

GoFundMe



CONCEPT

Individuals and organizations can leverage their social media networks to raise money for personal causes, projects or expenses. Donations are deposited directly into a personal or organizational bank account and can be spent on projects or causes specified by the campaign creator.

ORIGIN STORY

GoFundMe's founders first developed a marketplace for people to sell and buy goods and services within their neighborhood. The founders were looking for a way to extend that marketplace beyond the neighborhood, leveraging social media, and the idea for GoFundMe was born. Over time, the founders saw that there could be a charitable bent to this platform.

INTERESTING FEATURE

GoFundMe team fundraising allows individuals to collectively raise money to support a common cause.

FUTURE DIRECTIONS

Much of GoFundMe's upcoming development hinges on identifying and addressing barriers to participation, whether it's giving individuals the ability to collaborate as a group or partnering with ClassWallet to give more oversight to school administrators.

HIGHLIGHTED PROJECT

A first-grade teacher at a Title I school in South Carolina was shocked to learn that none of her students had ever owned a bike. In the Fall 2016, she set out to raise money to buy bikes and helmets for all of her students. As the campaign caught on, and with the support of her principal, she was able to buy bikes and helmets for all students in her school.

ORGANIZATION SNAPSHOT

DATE OF ESTABLISHMENT:

2010

NUMBER OF EMPLOYEES:

Over 300

ORGANIZATIONAL TYPE:

For-profit

NUMBER OF K-12
EDUCATION PROJECTS OR
CLASSROOMS FUNDED:

Data not available

AMOUNT OF MONEY RAISED
FOR K-12 EDUCATION
PROJECTS OR CLASSROOMS:

Data not available