brussels

# Meet the Management: Guiding RaiseNow's Team



**Marco Zaugg**  
CEO & Founder

Serial Tech4Good entrepreneur. Previously founded marketing and software companies, getunik and bitvoodoo



**Patricia Grossmann**  
COO

Previously a key leader in the NPO industry, bringing deep sector expertise and strategic insights.



**Tania Thiebach**  
CFO

Extensive experience as CFO in SaaS and PE industry, joined RaiseNow in 2024, loves Tech4Good.



**Maxime Bouckaert**  
CSO

Founder of Koalect, a leading community fundraising company, joined RaiseNow through a strategic merger in 2023.



**Andrea Basic-Schaefer**  
CTO

Andrea lives for tech solutions with purpose. As CTO, she leads the development of secure, and future-ready technology at RaiseNow.

# Meet the Team

At RaiseNow, a team of over **90 people** from **20+ countries** works together to empower changemakers. From product development to partnerships and communication, every department is dedicated to making digital fundraising seamless and impactful. With **38 experts in our product development team**—more than any of our European competitors—we continuously innovate to provide the best solutions for fundraisers worldwide.

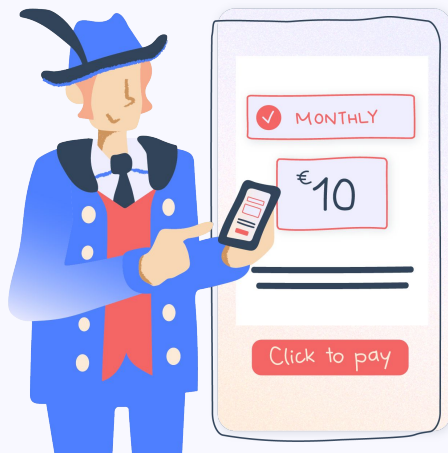


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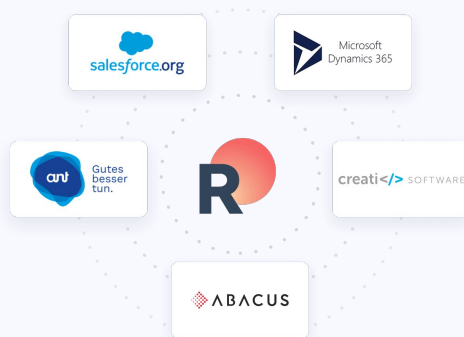
# RaiseNow's Product

Three solutions in one platform

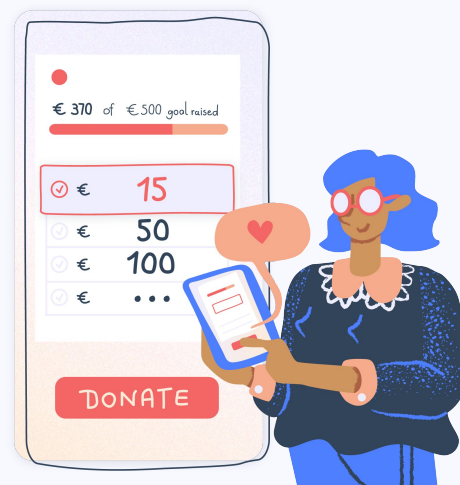
## Payments



## Integrations



## Donations





# The “by RaiseNow” Network



Empowering communities mit Koalect  
**Community Fundraising Tools.**

Read more about Koalect [here](#).



Maximizing fundraising with the perfect  
**CRM.**

Read more about gettup [here](#).

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# RaiseNow's Partnerships





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# RaiseNow's Customers



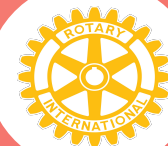
“RaiseNow has helped us to become more efficient in our online fundraising processes, particularly in setting up a process to reconcile the data flow and make it visible in the connected Salesforce database.”

Marta Vidal, Wikimedia



“In RaiseNow, we’ve found an innovative fundraising technology partner for the future.”

Manfred Ruf, UNICEF Switzerland



# Let's stay in contact!

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Web: <https://www.raisenow.com/en/press/news>

