

Rapid Impact in Crisis

How GoFundMe.org helps companies deploy capital quickly and deliver direct, measurable support to families affected by disaster.

From Values to Action

When disaster strikes, companies are expected to act quickly. Employees, customers, investors, and communities are watching. The challenge is responding with speed, credibility, and meaningful impact.

GoFundMe.org provides the infrastructure to turn corporate commitment into rapid, measurable support for families in crisis.

Through crisis-ready charitable funds, we deliver fast, secure, unrestricted emergency cash directly to U.S. households affected by disaster.



The result: corporate capital reaches families in need quickly, transparently, and with maximum impact.

Built for Impact

The infrastructure advantage

Our strategic partner, GoFundMe, provides enterprise-grade technology, secure global payment rails, rigorous compliance oversight, and trusted recipient verification.

This infrastructure enables rapid deployment at scale while maintaining strong governance and transparency standards.

100% of funds raised go directly to impacted households.

Why cash matters in a crisis

In the earliest hours after disaster, flexibility is critical. Unrestricted cash allows families to:



Secure temporary housing



Cover transportation or childcare



Purchase food, medication, and essential supplies



Replace personal belongings

Direct cash restores agency and provides immediate stability before insurance, government assistance, or traditional aid programs become available.

How Companies Engage

We offer flexible partnership models aligned with your CSR, ESG, and crisis-response priorities.

Direct funding

Deploy capital where and when it's needed:

- Donate to one of our active crisis funds to support our response
- Seed a crisis fund so we can grant to survivors as soon as a disaster occurs
- Establish or co-brand a crisis relief fund to support a certain group impacted by an emerging event

Ecosystem activation

Mobilize your community to multiply impact:

- Share our crisis funds with customers, partners, investors, and employees
- Launch dollar-for-dollar donation matching campaigns
- Integrate a crisis fund donation flow into customer platforms or checkout experiences

Why Partner With Us



Speed

Deploy financial support to households within hours of disaster



Scale

Reach thousands of affected households quickly



Trust

Operate on the world's most trusted crowdfunding platform with rigorous recipient verification



Impact

Deliver meaningful, direct support to families navigating crisis

“Through GoFundMe.org’s Wildfire Relief Fund, we provided our customers with a trusted and transparent way to help those affected by the LA fires—ensuring every dollar contributed was vetted and made a direct, meaningful impact.”

— KAREN LITTLE, GLOBAL LEAD, RAPID RESPONSE, PAYPAL

Partnership in Action

Venmo | Wildfire Relief Match Campaign



Crisis

In January 2025, the most destructive wildfires in Los Angeles history burned more than 55,000 acres, destroyed over 16,000 structures, and claimed at least 28 lives.

Partner

Venmo

Investment

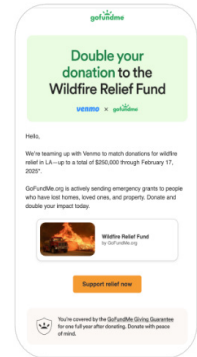
Dollar-for-dollar match campaign — January 17 to February 17, 2025

Results

\$266,000
donated by customers

523,000
total impact with Venmo's match

500+
individuals and families received
emergency cash grants



Impact

The match campaign accelerated and broadened donor engagement and enabled more rapid, unrestricted cash support directly to households navigating the earliest and most devastating days of the crisis.

The NBPA Foundation | Los Angeles Wildfire Relief



NATIONAL
BASKETBALL
PLAYERS
ASSOCIATION
FOUNDATION

Crisis

In January 2025, fast-moving wildfires fueled by severe winds tore through Los Angeles County, burning 55,000+ acres and devastating entire communities.

Partner

National Basketball Players Association Foundation

Investment

\$100,000 contribution to the Wildfire Relief Fund

Results

Nearly **100** households supported
with emergency cash grants

Assistance delivered within days of
property loss and displacement

Wildfire Relief Fund amplified via NBPA
social channels and NBA Cares hub



Impact

Athlete leadership enabled rapid, flexible cash assistance to fire survivors, enabling families to secure temporary housing, replace essential items, and stabilize in the immediate aftermath of the disaster.

Richard King Mellon Foundation | Texas Flood Relief

Crisis

In the early hours of July 4, 2025, catastrophic flash floods surged nearly 26 feet in under an hour along the Guadalupe River in Kerr County, devastating communities across the Central Texas Hill Country.



Partner

Richard King Mellon Foundation

Investment

On July 14, the Richard King Mellon Foundation committed **\$250,000** to the Flood Relief Fund.

Results

208 households received \$1200 emergency cash grants	Support concentrated in Kerr County and surrounding impacted communities	More than 200 families stabilized in the immediate aftermath of the flood
--	--	--

Investment

A lead institutional investment significantly expanded response capacity, enabling immediate stabilization for families navigating displacement and financial loss in the epicenter of the disaster.

Federal Government Shutdown | The Essentials Fund



Crisis

From October 1 to November 12, 2025, the U.S federal government shutdown delayed SNAP benefits nationwide, leaving millions of households uncertain about how they would afford food.

Partner

GoFundMe, Inc.

Investment

- \$50,000 catalytic gift to the Essentials Fund
- Nationwide donor activation email



Results

\$220,000 raised from the community	\$270,000 deployed in support of families	540 households received \$500 emergency cash grants
---	---	--

Impact

Athlete leadership enabled rapid, flexible cash assistance to fire survivors, enabling families to secure temporary housing, replace essential items, and stabilize in the immediate aftermath of the disaster.

Together, we can
turn corporate
generosity into
rapid, measurable
relief.

gofundme.org