





Over \$3 Billion Raised!

## Reviews, Press & Media

GoFundMe is making national headlines every day!

### News

## GoFundMe Launches Holiday Program Celebrating Kid Heroes with New Film, Parents' Guide, and a \$100,000 Donation on Giving Tuesday

To celebrate kids making a difference in their communities, GoFundMe announced an initiative that includes a dedicated content hub, expert advice for parents, and donations totaling \$100,000

November 9, 2017 | Redwood City, CA -- Today GoFundMe announced a holiday initiative to celebrate "kid heroes" who are making a difference in their communities and turning compassion into action. The GoFundMe Kid Heroes program will showcase these kids and their families in a central hub where people can read inspiring stories, support amazing causes, and watch films of some of the young heroes. In addition, the hub will feature advice, ideas, and tips for parents to help their kids turn compassion into action. GoFundMe will be supporting the next generation of changemakers by making a \$100,000 donation to support kid heroes on Giving Tuesday.

"In a year of a lot of tough news, we can get inspiration from the children and their families who are leading the way and working to make the world a better place," said Rob Solomon, CEO of GoFundMe. "We hope these stories and resources bring families and communities together for positive change."

The [GoFundMe Kid Heroes](#) content hub features campaigns from over 100 kid heroes, offering people the opportunity to be inspired by and give support to campaigns. The page spotlights kids from all over helping their communities in different ways, from Khloe, a 9 year old whose first GoFundMe was to create care packages for the homeless, to Walt, age 7, who created a campaign to give pajamas to foster kids.

Beyond the amazing stories, the GoFundMe Kid Heroes content hub includes:

**Parents' Guide on Raising Compassionate Kids:** GoFundMe worked with experts in the field to provide the latest research. The guide includes:

- Expert insights on children and compassion, along with conversation starters, from [Dr. James Doty](#), Director and Founder of The Center for Compassion and Altruism Research and Education, and Clinical Professor of Neurosurgery, at Stanford University
- Tips for teaching kids about empathy from [Common Sense Media](#), the leading independent nonprofit organization dedicated to helping kids thrive in a world of media and technology
- Online and offline activities to do with your kids around giving back and helping others
- Letter from father and GoFundMe CEO Rob Solomon about raising compassionate kids
- Advice from parents who have started campaigns with their kids

**GoFundMe Studios Films:** GoFundMe Studios will release a [short feature film](#) going behind the scenes of five Kid Heroes, talking to the kids, the parents and showcasing them in action. GoFundMe Studios will be also releasing more videos of Kid Heroes throughout the holiday season to build awareness around their causes.

**Tax-Deductible Fund for Kid Heroes:** In addition to being able to support to individual Kid Hero campaigns, people will also have the opportunity to make a [tax-deductible donation](#) towards campaigns for Kid Heroes by making a contribution to the Direct Impact Fund.

**GoFundMe Giving Tuesday Donation:** GoFundMe also announced that the company will be donating more than \$100,000 to Kid Heroes on Giving Tuesday, as part of the company's Gives Back program. On Giving Tuesday, the site's employees will surprise over 100 campaigns with \$1,000 each to support these families as they pay it forward.

For media inquiries, or to request an interview, please contact [press@gofundme.com](mailto:press@gofundme.com).

Read more about these kid heroes and support their causes at [gofundme.com/kids](http://gofundme.com/kids). If you know of a kid hero on GoFundMe who should be considered for the [Kid Heroes](#) content hub, you can email [kids@gofundme.com](mailto:kids@gofundme.com).

### 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 GoFundMe's Gives Back Program

Started by GoFundMe's founders, the Gives Back program puts GoFundMe's core values of spreading empathy and doing the right thing into practice. Once a month, every full-time employee