



March 13, 2026

VIA EMAIL: Stephen.Abanise@doj.ca.gov

Rob Bonta  
Attorney General  
California Department of Justice

Stephen Abanise  
Deputy Attorney General  
California Department of Justice

Re: Multistate Letter Dated March 3, 2026

Dear Attorney General Bonta and Deputy Attorney General Abanise:

Thank you for your March 3, 2026 letter (the “Letter”). I write on behalf of GoFundMe, Inc. (“GoFundMe”) in response to the issues raised by the various Attorneys General and charitable regulators (the “States”) in the Letter, and appreciate the opportunity to address them.

GoFundMe’s mission is to help people help each other. Since our founding in 2010, we have helped raise more than \$40 billion for communities across the globe. GoFundMe is an avenue for people to fundraise for individuals, organizations, and causes that they support. Over the last 16 years, we have enabled support for more than 166,000 nonprofit organizations. In 2025 alone, GoFundMe’s community donated over 32 million times to nonprofit organizations; 155,000 people started a fundraiser on GoFundMe for a nonprofit, including 85,000 first-time organizers. Every month, more than 100 million people visit GoFundMe, and many of them search for nonprofits to support. We believe our efforts to promote visibility and provide fundraising tools to the nonprofit sector are particularly important right now as nonprofits face rising donor acquisition costs, uncertainty around government funding, and increasing community needs.

GoFundMe deeply values the trust nonprofits place in us and the important work they do every day. Our goal is to steward the generosity of donors and partner with nonprofits and

regulators to safely increase charitable participation in support of mission-driven organizations serving communities across the country.

GoFundMe is aligned with the States' commitment to protecting the interests of nonprofit organizations and donors in ensuring the integrity of charitable solicitations, and it is with that shared objective that we address the specific requests set forth in the Letter.

At the outset, we can confirm that unclaimed nonprofit pages as referenced in the Letter were removed from the GoFundMe platform beginning in late October 2025. By way of background, unclaimed nonprofit pages were initially introduced as part of a good-faith effort to support charities' fundraising by facilitating access to GoFundMe's tools and donor community. GoFundMe has since modified this approach, and nonprofit pages are now created only with a charity's affirmative opt-in.

While we respectfully disagree with certain legal and factual characterizations in the Letter, we remain fully committed to transparency, donor protection, and compliance with applicable charitable solicitation and consumer protection laws. We note, for example, that the Letter omits discussion of Cal Gov. Code § 12599.9(f)(2), a provision of the law commonly referred to as "AB488", which expressly permits charitable fundraising platforms to facilitate donations to nonprofits without affirmative opt-in, subject to appropriate safeguards. One of the purposes of AB488, of course, was to create legal guidance for online platforms to facilitate fundraising for public charities.

We address each of the States' requests in turn below.

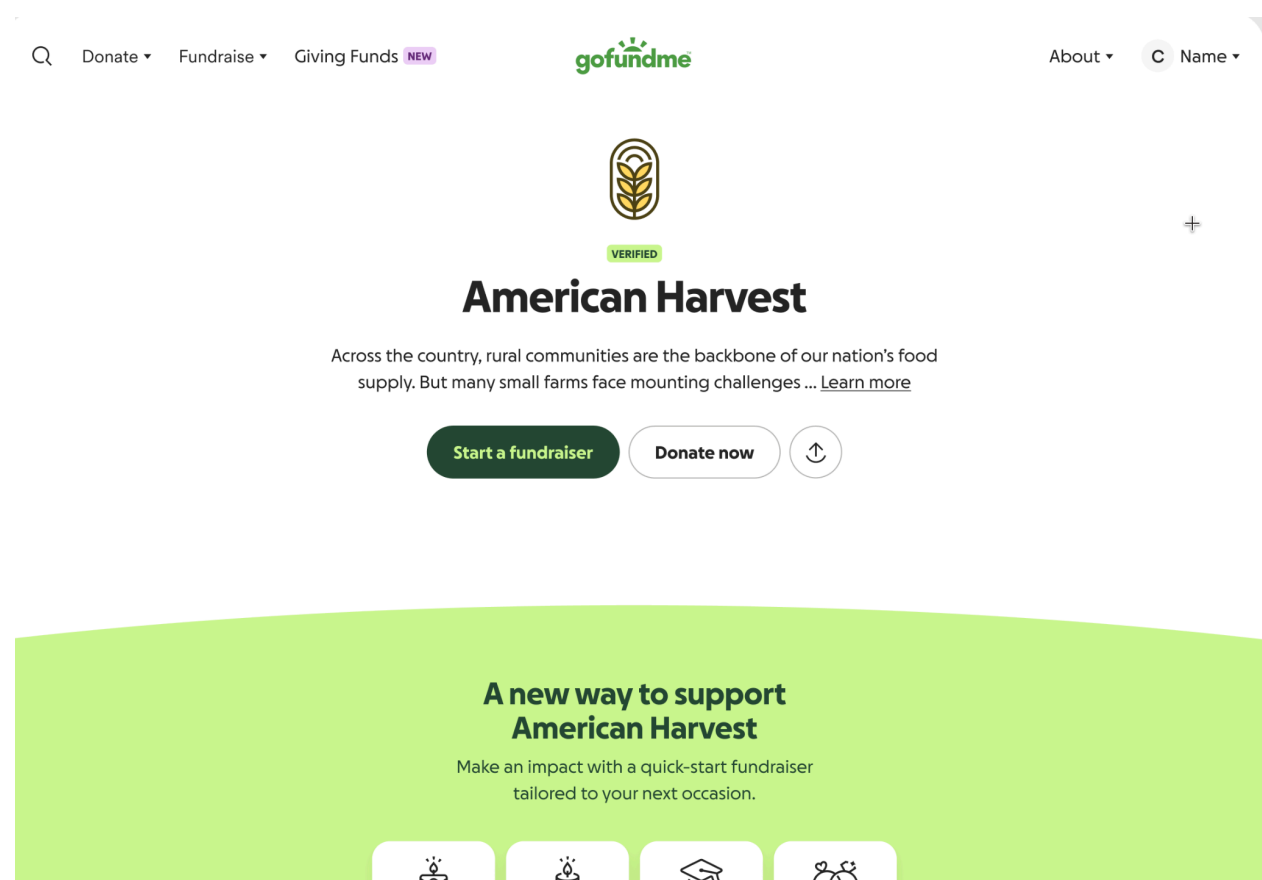
## **1. Removal of Unclaimed Nonprofit Donation Pages; Prior Consent Requirement**

Consistent with our public statements,<sup>1</sup> over four months ago we removed nonprofit pages for organizations that had not expressly opted in by claiming their pages. Today, nonprofit pages are not published unless and until an organization affirmatively claims and activates the page through GoFundMe's opt-in flow. This means that the nonprofit has agreed to GoFundMe's Terms of Service for Nonprofits, verified their connection to the organization, proactively

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<sup>1</sup> We published public statements on both our website (see <https://pro.gofundme.com/c/blog/nonprofit-pages-announcement-2025/>) and social media (see [https://www.linkedin.com/posts/gofundme-pro\\_at-gofundme-our-mission-has-always-been-activity-7387176830908407808-3AXY?utm\\_source=share&utm\\_medium=member\\_desktop&rcm=ACoAAAW5-9kBgTx12YijjSV0BHChy wK9PTaIoRA](https://www.linkedin.com/posts/gofundme-pro_at-gofundme-our-mission-has-always-been-activity-7387176830908407808-3AXY?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAW5-9kBgTx12YijjSV0BHChy wK9PTaIoRA)) acknowledging that nonprofit pages caused concern among the nonprofit community and clarifying that such pages would be opt-in only going forward.

claimed their page, and opted-in to making their page public.<sup>2</sup> As depicted for this fictional charity below,<sup>3</sup> pages for nonprofits that have opted in include a “verified” badge.



Conversely, nonprofit pages for organizations that had not proactively opted in were fully removed from the GoFundMe platform in the fall of 2025, as noted above. To the extent we become aware of any content on our platform that is inconsistent with this representation, we will promptly investigate and remediate as appropriate.

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<sup>2</sup> As part of this process, we take steps to verify that the person claiming the page is an authorized representative of the relevant nonprofit.

<sup>3</sup> The nonprofit page depicted above is for a fictional organization “American Harvest” and for demonstrative purposes only. This page does not actually exist on our platform, but similar pages for nonprofits that have opted-in do exist on our platform. In order to respect individual nonprofit organizations’ brands, we have not included images from actual nonprofit pages here. However, we would be happy to provide the States with direct links to pages for real nonprofit organizations on our platform upon request, all of whom have affirmatively opted-in to hosting their pages on our platform.

## **2. Procedures for Removing Unauthorized Donation Pages Without Action by the Charity**

Because unclaimed nonprofit pages have already been removed, charities are not required to take any action to remove such pages.

## **3. Search Engine Optimization (SEO) Practices**

In October 2025, we implemented changes to block search engine indexing of nonprofit pages on our platform. This block remains in place to this day for nonprofit pages that have been claimed and remain active on our platform. Unclaimed nonprofit pages no longer exist on our platform and are therefore not subject to search engine indexing.

## **Additional Remedial Measures Identified by the States**

### **1. Disclosure of Material Information**

GoFundMe provides clear and conspicuous disclosures of material information relevant to donor decision-making, including but not limited to (i) the legal recipient of the donation; (ii) the role and nature of any DAF sponsor; and (iii) any fees, tips, or other amounts added to or deducted from donor contributions.

Where applicable,<sup>4</sup> nonprofit pages for organizations that have opted-in include clear disclosures about the legal recipient of the donation and the nature of any DAF intermediary. As shown for this fictional nonprofit below,<sup>5</sup> users who visit nonprofit pages for organizations that receive donations via a third party charitable intermediary, such as PayPal Giving Fund (“PPGF”), are presented with the following clear and conspicuous disclosure:

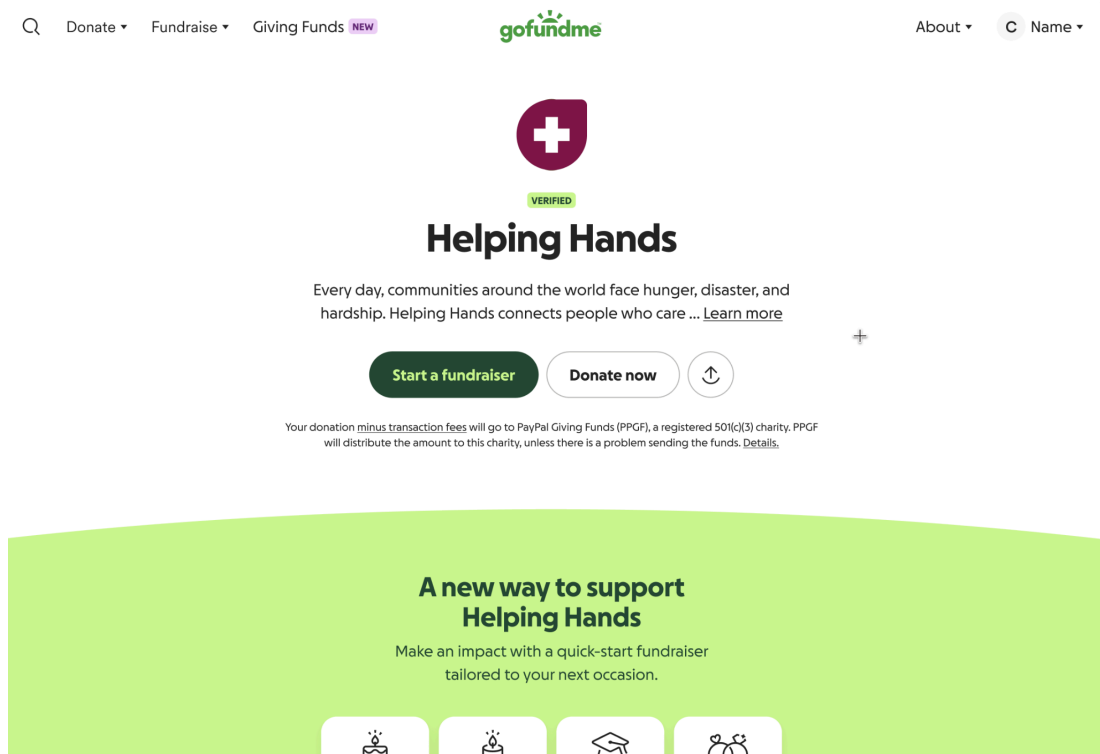
**“Your donation minus transaction fees will go to PayPal Giving Fund (PPGF), a registered 501(c)(3) charity. PPGF will distribute the amount to this charity, unless**

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<sup>4</sup> Certain nonprofits do not receive donations via PayPal Giving Fund, and instead receive payments directly which are delivered via a third-party payment processor. For these organizations (like the fictitious nonprofit organization “American Harvest”, as shown on pg. 3 above), the disclosure regarding PayPal Giving Fund does not appear on their nonprofit page since it is not applicable.

<sup>5</sup> “Helping Hands” is a fictional nonprofit organization used here for demonstrative purposes only. This page does not actually exist on our platform, but similar pages for nonprofits that have opted-in do exist on our platform.

there is a problem sending the funds. [Details.](#)”



This disclosure hyperlinks to both GoFundMe’s pricing page (available at <https://www.gofundme.com/c/pricing>), and PPGF’s relevant terms and policies (available at <https://www.paypal.com/us/paypal-giving-fund/policies>).

GoFundMe’s pricing page explains to the consumer that one transaction fee of 2.2% + \$.30 applies<sup>6</sup> to each donation when fundraising for a certified charity and includes a tool that allows visitors to determine the amount of donations that would be delivered to charities in various hypothetical donation scenarios, as shown below:

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<sup>6</sup> As described on our pricing page, the transaction fee covers the cost of credit, debit and ACH charges and helps us offer more ways to donate—through credit, ACH debit, PayPal, Apple Pay or Google Pay.

Fundraising for a **certified charity** ▾

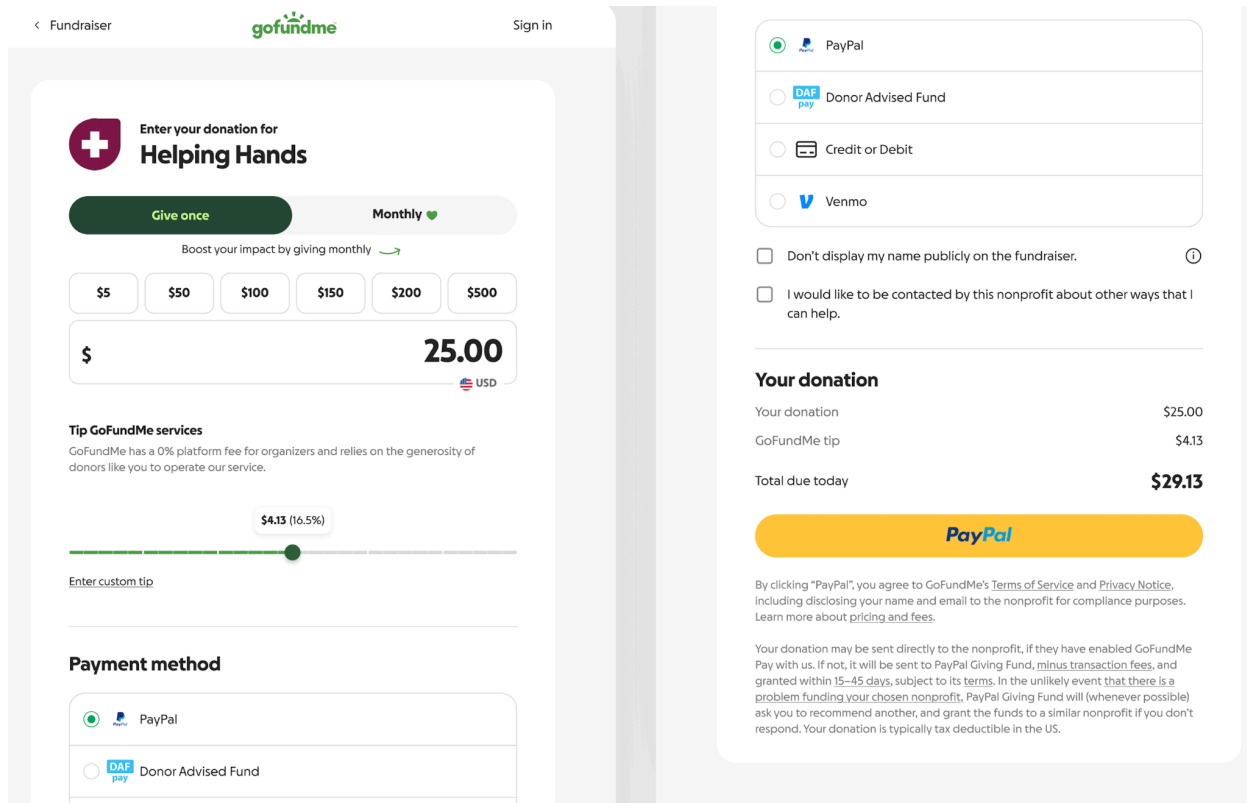
<p>No fee to create a fundraiser</p> <p><b>\$0.00</b></p> <p>There's no fee to start or manage your fundraiser.</p>	<p>Donor contributions to GoFundMe are optional</p> <p><b>\$0.00</b></p> <p>Donors can choose to tip GoFundMe, but it's never required.</p>	<p>One transaction fee—that's it</p> <p><b>2.2% + \$0.30</b></p> <p>Automatically deducted from each donation, so you never have to worry about paying a bill.</p> <p>International transaction and conversion fees may apply based on your payment method.</p> <p>This transaction fee applies to GoFundMe <u>certified fundraisers</u> only; <u>GoFundMe Pro</u> pricing and fees differ. ⓘ</p>
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Let's do the math together

<p>If you raised <b>\$500</b> ▾ from <b>5</b> ▾ donors</p> <p>Fee to start a fundraiser: \$0.00</p>	<p><b>\$487.50</b> would be delivered to your chosen charity.</p> <p>Transaction fee: \$12.50 ⓘ</p>
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When a donor clicks “Donate now” they are directed to the checkout page. Here, donors enter their desired donation amount and are presented with the option to tip GoFundMe. As shown below, the tip is optional—donors may move the tip slider to 0% or increase the tip amount, as desired. GoFundMe has made it a priority to effectively communicate to our customers about the optional tipping approach. This includes a clear disclosure that tips are paid to GoFundMe, not to the charity, and that they help support the platform so that we can avoid charging a platform fee for fundraising campaigns.

Lastly, the checkout page also includes a second clear and conspicuous disclosure about pricing and fees, as well as the role of PPGF. The screenshots below reflect the full checkout page experience for this fictional nonprofit.



## 2. Avoiding Implication That GoFundMe is the Intended Charity, Is Operating on Behalf of a Charity, or Has any Affiliation if One Does not Exist.

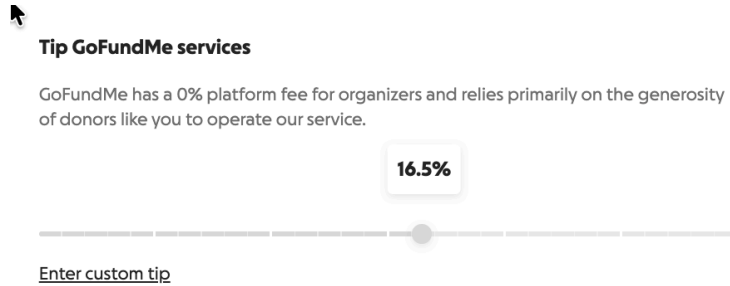
The GoFundMe platform operates through GoFundMe, Inc. and its affiliated companies, and is a platform that provides tools for individuals and nonprofits to raise funds for the causes they care about. As noted in Section 3.2 of our Terms of Service, we provide our services as a tool for running fundraisers and connecting organizers with donors; we are not a bank, payment processor, broker, charity, or financial advisor, and we do not solicit donations for ourselves or anyone else.

We are not aware of any current fundraising page, campaign, or solicitation on our platform that represents or implies that GoFundMe is the intended charity, is operating on behalf of a charity, or has an affiliation with a charity where none exists.

Nonetheless, we remain committed to continually enhancing transparency and minimizing the risk of donor confusion. We will continue to review our specific product, pages, and related language to ensure they do not imply an inappropriate status, role, or affiliation for GoFundMe and will make appropriate modifications as warranted. We also welcome the States bringing any specific concerns to our attention.

### 3. Review of Whether “Tips” Should be Redirected to Charities

As described above, tipping on GoFundMe is fully optional and transparent. Donors are clearly informed that tips support the GoFundMe platform and are not donations to the featured charity. Specifically, donors are presented with language below and may easily change the tip amount to 0% by simply moving the slider as desired.



When a donor selects the amount of their desired donation and tip, the tip is calculated and clearly presented as a separate line item labeled “GoFundMe tip” prior to checkout, as reflected below.

<b>Your donation</b>	
Your donation	\$25.00
GoFundMe tip	\$4.13
<hr/>	
Total due today	\$29.13

**PayPal**

Critically, voluntary tips made by donors to GoFundMe help us invest in our business and support online fundraisers who raise funds for causes they care about in a safe, secure and transparent manner. Given that our tipping practices are fully optional, transparent, and allow us to facilitate donations without deducting a separate platform fee from amounts raised, we do not believe it is appropriate to “redirect” tips to charities.

\* \* \*

We appreciate the States' role in protecting charitable assets and promoting donor trust. GoFundMe is committed to supporting these shared objectives and to working constructively with the States to best serve the nonprofit community. We welcome the opportunity to meet with any of the States to answer questions or provide additional information, and remain available for continued dialogue regarding the role fundraising platforms play in facilitating critical support for nonprofits.

Please do not hesitate to contact us if further information would be helpful.

Sincerely,

A handwritten signature in black ink that reads "Kim Wilford". The signature is written in a cursive, slightly slanted style.

Kim Wilford  
Chief Legal Officer  
GoFundMe