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News

The New York Times Neediest Cases: Supported by Readers, Powered by GoFundMe



For the second year in its 106-year history, The New York Times will collaborate with GoFundMe to raise money for The Neediest Cases Fund, which gives direct assistance to people in need. During the campaign, which runs from October 15 to January 12, The New York Times will share the affecting stories of the children, families, and elderly who were helped by the fund, showing how even modest donations can make a difference.

Last year, donors to The Neediest Cases Fund gave more than \$6 million to benefit eight nonprofits who serve people in need in the New York area and beyond. GoFundMe is proud to again be the platform behind this yearly giving tradition. Through the power of GoFundMe's social fundraising, more people can more easily contribute and change lives for the better.

In this collaboration between The New York Times and GoFundMe, 100% of the amount donated will go directly to support one of these great causes. In addition, The New York Times Company pays all administrative costs of the Neediest Cases Fund so that every gift goes directly to serve the needy.