

NEWS

Foundation Source acquires philanthropy software firm Giving Place

Foundation Source, a leading provider of technology solutions for donors, nonprofits, institutions, and the wealth advisors who serve them, has acquired Giving Place, a software platform for family office giving programs and private foundations.

According to the company, the acquisition builds on Foundation Source's capabilities supporting private and family foundations and multigenerational philanthropy, enabling it to deliver "modern, enterprise-grade philanthropic solutions" that are specifically tailored to the needs of the wealth industry.

"The combined business will continue its core mission to help donors and their advisors meet a wide range of charitable objectives through leading fintech solutions for private foundations, donor-advised funds, and planned giving programs," Foundation Source said in a statement.

The deal comes on the heels of two other acquisitions Foundation Source has completed recently—that of Vennfi, the financial technology company powering Charityvest, a leading donor-advised fund sponsor, and PG Calc, a leading provider of planned giving software and services.

With this latest acquisition, Foundation Source said it continues to expand and enhance its capabilities, prioritizing operational efficiency and a seamless, integrated experience for the wealth industry.

The transaction was completed on Apr. 21, 2025. The terms of the transaction were not disclosed.

For more information, visit <https://foundationsource.com>. ■

GoFundMe launches new nonprofit-focused fundraising platform

Popular crowdfunding site GoFundMe has unveiled a new charity-focused fundraising platform, dubbed GoFundMe Pro, which combines the company's technology and reach with those of fellow fundraising system Classy, which GoFundMe acquired in 2022.

"GoFundMe Pro is built with nonprofits, for nonprofits—reflecting the integrity, care, and transparency that today's donors expect and deserve," the company explained in a statement announcing the development. "GoFundMe Pro fuses AI innovation with millions of fundraising data points, transforming how nonprofits connect with supporters across the world's largest giving ecosystem."

As part of the transition, the Classy brand will be retired, the company said.

This is the second iteration of a nonprofit-focused service from GoFundMe. In 2019, the platform launched GoFundMe Charity, but users said it lacked some of the back-office elements needed to make it truly useful. The acquisition of Classy was an attempt to address that gap. The new platform is an extension of Classy's services and capabilities while leveraging the reach of GoFundMe, which recently hit a major milestone—some \$40 billion has been raised on the site since its founding 15 years ago, the company said.

For more information, visit <https://pro.gofundme.com>. ■

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organization to maximize the long-term potential of digital and tech-enabled fundraising.

A digital future for nonprofits

Just as digital transformation reshapes how corporations interact with customers, clients, and employees, the digital influence on nonprofit fundraising is long overdue. Nonprofits that recognize the potential of meeting prospects and donors where they are—in digital spaces—are better positioned to take advantage of the data-driven insights that tech-enabled digital communication can offer without losing the human touch of traditional donor communication. As AI rapidly redefines digital communication, its use in

lead identification and automation of donor communication will become table stakes for leading-edge nonprofits.

Paul St Onge is CEO and co-founder of Doing Good Digital and has over 10 years of experience consulting in digital fundraising for hospitals and nonprofits. He specializes in email marketing, social media, and websites for annual fund, mid-level, and major teams across the United States and Canada. Paul emphasizes the importance of blending strong content and technology for better outcomes. He can be reached at paul@doinggoodagency.com. ■

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measurement and guide participants through the process of creating logic models for their programs.

This event is free to the public.

For more information, visit <https://bit.ly/44vVhy5>. ■

