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News

GoFundMe Sponsors Habitat for Humanity of Sonoma County's Discount Home Improvement Store to Aid Fire Victims

GoFundMe donates \$100,000 to Habitat for Humanity's ReStore and \$150,000 in direct relief to fire victims

Redwood City, CA | October 24, 2017 — Today, GoFundMe and Habitat for Humanity of Sonoma County announced new support for victims of the devastating Northern California wildfires. GoFundMe will donate \$100,000 to Habitat for Humanity's ReStore, a discount home improvement store. This donation will help sponsor special ReStore hours, discounts, and gift cards specifically for fire survivors. GoFundMe will donate an additional \$150,000 in direct relief to fire victims.

"From all of us at GoFundMe, we share our deepest sympathies with everyone affected by the fires in Northern California," said Rob Solomon, CEO of GoFundMe. "We hope that our donation to Santa Rosa's Habitat for Humanity ReStore helps our neighbors quickly begin the process of rebuilding their lives."

"Habitat for Humanity of Sonoma County and its ReStore are committed to bringing people together to build homes, communities, and hope. This mission is critical in Sonoma County—now more than ever," said Habitat for Humanity of Sonoma County Board President, John Kennedy.

How to Donate

Donations for fire survivors can be dropped off on Saturdays between 9am and 4pm in order to be placed on the floor for Sundays.

New and used items that can be donated: Furniture, small kitchen appliances, dishes, home decor (wall art, mirrors, etc.), silverware, rugs.

New and unwrapped: Toiletries, cleaning supplies, bed linens (sheets, blankets, etc.), towels and washcloths, pillows (bed and sofa), pet supplies.

To donate goods, visit Sonoma's ReStore at 1201 Piner #500, Santa Rosa, CA 95403

How to Shop

GoFundMe and ReStore are giving out 1,000 \$100 gift cards to those affected by the fires, which can be picked up during regular business hours and on Sundays.

Starting November 5th and continuing through the end of November, Sundays will be dedicated to fire victims and there will be special discounts on all items.

Visit the ReStore from 12pm to 4pm to shop

For those interested in donating funds, GoFundMe has also created a centralized hub of campaigns related to the wildfires. That page can be found here: www.gofundme.com/CAFireRelief

About GoFundMe

Launched in 2010, GoFundMe is the world's largest social fundraising platform, with over \$4 billion raised so far. With a community of more than 40 million donors, GoFundMe is changing the way the world gives. Find us on [Twitter](#), [Facebook](#), and [Instagram](#).

About ReStore

ReStore is Sonoma County's 17,000 sq. ft. discount home improvement store selling new and gently-used building materials and furniture. Their departments include cabinets, appliances, furniture, windows, doors, flooring, plumbing, tools, garden, paint, and lighting. Inventory is donated by individuals, contractors, businesses, and wholesalers.

All operating profits from ReStore sales support Habitat's build programs and some items donated to ReStore are used in Habitat homes. While making home improvement affordable for consumers, the store reduces the amount of waste that goes into the landfill.

Every ReStore donation, shopper, and volunteer makes the dream of homeownership more accessible in Sonoma County.

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