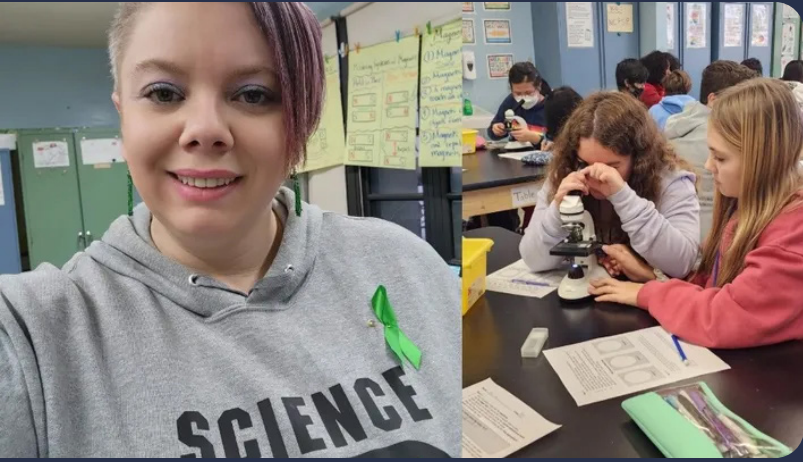


[gofundme.org](https://gofundme.org)



# FISCAL YEAR 2024 ANNUAL REPORT



# Letter from Our Executive Director

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**A**s I reflect on the past year, I am filled with immense gratitude and pride for the accomplishments and milestones we have achieved together.

Our mission is to quickly mobilize and distribute donations for individuals and communities impacted by crises, natural disasters, and social inequalities. This year has been a testament to the power of community and compassion. I'm excited to share highlights with you in this annual report.

This past year, we mobilized to get more money into the hands of people quickly and safely; we extended our reach further than ever before; we leveraged exciting new partnerships; we experimented and innovated to make it easier to collect and distribute funding; and we activated in moments of crisis, including the Maui wildfires and the Francis Scott Key Bridge collapse, serving as a destination for donors from across the globe to support recovery efforts. We launched and supported new philanthropic funds for partners; and partnered closely with GoFundMe, Inc. on their social impact priorities, including the new Weather Resilience Fund. We expanded our Board of Directors and celebrated Giving Tuesday by ringing the bell at NASDAQ.

This work is more critical than ever before — with weather-related disasters increasing in frequency and expense, the rising cost of living, and disparities continuing to plague our most marginalized communities. We continue to lead with empathy for our beneficiaries and partners. We strive to understand their unique situations and needs, always trusting the recipient to decide how to use the money we grant. That's our theory of change.

Our success is measured not just in dollars raised, but in impact — and the people and communities we were able to support. This year alone, we supported over 30 funds, and delivered over 8,000 grants to nonprofit and individual beneficiaries. I am humbled by the notes of resilience and hope that have filled our inboxes, reminding me of the incredible strength of the human spirit and the profound difference that small acts of kindness can make.



GoFundMe.org is more than just a vehicle; it is a beacon of hope and a catalyst for positive change. None of this would be possible without the unwavering support of our donors, partners, and champions. Your belief in our mission and your generosity have been the driving force behind our success. Together, we are building a brighter future, addressing complex problems, and bringing hope to people who need it.

Thank you for being a part of this incredible journey. I am excited for the year ahead and the countless lives we will continue to impact together.

With heartfelt gratitude,

*Amanda Brown Lierman*  
**Amanda Brown Lierman**

# Mission

GoFundMe.org was established in 2017 to provide a trusted, central place where donors can connect with the issues and causes they care about.

Our mission is to quickly mobilize and distribute donations for individuals and communities impacted by crises, natural disasters, and social inequalities.

## Our Impact

Since 2017, GoFundMe.org has worked with partners and organizations to raise over **\$166 million** across more than **200** funds, delivering **24,000+** grants to people with urgent needs, and organizations and programs driving critical social change.

## Total FY 2024 Impact — All GoFundMe.org-hosted Funds



Amount raised

**\$11,850,000**



# of grants issued

**8,150+**



# of donors

**38,500+**

“Whether it’s responding to the Covid-19 pandemic, the war in Ukraine or more recently the Maui wildfires, GoFundMe.org mobilizes quickly to identify people who need help. I appreciate that they act with transparency and with real efficiency as they move money where it’s needed most.”

— RON CONWAY, VENTURE CAPITALIST AND PHILANTHROPIST

# Crisis Response

“I am honored to join GoFundMe.org and contribute to expanding impactful philanthropy in support of those in critical need.”

— VIVIANNA GUZMAN,  
BOARD OF DIRECTORS,  
GOFUNDME.ORG

GoFundMe.org launched in 2017 as a vehicle to transform charitable donations in a crisis into fast relief for people who have lost everything. We’re proud of our reputation as a trusted place to donate money in the wake of a major disaster.

We host our own crisis funds, launching new funds as critical needs arise. We also host funds on behalf of partners, who come to us because they want to respond to an emergency and need our support to carry out their mission.

## Hurricane Relief Fund

Devastating hurricanes have become all-too-frequent occurrences in the United States, with vulnerable communities often bearing the burden of the worst impact. Each year, hundreds of people create fundraisers on the GoFundMe platform asking for help in the wake of a destructive hurricane.

After Hurricane Idalia hit Florida, we sent more than **245** grants to people in need, helping them begin to rebuild their lives.



Amount raised  
**over \$113,000**



# of grants issued  
**245+**



# of donors  
**230+**





## Wildfire Relief Fund

Wildfires that start quickly and burn out of control have become increasingly common in the western United States. These fires claim lives, destroy homes and property, and expose communities to harmful smoke.

Within **30** hours of the wildfires on the island of Maui in August 2023, we started sending direct cash grants to support people who lost loved ones, homes, and more.

Later in the year we distributed grants to **20** people whose lives were turned upside down when the record-breaking Smokehouse Creek Fire tore through the northeastern Texas panhandle and western Oklahoma.



Amount raised

**\$1.4 million**



# of grants issued

**2,250+**



# of donors

**7,260+**

“It’s not just money that has helped us, it’s the thought of someone caring to help instead of going on with their daily lives. With each and every donation I know every one of those people wanted to make a difference to the ones they were donating to.”

— GRANTEE

### Hyperwallet Payouts

Six months after the deadly wildfires on Maui, we worked with the disaster response charity Global Empowerment Mission (GEM), to identify people who were still without housing. We sent grants to more than 70 people to help them pay for temporary housing, bills, or rebuilding efforts.

We used Hyperwallet, a Paypal Company, to disperse these grants. With Hyperwallet, recipients get to choose how to receive their grant — via Venmo, PayPal, a bank transfer, or a bank card.

In addition to aligning with our values around promoting equity and empowering grantees, this program illustrates our ongoing effort to find new solutions to direct and empathetic granting in a crisis.

## Help Maui Rise Fund

When wildfires hit Maui, Hawai'i local Kenna Reed wanted to provide trusted aid to the displaced 'ohana of Lāhainā and Kula quickly and directly. After her Google sheet of verified people who lost their homes and livelihoods went viral, she started a fund to raise money to help those impacted. Reed turned to us to distribute the money.

The fund raised over **\$790,000** and continues to grow, turning **98.8%** of the donations into grants for wildfire survivors seeking help on the GoFundMe platform. Grants were distributed equitably as donations came in. In all, nearly **1,300** individual fundraisers received a minimum **\$400** grant from the Help Maui Rise fund.

“It means the world seeing how much GoFundMe.org truly cares about our cause. Even in the moments where I've felt discouraged or worn out, their passion and desire to help those in need have motivated me to keep going. I truly feel like they're a vital part of our organization.”

— KENNA REED, FOUNDER,  
HELP MAUI RISE



## Help the People of Lahaina and West Maui Fund

The Cain, Dyer, and Barnes families grew up spending summers running through the streets of Lahaina and across the beaches of Kaanapali. Some members of their families live there year-round and run local businesses.



Many of their friends and acquaintances were among those affected by the Maui wildfires of August 2023, losing property, businesses, and loved ones. So, Will Cain and several family friends started a fund to help.

In the early days, no one knew exactly how the money raised would benefit residents of west Maui. Donors were asked to trust that their donations would help those who need it most. We were honored to provide a home for tax-deductible donations to this cause, and later, to distribute meaningful philanthropic grants.

The fund raised over **\$2.6 million** with more than **22,000** donors from **51** countries contributing.



Amount raised

**\$2.6 million+**



# of grants issued

**200+**



# of donors

**22,000+**

“I was touched as Mr. Cain reported on Fox And Friends this morning what donations were doing, helping people who lost everything. I have been blessed and could not sit here and not help. Sending prayers to all!”

— FUND DONOR





## Brawner Families Relief Fund

When a container ship collided with the Francis Scott Key Bridge in Baltimore, Maryland on March 26, 2024, the entire bridge collapsed, plunging the structure into the water. We partnered with Brawner Builders Inc., the construction company that employed six of the workers who lost their lives when the bridge collapsed, to host a fund for the families of the victims.

Our priority was to quickly and sensitively establish a trusted place for donors to give in the face of intense media scrutiny, multiple fundraisers, and conflicting information.

A total of **\$167,550** was raised for the families of the workers who perished.

“The compassion, cooperation, attention, and dedication of the GoFundMe.org team was unparalleled.”

— DAVID BERKHIMER, VICE PRESIDENT, INFRASTRUCTURE, BRAWNER BUILDERS

### Our Approach



#### Donations have a direct impact.

Thanks to generous support and services from GoFundMe, Inc., donations to GoFundMe.org go directly to help people or nonprofits, not to cover our operating costs.



#### We work to improve outcomes for all.

We strive to ensure that our grantmaking policies and practices minimize bias, advance equity and justice, and promote inclusion.



#### Money is distributed quickly.

We issue grants in the immediate aftermath of a crisis to people most affected, sometimes within hours.



#### We trust grant recipients.

Within the context and purpose of each fund, grants are almost always unrestricted; we empower grant recipients to use the money as they see fit, given their unique set of circumstances.

# Philanthropic Collaborations



PHOTO: Welcome.US

It's an honor to support our partners' diverse philanthropic efforts. Since our founding, our partners have collectively raised more than \$100 million.

Some partnerships are born out of a crisis moment and others represent a longstanding mutual commitment to advancing justice, equity, and opportunity at home and around the world.

We tailor our partner fund programs to each organization's unique social impact goals. Thanks to their dedication and hard work, our incredible partner organizations took in substantial donations this year. We had the privilege of distributing thousands of grants on their behalf and at their bequest.

## Partner Portfolio Impact — FY 2024



Amount raised

over **\$9.8 million**



# of grants issued

over **\$5.7 million**



# of donors

**5,370+**

## Partner Highlights



PHOTOS: Welcome.US

- On International Women’s Day, the Obama Foundation launched and funded 14 new projects giving young girls around the world access to education. We worked together to launch and fund a total of over 70 projects this fiscal year.
- Welcome.US launched a new program to support their Welcome Connect program, matching refugees with sponsors who help them successfully settle in the U.S. We continued our partnership on the Welcome Fund, issuing many sponsor mobilization grants to nonprofits welcoming newcomers.
- Mattel continued their corporate social responsibility work with their Barbie Dream Gap Fund, working with us to grant to U.S. nonprofits that empower girls to achieve their full potential.
- The AAPI Community Fund continued to support the Asian American and Pacific Islander community. At the annual Goldhouse Gala, a firefighter who lost his home while fighting the Maui wildfires received a surprise grant.

“I had to fight back the tears when I heard about the donation. Please give my Aloha to those who made that happen. I cannot express how much it means and how much it will help. Thank you again.”

— GRANTEE

- The Ukraine Humanitarian Fund supported the work of Operation White Stork, a nonprofit operated by U.S. veterans that delivers high quality first aid kits directly to Ukraine’s wounded fighters.
- The Asian American Foundation continued their commitment to support those affected by a hate crime, partnering with us to issue direct cash grants to victims and their families.

Partner Spotlight

## Community Sponsorship Hub Support for Refugee Students

Community Sponsorship Hub (CSH) works to empower communities to welcome refugees to the U.S. We first partnered with them on their Sponsor Fund and were thrilled when they asked us to help them launch a new program, the Campus Catalyst Fund.

The Campus Catalyst Fund provides grants to higher education institutions so their campus sponsor groups can more easily participate in the Welcome Corps on Campus program. Institutions can apply for a grant of up to **\$15,000** per student to support direct student costs such as tuition, room and board, books, laptops, phone, clothing, transportation and pocket money.

By giving campus sponsors the resources needed to welcome refugee students, Campus Catalyst Grants diversify and enrich life on U.S. campuses, and ease the road to a diploma for refugee students who have already traveled so far.

“The Campus Catalyst Grant not only enabled us to join the first cohort, but allowed us to apply to welcome not one, but two refugee students.”

— CHRISTINA A. KILBY, PH. D., JAMES MADISON UNIVERSITY



PHOTO: Community Sponsorship Hub

Partner Spotlight

## Welcome.US

### A New Life for Tetiana and Serhii

Prithvi Mulchandani knows firsthand what it feels like to come to a new country, having emigrated to the U.S. in 1990. “I came in under very different, much more privileged circumstances,” said Prithvi. “But still, even for me, it was hard acclimating to a brand new culture and learning a hundred different things.”

Prithvi’s experience motivated him to be a sponsor for newcomers arriving in the U.S. Earlier this year, he sent an email out to his network to ask for support. A neighbor offered to help; she and her husband joined Prithvi and his wife, along with two more friends, to sponsor Ukrainians starting a new life in Northern Virginia.

After raising \$6,000 to pay for expenses — everything from housing and furniture to kitchenware and clothes — they received an additional \$2,000 through a matching grant partnership between Welcome.US and GoFundMe.org. The grant allowed them to provide even more financial support and stability to the newcomers.

#### A sponsorship match

Tetiana and her husband Serhii are from the city of Izyum in Kharkiv, near the Russian border. After Russia invaded Ukraine, and Izyum was almost completely destroyed, they moved to southwestern Ukraine. After several difficult months, the couple fled to Poland.

In September 2023, Tetiana discovered Welcome Connect. After registering, she was relieved to find that she had received messages from several potential sponsors in the U.S. One of them was Prithvi.

#### Another chance at life

Tetiana, Serhii and their dog, Uma, arrived in Virginia in early June. Now they are successfully settling into their new lives, thanks to the incredible support of their sponsors. “It’s a very important mission because a sponsor gives a person another chance at life,” said Tetiana. She added, “It’s so important that people are willing to help and willing to help for free. I am very thankful for that.”

For Prithvi, sponsorship has been “everything that I was hoping for and more.” He says that since Tetiana and Serhii arrived, he has been so happy to see the change in their demeanor. “I love how every time we see them — we get together for lunch or we drop something off at their place — you can kind of see them relax.”

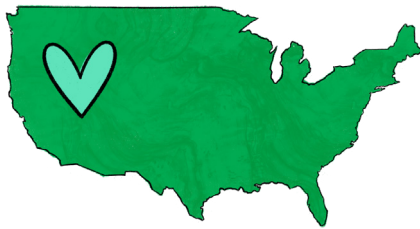


PHOTOS: Welcome.US

# Our Strategic Partnership with GoFundMe, Inc.

GoFundMe, Inc. generously donates technology, services, and other resources at no charge so GoFundMe.org may carry out our charitable purpose. This support lets us operate at a **96%** efficiency rate — well above the industry standard.

We also have access to a stellar interdisciplinary team that empowers our mission. We (and our partners) benefit from GoFundMe's expertise in several key areas:



Risk and Compliance  
Trust and Safety  
Marketing  
Data Science and Research  
Technology, Product, Payments, and Operations

Customer Success  
Legal  
Corporate Communications  
Engagement and Digital Strategy

For our part, we're proud to be a home for GoFundMe's social impact initiatives, and to promote our shared values around kindness, justice, and opportunity with donors and partners.

“GoFundMe.org is at the forefront of driving social impact around the world. Through initiatives like the Hurricane and Wildfire Relief funds, and partner campaigns such as Help Maui Rise and Stand With Ukraine, GoFundMe.org mobilizes grassroots efforts to deliver crucial aid swiftly and securely to those in need.

These fundraisers are lifelines for individuals and communities facing unprecedented challenges. We are immensely grateful to partner with GoFundMe.org to facilitate tax-deductible contributions that translate into immediate, direct relief for those who need it most. Together, we can continue to build resilience and strengthen the fabric of communities in need.”

— TIM CADOGAN, CEO, GOFUNDME

# Social Impact Collaboration

In FY 2024, we supported three social impact collaborations with GoFundMe, Inc., equitably granting the money out to individuals in crisis and vetted organizations providing aid.



Amount raised

**\$509,000+**



# of grants issued

**1,125+**



# of donors

**1,800+**

## Essentials Fund

Every day, Americans make hard choices about paying for daily essentials or going without. Everything from eggs and gas, to child care and mortgage payments, cost significantly more today than just a few years ago.

The purpose of the Essentials Fund is to help alleviate this stress for as many individuals and families as we can. This fund has raised over **\$1 million** since its launch in 2020. Over **3,500** grants have been distributed to date.

In FY 2024 more than **1,100** people received an Essentials grant to help pay for basic necessities we know people cannot do without, like food, housing, and clothes.

We raised our fundraising goal to **\$1.75 million** this year, in hopes of providing much-needed support to more people.

We also raised the amount of individual grants to **\$500**, given generous support from our partner, GoFundMe, Inc., and the very real needs of so many people reflected on the GoFundMe platform.

“I am just so very thankful for those that are in a position to help and choose to do so. It means so much to those of us in need.”

—GRANTEE

“The grant that was given to me will be used to pay our rent and we are so thankful.”

—GRANTEE

## Education Opportunity Fund

The purpose of the Education Opportunity fund is to support educators and organizations dedicated to helping students grow. This fund has raised over **\$190K** since its launch in 2020. Over **400** grants have been distributed to date.



Every year, public school teachers spend their own money to purchase classroom supplies. An industry report from MyeLearningworld.com reveals that teachers are spending more than ever before on classroom supplies.

According to the report, teachers in the United States “spent an estimated **\$3.24 billion** on essential classroom items in 2023, like pencils, paper, cleaning supplies, books, software, and other materials.”

We surprised over **200** educators with grants directly to their fundraisers with money from our Education Opportunity Fund.



Amount raised  
**\$81,000+**



# of grants issued  
**220+**



# of donors  
**810+**

“It’s validating to know that people still care about formative education and the teachers who are doing their best to prepare students for the changing landscape of schooling in general.”

— M. THORNTON, MIDDLE SCHOOL TEACHER

“I will use this grant to help supply my classroom with manipulatives, books, and student supplies for the students who cannot afford school supplies. I am beyond grateful for the generous donations from all who had a part in this.”

— J. HURD, 2<sup>ND</sup> GRADE TEACHER

[www.myelearningworld.com/teacher-spending-2023-report/](http://www.myelearningworld.com/teacher-spending-2023-report/)



## Weather Resilience Fund

Record-breaking heat waves, intense storms, widespread flooding, severe droughts, and deadly wildfires have become more frequent and more costly. We see this reality play out every day on the GoFundMe platform as Americans turn to crowdfunding for help recovering and rebuilding in the wake of an extreme weather event.

This new normal demands a new approach. In May we launched a Weather Resilience Fund to support people and communities in the U.S. impacted by natural disasters and extreme weather events.

GoFundMe, Inc. helped us launch the fund with a **\$2 million** contribution. Resilience is an exciting new focus for us that complements our ongoing funding of disaster relief and recovery.

Our goal with this fund is to bring our hyper local and direct impact model to bear in as many communities as we can, providing grants to equip people and communities with the products and solutions

they need to withstand extreme weather. We want to support low-income and marginalized communities with this fund, understanding that those who suffer the most in weather-related crises typically have the fewest resources.



“The new normal of weather-related disasters demands an approach that enables everyone, including at-risk communities, to proactively address the impacts of extreme weather. Through the Weather Resilience Fund we will help people adapt to weather conditions which pose an increasing risk to health and security.”

— KIM WILFORD, BOARD CHAIR, GOFUNDME.ORG

Spotlight on Resilience

## Helping California Families Adapt to New Weather Extremes

The Weather Resilience Fund will invest in programs to arm vulnerable communities with the support they need. In a program already underway, we've partnered with local community organizations *Comite Civico del Valle (CCV)* and *Central California Environmental Justice Network (CCEJN)* to provide weather-resilient home solutions for approximately 300 low-income households in California's Central and Imperial Valleys, regions plagued by extreme heat and air pollution.

CCV is a 501 (c)(3) organization based in Imperial County, California that works to improve the lives of disadvantaged communities by informing, educating, and engaging the community's civic participation. CCEJN's mission is to eliminate negative environmental impacts in low-income communities and communities of color in California's Central Valley.

Through operational grants from the Weather Resilience Fund, CCV and CCEJN will identify program recipients and oversee the process of equipping their homes with air purifiers, water filtration devices, and ductless mini-split air conditioners. Once the households are identified (in summer 2024), we'll start installing products and testing outcomes.



“The San Joaquin Valley is one of the most vulnerable regions in the country to extreme heat and climate change, as well as historic environmental injustices. We're excited to partner with [GoFundMe.org](https://www.gofundme.org) to provide our communities with safe drinking water, improved indoor air quality, and heat relief.”

—NAYAMIN MARTINEZ, EXECUTIVE DIRECTOR, CCEJN

## Promoting Resilience Ahead of Florida's Hurricane Season

We also gave **1,000** residents of Florida, living in designated high-risk storm zones, **\$500** grants to help them prepare for hurricane season. To do this, we partnered with Propel, a company that helps low-income Americans manage their benefits, save money, and earn income via a free mobile app. With a **\$500,000** grant from this fund, Propel offered users the opportunity to claim a grant ahead of hurricane season, based on their FEMA NRI risk score. Propel then sent grants directly to users who qualified.

Grantees were free to use the money for whatever they needed. Most people purchased supplies like flashlights, batteries, food, and water, or put the funds towards car repairs, purchasing generators or installing shutters.

The early feedback is that this kind of proactive, unrestricted support is extremely powerful. We have big plans for this fund, and hope to support many more programs around weather resilience in the coming years.

“I am beyond grateful because I really didn't know what I was going to do. I appreciate each and everyone [who donated to this fund].”

— GRANTEE

“I want to say thank you for even thinking to help me and my family. I never receive help. I'm always the one giving but sometimes you have to understand receiving help doesn't mean it's a bad thing. I'm taking this as it's a blessing. I hope this message reaches each and every person that donated to make this possible for me and my children.”

— GRANTEE



# Looking Ahead

Our strategic plan for the year ahead is ambitious, yet deliberate.

We will build on our strong foundation of disaster and crisis response while we continue to innovate and improve across our services and operations.

We'll focus on delivering value for our partners and attracting new ones, with an emphasis on building coalitions to support the funds in the portfolio. We'll do even more to engage with donors, showing them what their donations can achieve in our areas of impact.

As we finish installing our weather resilience project in California, we'll fund additional models of resilience, helping more communities across the country adapt and thrive in the face of the threats posed by extreme weather.

We'll do all of this and more with an eye on our ultimate goal: to be the first and best destination for those eager to help in response to crises or inequities.

Thank you for being a part of our community and our success.



Appendix —

# Our FY 2024 Funds

## Active:

[Weather Resilience Fund](#)

[Essentials Fund](#)

[Education Opportunity Fund](#)

[2024 Wildfire Relief](#)

[2024 Hurricane Relief](#)

[Help Maui Rise](#)

[Browner Families Relief Fund](#)

[Welcome Fund with Welcome.us](#)

[Girls Opportunity Alliance with the Obama Foundation](#)

[Barbie Dream Gap Fund with Mattel](#)

[Support the AAPI Community Fund](#)

[TAAF AAPI Emergency Relief Funding](#)

[Sponsor Fund with Community Sponsorship Hub](#)

[Campus Catalyst Fund with Community Sponsorship Hub](#)

[RAGBRAI Community Fund 2024](#)

[Ukraine Humanitarian](#)

[Stand With Ukraine with Mila Kunis and Ashton Kutcher](#)

[Ukrainian Orphans Need Your Help](#)

## Closed in FY 2024:

[2023 Wildfire Relief Fund](#)

[Help the People of Lahina and West Maui](#)

[2023 Hurricane Relief Fund](#)

[Thirsty for Change: 5th Annual Fund with Pattie Gonia 2023](#)

[Stable Road Foundation](#)