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.