

Subject: Nonprofit Pages - We're Listening and Making Changes

At GoFundMe, our mission has always been to help people help each other. This mission extends to every nonprofit: we strive to connect nonprofits with new donors, empower supporters to give and fundraise, and enable communities to rally behind the causes they care about.

However, we understand clearly that our recent efforts with Nonprofit Pages have caused confusion, concern, and distraction from the vital missions of the very nonprofits we aim to support. We are very sorry for this and take responsibility for missing the mark. Trust is foundational to our work with nonprofits, and we are fully committed to rebuilding it through better communication, collaboration, and partnership.

Rebuilding trust starts with action. After speaking with many nonprofit leaders and advocates, and listening carefully to members of our community, we are taking swift action:

Nonprofit Pages are now opt-in only.

Moving forward, only nonprofits that opt-in to their Nonprofit Page and complete the verification process will have a public Nonprofit Page that is searchable on GoFundMe - making these Nonprofit Pages a completely opt-in experience. Nonprofit Pages for organizations that have not been claimed and verified will be removed. SEO will also be turned off by default. Nonprofits that opt-in to their Nonprofit Pages will gain enhanced visibility, control, and access to certain supporter data for fundraising and compliance purposes.

Unclaimed Nonprofit Pages will be de-indexed.

We will remove and de-index the Nonprofit Pages that are not claimed so they no longer appear in search engine results. Once a nonprofit opts in, they can choose to index their Nonprofit Page, turn SEO on, and edit their Nonprofit Page.

Nonprofit directory listings will continue.

As we have done for many years, we will maintain basic nonprofit directory listings so nonprofits are discoverable and organizers can create fundraisers to support nonprofits.

We are committed to creating stronger feedback loops with nonprofit representatives to ensure future product releases are shaped in deeper partnership with nonprofits. Our goal remains to support the nonprofit sector - making giving easy for donors, empowering nonprofits with tools to thrive, and doing so in a way that reflects our shared values of trust and transparency.

Thank you for your feedback and ongoing commitment to making the world a better place.

Tim Cadogan
CEO, GoFundMe