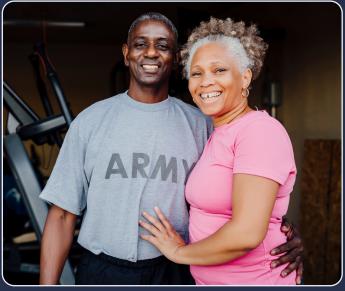
### gofundme.org

# 2023 Annual Report









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## Letter from the Board:

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

Since inception, GoFundMe.org has raised over \$156M through more than 150 funds. Donations have helped people rebuild their communities after a natural disaster, provided assistance to struggling families, supported students pursuing their educational dreams, and much more.

We work to help more people help each other. Our partnership with GoFundMe Inc (GFM) creates a tremendous opportunity for action and impact. The financial support we receive from GFM covers all of GoFundMe.org's operating expenses, yielding a 96% efficiency rate. This allows us to raise money for charitable causes and execute grants, nearly dollar for dollar.

This annual report is a reflection of the programs, partnerships, and causes that we have supported during fiscal year 2023. We also spent this year improving our operations, welcoming new leadership, and refining our processes, all of which are critical to our continued growth and impact.



We are privileged to do the work we do: delivering trusted and prompt help to those in need, and supporting our partners and other charitable causes. We are grateful to the donors who make this possible.

Mia Mosher, Director

Rob Solomon, Director

Kim Wilford, Chairwoman of the Board

### Mission

To provide fast and effective relief to people impacted by disaster; and to fund education and other charitable initiatives.\*

### Our Approach:

- Fast GoFundMe.org mobilizes quickly in crisis, setting up funds and delivering grants with urgency.
- Efficient We provide a centralized hub for distributing grants of all sizes to nonprofits and to individuals. The financial support we receive from GFM. covers our operational costs, which yields an incredible efficiency, with nearly all of the money that comes in, going back out to help people and communities.
- Trusted We have a proven track record as a trusted partner, working with brands, corporations, and individuals who want to take action on charitable initiatives and need help to raise and distribute funds efficiently. We are a reliable and trustworthy partner who others depend on to do the job well.
- . Committed to Impact We are committed to supporting the individuals and organizations on the front lines as they are often the most impacted or directly involved in the fight for a cause. We grant to verified charities and individuals.



### 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 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.

\*GoFundMe.org is an independent registered 501(c)(3) public charity that works to provide transparent, tax-deductible donation opportunities to support both individuals and nonprofits with urgent needs and long-standing causes. We simplify giving by offering a centralized place for donors to contribute, eliminating the paradox of choice many philanthropists face. We work closely with the trust, safety and compliance teams of GFM to ensure donations benefit vetted charities and verified individuals.

## Our All-Time Accomplishments

We have a track record of success and impact.

Since launching in 2017, GoFundMe.org has ...

# Raised Over \$150M

### \$46M

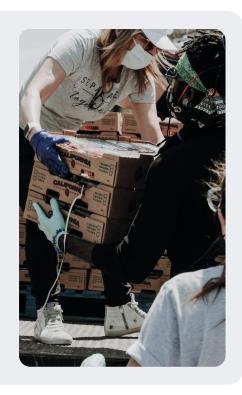
**Humanitarian Aid**, including Emergency Relief, Natural Disasters, Covid-19 Pandemic

### \$5.7M

Philanthropic Priorities, including Essentials, Learning and Education, Justice and Equality, Environment, Mental Health, Animal Rescue

### \$99M

Partner Programs, including Stand with Ukraine with Mila Kunis and Ashton Kutcher; America's Food Fund with Apple, Leonard DiCaprio, The Ford Foundation; and Girls Opportunity Alliance with the Obama Foundation; and more





Issued over 15,000 grants



Hosted over **180** fundraisers





Operated consistently above a 96% efficiency rate



Hosted 6 of GoFundMe's largest fundraisers ever



In FY23, we launched 9 crisis response funds, granting \$1M for relief efforts; supported 11 partner philanthropic funds, granting \$12M in support of charitable causes; and executed over 2,000 grants, in support of causes and communities. In total, GoFundMe.org granted over \$13.5M to individuals and nonprofits in this past year.

### FY2023 Spotlight

# Another Year of Incredible Impact

### **Responding in Times of Crisis**

We work nimbly to launch crisis relief efforts and distribute funds in a matter of hours. Last year, we launched crisis funds in response to Hurricane Ian which struck Florida, the 7.8 Mw Earthquake that struck Turkey and Syria, and continued to prioritize our programs supporting the ongoing humanitarian crisis in Ukraine, delivering over 280 grants to people who were directly impacted and organizations doing the work to help with relief.

### 66

My family lost everything house, car, furniture etc. due to Hurricane Ian. The roof was ripped off the home, and it rained inside the home. The house was flooded with 10" of water as well. We were uninsured, so every donation helped greatly. Your support was so appreciated. We just finally found a place to rent after being without a home for 2.5 months. I've never asked or expected so much help in my life. Thank you so much."

#### Hurricane lan grantee

### Over 120 grants

grants to individuals impacted by Hurricane Ian who were seeking help to recover and rebuild on GoFundMe.

### Over **\$30K**

was delivered directly to 65 individuals personally impacted by the severe rainfall and flash flooding that damaged many communities across the Midwest.

### Over **\$40M** for Ukraine relief

We maintained our Ukraine Humanitarian and Stand with Ukraine funds this year to provide ongoing support to nonprofit organizations, civilians, and refugees.

### Over \$30K

to 5 nonprofits on the ground providing relief following the Turkey/Syria Earthquake.

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As a Syrian refugee living in Turkey, I've faced numerous challenges in trying to provide for myself and my two daughters as a single mother. The earthquake left us emotionally shaken and also caused financial difficulties. For more than a month, we had no income due to the lack of customers, which made it even harder to make ends meet and I found myself falling behind on shop rent and bills. But then, a glimmer of hope arrived ... This was a lifeline that helped me pay off my debts and keep my business running."

**Safa, 46**GiveDirectly grantee



### Over **\$18K**

for two non-profits, one in Puerto Rico and one in the Dominican Republic, who were on the ground providing immediate relief from Hurricane Fiona.

### Over **\$20K**

was delivered directly to people impacted by the year's wildfires.

Given the unfortunate inevitability of natural disasters, we decided to proactively set up hurricane and wildfire relief funds. This lets us move even more quickly to grant directly to those impacted and to give donors simple, safe ways to support people in the wake of storms, wildfires, and other emergencies.

### **Continuing Philanthropic Pursuits:**

GoFundMe.org causes offer a powerful way to give, and change lives. More specifically, last year, we continued to support the following causes:

### Over \$170K to verified organizations and individuals for:





#### **Animal Rescue:**

A fund committed to supporting the reuse and care of animals in need and endangered.



#### Justice and Equality:

A fund committed to supporting social justice and fighting for an equitable society.



#### Mental Health:

A fund committed to supporting mental health advocacy, education, support, and research.



#### Save the Environment:

A fund that supports a range of environmental projects to fight climate change, clean up pollution, and create a sustainable foundation for the future.



#### Pride:

A fund that supports the needs of the LGBTQ+ community through the creation of safe spaces, promoting inclusion, providing mental health resources, and advocacy work.

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I am happy to know that I am not alone because there are generous and caring people out there like the donors that make this possible when I needed it most"

### Over **1,900**Essentials Grants

to people needing support for basic necessities, such as rent, food, and utilities.



### Over 110 Grants

from the Support Our Veterans Fund were delivered directly to Veterans in need and seeking help



### Over 70 Grants

were distributed to teachers and folks fundraising for school supplies to benefit K-12 students from our Learning + Education Fund.

### **Supporting Partners Funds:**

We are proud to offer a unique, affordable, and customizable opportunity for partners to execute their philanthropic priorities. This year, we were honored to work with a number of incredible organizations and leaders.



We are working to expand our partnership with Welcome.us to support individual Americans sponsoring refugees. This year we helped deliver over **70** grants to nonprofits welcoming refugees fleeing violence, and raised over **\$23M** in total.

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Thanks to the generous funding from the Welcome Fund, the Refugee Development Center has been able to offer full family programming, including English classes, early literacy, tutoring, mentoring, home visits, school enrollment, bus transportation training, and school tours. Additionally, we have been able to generate support from community volunteers to provide welcome baskets for every new Afghan family filled with home good items."

### Refugee Development Center



The Support the Asian American and Pacific Islanders

Community Fund continued its work and granted to over 145

nonprofits this year to uplift and empower this community, over

\$7M raised in total and over 300 total grants delivered.



A new program, the Sponsor Circle Program with Community Sponsorship Hub, was launched to support individual Americans working to help refugees successfully resettle in their new communities. Over \$150K has been raised so far, and 20 grants have been delivered to sponsors.



Our work with the Obama Foundation on the Girls Opportunity Alliance Project continued too. Over **\$3.5M** has been raised to invest in girls' education and empowerment around the world, providing young girls with opportunities to fulfill their full potential. This year, **15** grants were delivered to organizations in over **10** countries.



Pattie Gonia's annual holiday fund raised **\$400K** for **10** NPOs working to make the outdoors a more accessible space.



Our work with Mattel continues on the Barbie Dream Gap Fund where almost **\$800K** has been raised to close the Dream Gap which enables young girls to reach and realize their full potential.



We completed our Corporate Social Responsibility program with Express where over **\$1.6M** was raised to empower people to follow their dreams.



We continue to partner with USAID on the Global Food Fund to address the growing food security crisis around the world.

### Partners include:

























# Reflections and Look-Ahead

At GoFundMe.org, we work to provide fast and effective crisis relief; to support movements and community resilience; and to make an impact.

We are grateful for our partnership with GFM and the trust of our donors and partners. As a charitable nonprofit, we take great pride in our incredibly high efficiency rate and the 15,000+ grants we have delivered to help people in our short history.

I'm excited to be at the helm for this next chapter in our story, and build upon the foundation that has been established. We aim to react quickly and act proactively to ensure we're prepared when disasters strike. We strive to be a trusted and efficient partner as we support various philanthropic priorities. We are focused on continuous improvement and ensuring that, as we scale our grant-making capabilities, we do so with an ongoing commitment to equity and impact.

We are called to meet the challenges of today as well as the past – always supporting those closest to the hardship, and always with the pursuit of a better tomorrow. We hope you will continue to be a part of our story. Together, we can help even more!

Amanda Brown Lierman,

**Executive Director**