



# PlayVS raised over \$13K for Starlight Children's in hours with GoFundMe's live fundraising tools

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# Challenge

Host a livestream event that not only engages viewers but also empowers them to easily support a nonprofit in real-time

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# Solution

GoFundMe's free live fundraising tools made it easy for livestream viewers to donate to a nonprofit, raising over \$13,000 in just four hours

“We’re incredibly grateful to PlayVS, streamers, and GoFundMe for helping us continue to advance our mission of delivering happiness to seriously ill kids and their families.”

– Adam Garone, CEO of Starlight Children’s Foundation

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# A gaming match made in heaven

PlayVS first connected with Starlight Children's Foundation at the Games for Change event. With PlayVS wanting to establish a Corporate Social Responsibility (CSR) program and Starlight Children's looking to diversify its fundraising, a partnership between the two felt like a natural fit.

As part of this new CSR program, PlayVS began planning the Charity Showdown, a four-hour livestream event benefitting Starlight Children's. The team was looking for a tool to make it easy for viewers to give, gamify the giving process, and tap into the competitive nature of streamers to raise money for a good cause. Seeing the potential to scale fundraising and connect with its audience in an engaging way, choosing GoFundMe's free live fundraising tools was a no-brainer.

 GoFundMe's live fundraising tools were remarkably intuitive and easy to implement,

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“ The Charity Showdown was a great opportunity to bring together the creator community and Starlight kids to unleash the healing power of play. Moments like this event can bring so much joy to kids navigating serious illness, providing a much-needed distraction from their conditions.

**Adam Garone**

CEO of Starlight Children's Foundation

## Activating the livestream audience for a good cause

Ahead of the scheduled livestream, PlayVS created a fundraiser on GoFundMe to benefit Starlight Children's, shared it, and instantly generated widgets, which included:

- **QR code** for supporters to make donations at any time during the livestream.

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Each widget could be resized as desired and plugged seamlessly into [Twitch](#), the channel of choice for the Charity Showdown. The entire process took only a few minutes, and no advanced technical skills were required.

“ The seamless integration of GoFundMe’s live fundraising tools made fundraising easy and engaging, allowing everyone to rally around our shared mission of delivering happiness to hospitalized children. This remarkable achievement is a testament to the power of collaboration and the generosity of a united community!

**Sarah Pressley**

Senior Manager of Community Engagement at Starlight Children’s Foundation

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GoFundMe's live fundraising tools, including a QR code and fundraiser goal bar

During the livestream, four popular content creators raised funds for Starlight Children's by taking on fun challenges, with special moments like a dance party, giveaways, and more. **After four hours and over 3,000 viewers, PlayVS raised over \$13,000 for Starlight Children's!**

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GoFundMe fundraiser for the Charity Showdown

## Fundraising beyond gaming and streaming

With one Charity Showdown under its belt, the PlayVS team is already planning another event to benefit Starlight Children's. Beyond gaming and streaming, GoFundMe's live fundraising tools can be used in a variety of use cases and venues to weave philanthropy into everyday activities, including:

• Podcasts or Vodcasts

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- Corporate partnership events
- In-venue experiences like sporting events or concerts

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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# Get results like PlayVS and Starlight Children's Foundation

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## Related Case Studies

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### Success Story

**Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments**

### Success Story

**Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio**

### Success Story

**More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog**

**gofundme**PRO™



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## SOLUTIONS

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Product Overview

Donation Forms

Recurring Giving

Donation Pages

Crowdfunding

Giving Cart

Live Events

Event Ticketing & Registration

Auctions & Mobile Bidding

Peer-to-Peer Fundraising

Corporate Giving

Nonprofit Pages on GoFundMe

Impact Creator Tools

## COMPANY

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Story

Careers

Press & Media

Collaborative

## PLATFORM

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GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

Reporting

Meta Social Sharing

Federated Accounts

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Demo

Pricing

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