

gofundme.org

Annual Report



photo: Direct Relief

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July 1, 2021 - June 30, 2022

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GoFundMe.org

Overview

A more powerful way of giving.

YOU GIVE



You give a tax-deductible donation to GoFundMe.org in a category you are passionate about.

WE DELIVER



GoFundMe.org distributes your donation to support verified individual fundraisers and vetted charities aligned with the category's purpose.

YOU RECEIVE



Updates are sent to you and all the other donors that collectively supported that category as grants are sent.

AT A GLANCE

Since 2017

- Raised and distributed over **\$140M**
- Hosted over **150 fundraisers**
- Issued over **11,000 grants**
- Supported projects in over **46 countries**
- Operate consistently at a **96% efficiency rate**
- Hosted **4** of GoFundMe's largest fundraisers ever

Fund Categories

- Humanitarian Aid
 - Emergency Relief
 - Natural Disasters
 - COVID-19 Pandemic
- Issue Areas
 - Education
 - Social Justice
 - Environment
 - Other: Basic Needs, Animal Rescue, Mental Health



MISSION

To provide fast and effective relief to people impacted by disasters, and to fund educational and other charitable initiatives.

WHO WE ARE

A registered 501(c)(3) public nonprofit that simplifies your giving, eliminating the paradox of choice, by providing a centralized place to give that benefits many. A single tax-deductible donation can support both individuals and charities so that your donation goes even further and has a stronger impact by pooling your giving with others

WHY WE'RE UNIQUE

GoFundMe.org acts quickly, setting up new funds in a matter of hours and delivering grants within days. GoFundMe.org offers donors a centralized and easy place to give, that efficiently and rapidly distributes funds to both nonprofits and individuals in crisis. As current societal issues play out on the GoFundMe platform, our partnership ensures we are well positioned to fundraise and provide help where it is needed most at any given time.

This partnership also enables GoFundMe.org to operate at an unusually high efficiency rate of 96% as the GoFundMe platform subsidizes the substantial majority of our operating costs. This ensures your donations go directly to those who need them, not our administrative expenses.

HOW WE WORK

We partner closely with the GoFundMe platform and its Trust & Safety and compliance teams to ensure that donations to a GoFundMe.org fundraiser are benefiting vetted charities and verified individual fundraisers that meet the charitable criteria. This enables us to be a trusted place to responsibly distribute your donations and securely send funds to effective organizations and individuals in true need.

We also partner with brands, corporations, and individuals who want to take action on charitable initiatives and need help to raise and disperse funds efficiently.



YEAR AT A GLANCE

FISCAL YEAR 2022

TOTAL RAISED

Nearly \$65 Million Raised

NUMBER OF DONORS

Over 160,000 Donors

GRANTS TO NONPROFITS

Over 775 Grants

GRANTS TO INDIVIDUAL CHARITABLE FUNDRAISERS

Over 1,400 Grants



FUNDS LAUNCHED:



COMPLETED FUNDS

- Afghanistan Relief (2 funds)
- America's Food Fund
- COVID Relief Fund
- Gay Cities LGBTQ+ Nightlife Relief
- Hurricane 2021 Relief
- Pattie Gonia A Fundraiser That's Not a Drag
- Small Business Relief Fund
- Tornado Relief 2021 (3 funds)
- Wildfire Relief 2021

ONGOING FUNDS

Cause Funds:

- Animal Rescue
- Basic Necessities
- Justice & Equality
- Learning & Education
- Mental Health
- Pride
- Save the Environment
- Veterans
- Young ChangeMakers

Collaborative Funds:

- AAPI Community Fund
- Barbie Dream Gap
- Express Dream Big
- Girls Opportunity Alliance
- Poussey Washington Fund

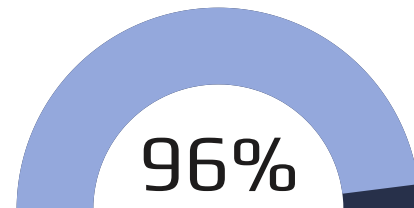
YEAR'S PARTNERS:

- | | | | | |
|-------------------------------|-----------------------|---------------------|---------------------|-------------------------------|
| • Andy Shevchenko | • Express | • Leonardo DiCaprio | • Phillip Lim | • USAID |
| • Ashton Kutcher + Mila Kunis | • Frederick Joseph | • Mattel | • Renie Anderson | • US Dept. of State |
| • BuzzFeed | • Global Giving | • Michael Brun | • Sunflower Academy | • Veritus + Freedom Institute |
| • Chris Vogt | • Laurene Powell Jobs | • Obama Foundation | • TAAF | • Welcome.US |

Donation Totals by Category

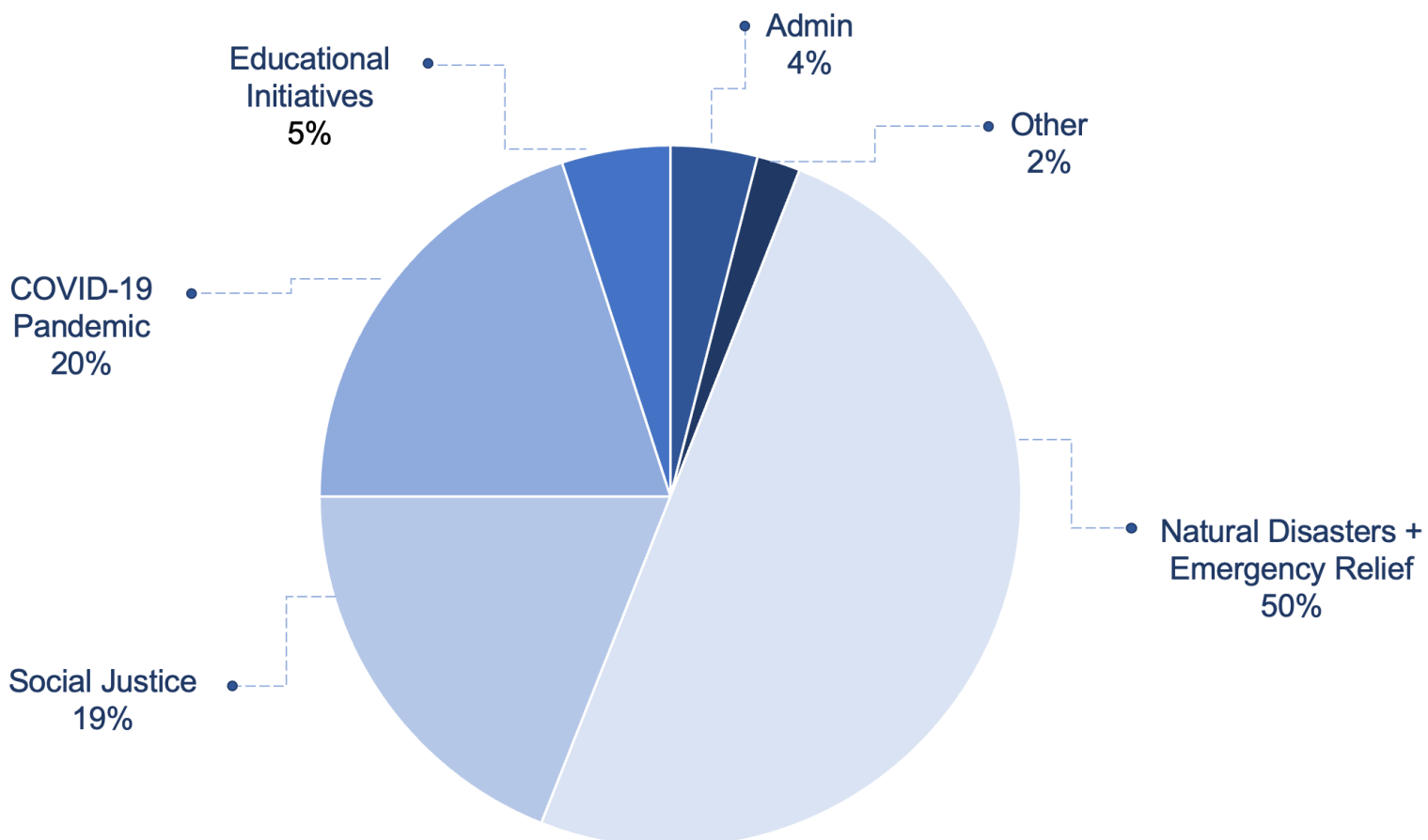
Efficiency Rate

(as of Q4 2022)



GoFundMe.org operates at an unusually high efficiency rate of 96% because GoFundMe, Inc. subsidizes the substantial majority of GoFundMe.org's operating costs. This means that \$0.96 of every dollar you donate goes directly to those who need them, not administrative expenses.

Fundraising Categories by Donation Volume Since 2017:



Timeline: Funds Launched + Completed

August 2021

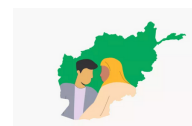
2021 Hurricane Relief Fund Launched + Completed

When yet another hurricane season was upon us, this fund was launched to support urgent and long-term relief efforts for those impacted by hurricanes across the US in 2021. **Over \$110,000** was raised, **over 160 grants** were sent to verified individual fundraisers helping those directly impacted, and one grant benefited a charity focused on long-term recovery.



Afghanistan Relief Upon U.S Troop Withdrawal (3 Funds) Launched + Completed

A relief fund launched the **same day** the U.S. withdrew its troops from Afghanistan and the Taliban took control. **BuzzFeed** also launched a humanitarian relief fund shortly after. Combined, the two funds raised **over \$90,000** and supported various humanitarian relief efforts, including food relief, helping displaced people and schools, supporting on-the-ground journalists, and more. The **Welcome Fund** was then launched in **partnership with Welcome.US** to provide vital funding for resettlement efforts to new Afghan neighbors in communities across the US. It raised **over \$16M**, and grants have benefited over **160 nonprofits** to help create opportunities and meet housing needs.



Welcome Fund

Haiti Relief Fund Launched

Following Tropical Storm Grace and a 7.2 magnitude earthquake that struck Haiti, this fund was created in partnership with DJ Michael Brun to provide vital relief efforts such as food, fuel, water, medicine, and shelter. **Over \$15,000** has been raised and distributed to **6 charitable beneficiaries** on the ground.



September 2021

TAAF AAPI Emergency Relief Fund Launched

The Asian American Foundation (TAAF) partnered with GoFundMe.org to raise funds that enable fast, flexible support to those who have been the subject of violent hate crimes and need to heal, recover, and stay safe. **Over \$500,000 has been raised** to date.



November 2021

A Fundraiser That's Not a Drag Launched + Completed

For the third holiday season in a row, this fund was started in partnership with **Pattie Gonia**, drag queen and environmental activist who raised **over \$820,000** to benefit **5 selected organizations** that support diversity and inclusion in making the outdoors a more equitable place.



December 2021

Tornado Relief 2021 (3 Funds) Launched + Completed

A general relief fund was **launched the morning after** destructive tornadoes struck Kentucky, Tennessee, Illinois, Arkansas, and Missouri on December 10, 2021. **Over \$210,000** was raised and granted to **over 280 verified individual GoFundMe fundraisers** to help those impacted. Two other partner funds were also launched. One with **Renie Anderson** and the other **Chris Vogt**, two Kentucky natives who wanted to take action and support those impacted by the destructive tornadoes that hit their communities. Combined, the two funds **raised over \$425,000** that was dispersed to vetted nonprofits and resource centers providing aid.



February + March 2022

Ukraine Humanitarian (5 fundraisers) Launched

A relief fund launched the same day Russia invaded Ukraine to support the millions of people who faced a severe humanitarian crisis as they were displaced by devastating violence. To date, **over \$2.5M** has been raised, and grants have been sent to **over 30 quality organizations** recommended by **USAID** and **Global Giving**. The **Stand With Ukraine** fundraiser was created with **Mila Kunis** and **Ashton Kutcher** to support Airbnb.org and Flexport.org, two nonprofits providing housing and critical relief supplies to refugees fleeing Ukraine. To date, this fund has raised **over \$36M, is the second largest GoFundMe fundraiser ever**, and incoming donations were quickly transferred to the two beneficiaries within **48 hours** of the fund's launch. **Andriy Shevchenko** launched the **Play Your Part** fundraiser in partnership with GoFundMe.org and has raised **over \$209,000** so far. Another humanitarian relief fundraiser was also launched in partnership with **BuzzFeed**, and GoFundMe.org is acting as a fiscal sponsor to Ukrainian based NGO, Sunflower Academy, to help care for orphaned children.



April 2022

"Because of this food, I will be able to buy my daughter a warm coat this winter"
- Grantee

Small Business Relief Fund Completed

Launched in 2020 together with **Yelp**, **Intuit**, and **GoDaddy**, we issued grants to small businesses negatively impacted by COVID-19. **Over \$2M** was raised, and **over 5,000 grants** were sent to verified small businesses.



Gay Cities LGBTQ+ Nightlife Relief Fund Completed

During the height of the pandemic, this fundraiser was started to support local LGBTQ nightlife venues in the US to survive. **Over \$65,000** was raised and grants were sent to qualified fundraisers for venues in need of help and one larger grant to NYC Nightlife United which served the same purpose.



America's Food Fund Completed

Launched in 2020 at the outset of COVID and together with **Leonardo DiCaprio**, **Laurene Powell Jobs**, **Apple**, and **The Ford Foundation** to help ensure that all people have reliable access to food in the United States. **AFF is the largest GoFundMe Fundraiser to date raising over \$45M**. The beneficiaries of this fund were Feeding America, World Central Kitchen, No Kid Hungry, Save the Children, and Urban School Food Alliance.



The #SayGay Fund Launched + Completed

When the Florida Senate passed the "Don't Say Gay" bill banning "classroom discussion about sexual orientation or gender identity" in primary schools, this fund was created with **Frederick Joseph**. **Over \$32,000** was raised and distributed to **3 nonprofits** that support LGBTQ+ youth and policy.



Welcome Fund – All Launched

A new Welcome Fund was launched with **Welcome.US** to include all refugees from Ukraine, Afghanistan, and others fleeing their homelands in search of a new and safe life in the US. To date, **over \$800,000** has been raised.



Veritus Hope Fund Launched

This fund was created with the **Freedom Institute** and **Veritus** to support healthcare workers seeking mental health care due to trauma from the pandemic. To date, **over \$12,000** has been raised.



May 2022

Eat More, Share More, Love More Fund Launched

In partnership with **Phillip Lim** and **Panda Express**, this fund was created to celebrate Asian Americans & Pacific Islander Heritage Month by uplifting those in need to have access to safe and nutritious food. To date, **over \$50,000** has been raised.



COVID-19 Relief Fund Completed

When the COVID-19 pandemic changed life as we knew it, this fund was created to help those around the world negatively impacted by COVID-19. It helped to provide PPE, fund medical/memorial related costs, support those put out of work, and more. **Over \$535,000 was raised, and over 550 grants were sent** to verified fundraisers for those in need of relief.



Wildfire Relief Fund 2021 Completed

Launched to support urgent and long-term relief efforts for those impacted by wildfires across the US in 2021. **Over \$210,000** was raised, and **over 280 grants** were sent to verified fundraisers for individuals impacted and to charities focusing on long-term rebuild efforts.



Wildfire Relief Fund 2022 Launched

Every year, devastating and destructive wildfires burn millions of acres across the United States, taking the lives and homes of too many. To prepare for another wildfire season, this fund was started to directly support those impacted by the wildfires of 2022.



Robb Elementary Relief Fund Launched

When a gunman opened fire on Robb Elementary School, this fund was created to support the victim's families, survivors, and the community of Uvalde, TX after the tragic shooting. **Over \$210,000** was raised.



Afghanistan Earthquake Relief Fund Launched

This fund was started to support vetted charities helping those affected by the 6.1 magnitude earthquake that struck eastern Afghanistan overnight.



June 2022



"I am grateful beyond measure for your support! This is a difficult time for so many. It brings me hope and such joy to be receiving the blessings and generosity of our world coming together to offer support. The future is so unclear at this point, but moving forward is the only direction we can go. It is uncertain when our business will be able to return to healthy working conditions and raises the question of how we can financially recover from our professional and personal losses. So all future donations and support will go towards recovering incurred losses, and towards building a more sustainable foundation for the future." - Grantee

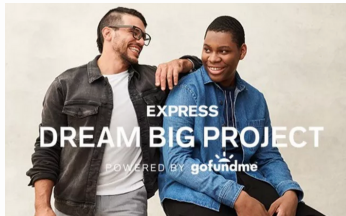
Ongoing Collaborative Funds

Funds launched in past years that remain active



AAPI Community Fund

Asian Pacific Islander (API) community leaders partnered with GoFundMe.org following the increase in violence against the API community to identify and support local nonprofits working to uplift, empower, and create equity for this community. Since this fund's launch in March 2020, **over \$7M** has been raised from over **55,000 donors**, over **100 grants** have been sent in over **20 states**, and this initiative continues. Major corporate donations were received from entities such as **YouTube, Panda Express, and H&M.**



Express Dream Big

As part of its corporate social responsibility initiative, Express collaborates with GoFundMe.org to make donations to various causes, over the last few years.

Since 2020, **over \$1.2M** has been raised and distributed. This past fiscal year Express raised **more than \$850,000** to benefit Big Brothers Big Sisters in support of their mutual mission to empower people to follow their dreams. This initiative continues.



Barbie Dream Gap

Research shows that at around the age of 5, girls start losing confidence – this is known as the dream gap. In partnership with Mattel, this project raises money to provide girls with the resources they need to reach their full potential and close the dream gap. Since 2019, **over \$650,000** has been raised and distributed, and this past fiscal year **\$100,000** was raised and distributed to **3 nonprofit grantees** whose mission is to break down barriers and support the next generation of leaders. This initiative continues.

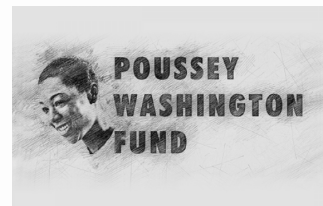
"I want to live in a world where no one has to fear being attacked simply for who they are. Together we can build a better world for future generations"

–DONOR



Girls Opportunity Alliance

The Girls Opportunity Alliance, a program of the Obama Foundation, in partnership with GoFundMe.org, has raised **more than \$2.7M** since 2018 and this past fiscal year sent more than **\$1M in grants to 18 community based organizations** working to invest in girls' education and empowerment around the world to provide adolescent girls with opportunities to fulfill their potential. This initiative continues.



Poussey Washington Fund

The Orange Is The New Black team partnered with GoFundMe.org to create this fund supporting organizations in their effort to rethink, revise, and reform justice in the US. Since 2018 **over \$515,000** has been raised and distributed. Donations to this fund continue to benefit **8 nonprofits** focused on social issues surrounding criminal justice, policy reform, immigrants' rights, and helping those affected by mass incarceration.

Cause Funds

Funds launched in past years that remain ongoing

GoFundMe Causes provide a way for donors to align with causes they care about by supporting ongoing issue-driven funds with tax-deductible donations that help both individuals and charities. All of GoFundMe Causes are powered by GoFundMe.org, which receives all donations and manages the general fundraiser for each Cause. GoFundMe.org then reviews fundraisers to confirm their beneficiaries are part of the charitable class and turns donations to the general fund into grants to help both individuals and organizations that have been directly impacted and/or working to provide change.

GoFundMe.org is excited to announce that in partnership with the GoFundMe platform. We are currently working on a new version of Causes to make it even easier for people to support issues they care about, and get more support to people in need. Stay tuned.



Basic Necessities

This fund distributes grants to help individuals access their most essential needs such as shelter, food, and clothing. In total, **over \$550,000** has been raised. During the last fiscal year, grants benefitted **over 330** verified **individual fundraisers** for those in need.



Pride

This fund supports the needs of the LGBTQ+ community through the creation of safe spaces, promoting inclusion, providing mental health resources, and advocacy work. In total **over \$18,000** has been raised. This past fiscal year, grants benefitted **25** verified **fundraisers** working to support this community.



Young ChangeMakers

This fund supports youth with big dreams who are working to make these dreams a reality. In total, over **\$140,000** was raised. In the last year, grants benefitted **5** verified **fundraisers** for kids leading projects to better their communities and create positive change.



Learning + Education

This fund supports equal learning opportunities and educational expenses for grades K-12. In total, **over \$105,000** has been raised. During this last fiscal year, grants benefitted **over 80** verified **fundraisers** supporting the educational needs of many by supplying classroom libraries with books to provide resources for students and teachers to safely conduct in-person and remote schooling amidst the pandemic.



Save the Environment

This fund supports a range of environmental projects to fight climate change, clean up pollution, and create a sustainable foundation for the future. In total, **over \$75,000** has been raised. In the last fiscal year, grants benefitted **over 45** verified **fundraisers** working to save the planet through projects such as caring for school gardens, ocean conservation programs, the operation of a recycling center, and the development of hydration stations for reusable water bottles.

**No action was taken during this time for Animal Rescue (over \$19,000), Justice + Equality (over \$1.2M), Veterans (over \$5,000), or Mental Health (over \$45,000). However, these Cause Funds remain seeking donations as majority of funds raised have been distributed in past fiscal years. Amounts stated represent the amounts raised in total to date.*

Reflection + Vision from ED



There is so much good in this world

It is challenging to see past the extreme hardships, crises, and economic fluctuations that the world has endured from the ongoing challenges of the COVID-19 pandemic, the withdrawal of US troops from Afghanistan, and the Russian invasion of Ukraine, just to name a few. All the while, we still faced other natural and man-made disasters and saw the continued impact of societal inequalities and climate change.

Yet together through it all, you, our donors, are part of the community of changemakers and those who take action when the need arises. You give generously to help people locally and around the world. By coming together, whether with \$5 or \$1M donations, a timely share or shout-out, we raised nearly \$65M in this past fiscal year alone. Your donations directly benefited many families and people in need, supported both community projects and global responses, and furthered the invaluable efforts of quality charities working on long-term relief and systemic change.

We've partnered with the best to help more people

Through our partnership with the GoFundMe platform, we have a unique pulse on real-time urgencies and current events – we see fundraisers created that mirror societal needs and crises of the day. GoFundMe.org reacts to this information by promptly launching fundraisers in reaction to these needs and then uses the platform to effectively send grants– directly to these individuals, families, community projects, and charities. We also prioritize acting quickly– oftentimes sending grants within the same day, and being transparent– letting you, the donor, know exactly where grants are sent. Additionally, the support from the GoFundMe platform's resources and teams enables us to achieve a 96% efficiency rate and get more money into the hands of those in the charitable class.

This is just the beginning

This past year was one of growth for GoFundMe.org. In an effort to help more people and have a greater impact, we've grown our team, launched a new website, established a social media presence, and further improved our processes in order to support people and communities in need, and share more impact stories with helpers like you who work to make a difference. We are constantly improving resources to achieve greater efficiencies, reach more people, and get money into the hands of those seeking aid as quickly as possible. Together, we've achieved a lot, and yet we're only scratching the surface. We have a lot of ambitious goals and exciting projects for this upcoming year that is already in the works. We're excited to keep you updated on how these new developments, products, and partnerships can maximize your impact.

Thank YOU, for your generosity, for your desire to take action, and for your trust in GoFundMe.org – together, we can make a difference, inspire hope, and change lives through giving!

– Yoshiko Inoue, Executive Director, GoFundMe.org