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News

GoFundMe Announces the Launch of GoFundMe Studios

Award-winning producers Wil Tidman and Chris Neil kick off GoFundMe Studios with first film release

Redwood City, California | October 26, 2017 — GoFundMe, the world's largest social fundraising platform, is proud to announce the launch of GoFundMe Studios, a new video production studio dedicated to sharing the extraordinary stories that emerge through GoFundMe.

"Our platform is home to some of the most uplifting, moving stories about the good in people," said Raquel Rozas, CMO of GoFundMe. "GoFundMe Studios will broadcast these stories to inspire our community and remind everyone that they have the ability to spark change. With top talent from the industry bringing their vision to this project, we think GoFundMe Studios will leave an indelible mark."

Award-winning executives Wil Tidman and Chris Neil will lead GoFundMe Studios and produce short-form documentaries, feature-length films, live moments, podcasts, and editorial content.

"In my career, I have yet to come across so many truly incredible stories as the ones we've found on GoFundMe," said Wil Tidman, Executive Producer and Head of GoFundMe Studios. "GoFundMe Studios will showcase the extraordinary stories of humans changing the world through the simple act of giving. Through a documentary storytelling lens, we aim to inspire our community and the world to turn compassion into action."

"Now is the time for these stories," said Executive Producer, Chris Neil. "With so much tragic news these days, people are hungry for artfully told, real-life stories that remind us of the transformative power of kindness and compassion."

GoFundMe Studios' first release will be "Jim Ford, Repo Man," a documentary about how a random act of giving—from an unexpected source—has the power to transform lives. The film centers on Jim, a rough-and-tumble repo man whose heart is touched by Pat & Stan, an elderly couple whose car he's forced to repossess. When Jim starts a GoFundMe campaign for Pat and Stan all their lives are changed forever.

Link to Medium post: <https://medium.com/giving-matters-notes-from-gofundme/jim-ford-repo-man-6470b02093fb>

Link to video: https://youtu.be/IMbnV3_MCsg

Additional projects already in production that will be released later this year include:

"This Ends With Me"

Shane Johnson, born and raised in the Ku Klux Klan, renounces his upbringing and starts a new future by removing his racist tattoos.

"The St. Louis 6"

Six young bulls escape from a St. Louis slaughterhouse and begin a perilous journey to the safety of the Gentle Barn.

GoFundMe Studios will distribute content through their social media channels as well as through strategic media and brand partnerships.

About Wil Tidman

Wil Tidman previously was Vice President of Creative, Strategy, and Original Productions for GoPro. For over 20 years, he has been a student, enthusiast and professional in the areas of marketing, film, and photography. Throughout his career, Wil has created, written, directed, and produced video content, feature films, network televised shows, and web series for the likes of NBC, ESPN, IMG Media, Real Madrid, Red Bull, and Nike. He has been called on by top global brands to build strategic marketing campaigns and content platforms.

About Chris Neil

Chris Neil began his career in film as Dialogue Director on "The Rainmaker," starring Matt Damon. He went on to work as an advisor to industry luminaries including Sofia Coppola, Spike Jonze, and George Lucas. He made his directing debut with "Goats," starring David Duchovny, Vera Farmiga, and Dakota Johnson, which premiered at the Sundance Film Festival and was released theatrically. Chris has also established himself in the advertising world as a creative director in service of a host of global clients. He's been a go-to director for some of the most respected agencies, including Digitas, Publicis, and Commonwealth.

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