



# The Breasties raised 49% more and hosted nearly 600 at Camp Breastie with GoFundMe Pro

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## Mission

To support and improve the experiences of the cancer community through peer-to-peer connection, resources, and advocacy

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# Solution

With GoFundMe Pro's ticketed events and peer-to-peer fundraising types, The Breasties raised 49% more year over year to support hosting 600 individuals at Camp Breastie

“From the very beginning, GoFundMe Pro has been central to our growth, and we are deeply grateful for its ongoing support and innovation.”

– Allie Brumel, Co-Founder and Chief Operating Officer

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# GoFundMe Pro has supported The Breasties since day one

The Breasties provides community, support, and resources for those affected by breast and gynecologic cancers, and since becoming a 501(c)(3), they have relied on GoFundMe Pro to help fuel that mission. What began simply as a tool to accept donations quickly evolved into much more, as the team discovered its potential for community events and peer-to-peer fundraising—empowering supporters to give in the ways that mattered most to them.

Today, The Breasties also leverages embedded donation forms to streamline the giving experience and keep donors engaged directly on their website.

 GoFundMe Pro has been such an incredible partner. The platform is user-friendly and easy to navigate and has given us right

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**Allie Brumel**

Co-Founder and Chief Operating Officer

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The Breasties' annual event, [Camp Breastie](#), is a four-day summit that brings together individuals impacted by breast and gynecologic cancers for connection, advocacy, and education. The summit features powerful panels, interactive workshops, movement and art classes, a talent show, and even a "Breastival." More than just a gathering, Camp Breastie serves as a meaningful space for information sharing, healing, and community building.

But they wanted to do more than make it meaningful—they also wanted to make sure it was accessible. Through GoFundMe Pro's ticketed events campaign type, attendees can register for Camp Breastie with the option to make a donation if they feel moved to give.

The Breasties understood that financial barriers shouldn't keep anyone from this experience. That's where *No Breastie Left Behind*, a peer-driven fundraising committee made up of community members, comes in. Each committee member created a personalized fundraiser page on GoFundMe Pro and rallied their networks to raise funds for travel, on-site accommodations, and the Camp scholarship program, making Camp Breastie accessible to all regardless of financial limitations.

 GoFundMe Pro has supported Camp Breastie in two key ways: managing camp registration and facilitating financial support through peer-to-peer fundraising and donations to

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Through ticket sales and *No Breastie Left Behind* fundraisers, Camp Breastie not only grew 49% year over year, but it also welcomed nearly 600 attendees and sold out in only 22 hours. And thanks to scholarships, almost half of the participants were able to attend free of charge.

Registration page for Camp Breastie 2025

## Getting ambitious year-end goals and then surpassing them

Planning for Camp Breastie 2024 is already underway, but first, The Breastie

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***Power of Community* committee set an ambitious fundraising goal. In the end, they didn't just meet it—they exceeded it threefold.**

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### **Allie's GoFundMe Pro tips:**

1. Don't be afraid to present your supporters with an opportunity to give. If someone has the capacity to give, but doesn't know where to or how to, that's a huge missed opportunity.
  - For example, when creating a ticketed event campaign, always utilize the option for someone to donate right next to the option to purchase a ticket.

## **GoFundMe Pro product features used**

Check out the product offerings that this organization used for success

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Learn how top nonprofits use GoFundMe Pro to power their fundraising.

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**Stand Up To Cancer brings in thousands of donations from participating in**

### 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**

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Nonprofit Pages on GoFundMe

Impact Creator Tools

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