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**Table S1. Snapshot of money raised by projects on Cancer Research UK.** Table shows money raised by the 43 projects that were live on Cancer Research UK on May 9, 2012 (data collected on this date from Cancer Research UK website:<http://myprojects.cancerresearchuk.org/projects>).

|  |  |
| --- | --- |
| **Funds raised (£)** | **Financial goal (£)** |
| 172,462 | 180,000 |
| 104,707 | 200,000 |
| 104,605 | 104,000 |
| 84,021 | 109,000 |
| 77,286 | 110,000 |
| 71,505 | 150,000 |
| 66,879 | 71,000 |
| 66,015 | 100,000 |
| 59,180 | 180,000 |
| 56,098 | 220,000 |
| 54,859 | 100,000 |
| 51,000 | 51,000 |
| 49,075 | 63,000 |
| 47,921 | 105,000 |
| 39,590 | 135,000 |
| 39,081 | 50,000 |
| 37,092 | 60,000 |
| 36,486 | 78,000 |
| 33,905 | 180,000 |
| 26,113 | 237,000 |
| 25,450 | 50,000 |
| 21,164 | 100,000 |
| 20,174 | 20,000 |
| 20,000 | 20,000 |
| 16,576 | 52,500 |
| 15,833 | 68,000 |
| 15,699 | 20,000 |
| 15,000 | 15,000 |
| 12,361 | 70,000 |
| 11,417 | 70,000 |
| 10,599 | 200,000 |
| 8,156 | 35,000 |
| 8,082 | 340,000 |
| 7,709 | 15,000 |
| 6,980 | 30,000 |
| 5,391 | 40,000 |
| 4,975 | 100,000 |
| 1,345 | 25,000 |
| 175 | 60,000 |
| 125 | 20,000 |
| 0 | 20,000 |
| 0 | 20,000 |
| 0 | 120,000 |