

BACKABUDDY NPC

Press Kit

About BackaBuddy (BaB)

BackaBuddy is Africa's leading crowdfunding platform, empowering hundreds of thousands of people to donate to causes that matter most to them. Since 2015, BackaBuddy has helped over 90,000 individuals and organisations raise critical funds, enabling communities to turn compassion into meaningful action.

The platform exists to enable the power of human kindness, uniting people through generosity and showcasing the incredible impact that happens when communities come together to make good things happen.

Originally founded in 2008 by Sue Peiser, BackaBuddy entered a new chapter in 2015 when crowdfunding pioneer Patrick Schofield took the reins, alongside Catherine Du Plooy. Together with a growing team, they rebuilt and scaled the platform into Africa's leading donations site.

BackaBuddy's North Stars:

Impact – To make crowdfunding on BackaBuddy an option for anyone in Africa to raise the funds they need.

Trust – To give every donor clear evidence of what their donations achieved.

Key Impact Stats & Numbers

- **R800+ million raised**
- **128,000+ causes supported**
- **825 000+ charities funded**, including Gift of the Givers, Kolisi Foundation, and Rainbows and Smiles
- **800,000+ global donations processed**

Media Reach & Recognition

BackaBuddy's evidence-of-impact stories reach **over 10 million people annually** and have been featured across major national media platforms, including:

IOL | Sunday Times | Cape Talk | Good Things Guy | Daily Maverick | Carte Blanche | SABC News | eNCA | News24

Recent press releases include:

- *10-Year-Old Dancer From Mitchells Plain Prepares to Represent SA on Global Stage in New York* (12 Feb 2026)
- *Viral Street Musician Kutlwano Yika Turns Nationwide Street Performances Into Fan-Powered Touring Journey* (12 Feb 2026)
- *Prayers Pour In for Three-Year-Old in ICU After Rare Infection Mistaken for Sunburn* (19 Feb 2026)

Press Assets

Available upon request:

- High-resolution BackaBuddy logo (PNG, SVG, JPEG formats)
- Brand guidelines
- Platform screenshots
- Founder & leadership headshots
- Campaign imagery (with consent)
- Executive quotes
- Recent press releases

Contact Information

BackaBuddy NPC

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