

# COTA is Better Than GoFundMe.

Fundraising for Transplant-Related Expenses



## With COTA – Raise More Money

- ▶ On average COTA fundraising campaigns raise 7 TIMES more than GoFundMe.  
*The average COTA campaign raises \$22,000 while the average GoFundMe medical fundraising campaign raises only \$2,600.*
- ▶ COTA does not charge any fees ... not even credit card processing fees! 100% of funds raised in honor of COTA patients are used only for transplant-related expenses.  
*While GoFundMe claims to be 'free,' campaigns pay card processing fees that total 2.9% of contributions plus 30 cents for each transaction. COTA really is free.*

## With COTA – Know Funds are Secure

- ▶ COTA funds are not seen as income for transplant families. GoFundMe proceeds are considered taxable income by the IRS and may jeopardize participation in assistance programs such as Medicaid, Medicare and Social Security.
- ▶ COTA owns and administers all fundraising campaign funds. Gifts to a COTA campaign are tax deductible; therefore, COTA provides tax acknowledgements to contributors. Gifts to GoFundMe are not tax deductible.

## With COTA – Receive a Lifetime of Support

- ▶ For more than thirty years, COTA has been helping transplant families. GoFundMe has less than one decade of experience. Other online fundraising platforms have come and gone.
- ▶ A transplant is a lifetime journey. COTA helps with transplant-related expenses before, during and after a life-saving transplant.

More ►►►



### Jude Ward

COTA raised \$63,000 of \$50,000 original campaign fundraising goal

“In the midst of putting our lives on hold and relocating more than 1,100 miles away from our home for Jude to receive top-notch medical care, COTA made sure everything was taken care of. Anytime I am anxious or worried I can call COTA’s 800 number and someone with a warm and caring disposition is able to calm my fears and provide support and guidance.”

*Nicole Ward, Mom of Jude*



### Reilly Fitzmaurice

COTA raised \$185,400 of \$200,000 campaign fundraising goal

“Having to raise money to keep your child alive is the most humbling circumstance we have ever found ourselves in. COTA has allowed us to keep our dignity throughout Reilly’s transplant journey. We do not know what the future holds, but we are so grateful to know COTA will be with us every step of the way ... **for a lifetime.**”

*Amy and Brian Fitzmaurice, Parents of Reilly*



### Damian Maldonado

COTA raised \$49,000 of \$40,000 original campaign fundraising goal

“COTA sent someone to our little town in Texas to train our volunteers about fundraising for transplant-related expenses. COTA has made our entire transplant journey less stressful by taking away the fear of how in the world we were ever going to pay for all of the bills.”

*Cindia Maldonado, Mom of Damian*

**Make a Better Choice ... Call COTA Today**

**800.366.2682 • COTA.org • GetStarted@cota.org**

If you already have a GoFundMe account, call COTA to discuss fundraising that will safeguard your family – **for a lifetime.** GoFundMe funds can easily be transferred to COTA.