

Fundraisers for hospitals fighting the COVID-19 emergency

30 Italian fundraisers come together in a pro-bono task force to support hospitals for their crowdfunding campaigns.

This initiative was launched by Job4good, the main Italian Third Sector job matching platform, and supported by ASSIF (Associazione Italiana Fundraiser).

The COVID-19 emergency has highlighted how generous Italians are. In fact, a recent BVA Doxa study found that 24% of the population (10/12 million) have donated to healthcare institutions since the beginning of the crisis.

This wave of generosity towards the National Healthcare System has found institutions unprepared due to the lack of technical knowledge within their ranks. This is set to become more of an issue as the 35% of Italians have expressed the willingness to donate in the coming weeks.

Hence, **the** initiative **[“Fundraising Taskforce for hospitals during the COVID-19 crisis”](#)** was launched with the aim to specifically support hospitals in collecting funds from all the online crowdfunding initiatives the public started. In Italy, in fact, most state institutions are not aware of regulations surrounding the collection and release of funds for charitable causes. There is therefore a tangible risk that donations will return to the senders.

A new law recently passed (“Cura Italia art, 99.3 and 99.5) allows hospitals to receive donations directly from the public, there are necessary steps that need to be taken in order for funds to be released.

For this reason, on the 26th of March **Job4good** publicly asked fundraisers to provide their knowledge and experience free of charge to aid hospitals and the response was overwhelming. In less than 24 hours 30 experts were selected out of 150 offers received.

Diego Maria Ierna, a professional fundraiser and co-founder of **Job4good**, stated: “During the first wave we identified 500 campaigns online that had formal issues. From the 6th of April onwards we began contacting hospitals directly and allowed individuals running fundraising campaigns to receive immediate support. The majority of these campaigns were initiated by private citizens who attempted to help local hospitals through the website **GoFundMe**”

GoFundMe, at present, is the most popular fundraising platform that hosts most of the Coronavirus related campaigns.

“Over 1500 campaigns in support of hospitals have so far been launched on GoFundMe. **Luca Salici**, head of communications at GoFundMe declared: “This unprecedented effort resulted in donations of over 15M euros being collected. These funds were used to increase intensive therapy departments and to buy essential equipment for hospitals. These funds are secured but only the beneficiary, the hospitals, can claim them, or else, they would return to donors”.

So far the taskforce has reached out to 250 between hospitals and citizens attempting to raise funds and supported them in correctly running fundraising campaigns. As of now, 23 hospitals requested support from our task force. Their campaigns have so far collected about 800.000 euro on online platforms, which have not been completely cashed in yet.

“Our main objective - states Ierna, is to verify that funds from ongoing fundraising campaigns reach the hospitals they were launched for as soon as possible”

“As Salici reinforces, there are many cases where hospitals fail to follow the correct procedure and therefore the assistance offered by the fundraising initiative for hospitals fighting the Covid emergency is of the utmost importance”.

In addition, this initiative also offers free assistance to private citizens who have launched fundraising campaigns for local hospitals on other platforms such as “Rete del dono” where 2M have been collected so far to tackle the COVID-19 emergency.

Nicola Bedogni - president of ASSIF declared: “This initiative, conceived by Job4Good, demonstrates how fundraising - in order to be effective - needs to follow the correct procedures that are familiar to most fundraising professionals. Thanks to the effort of 30 fundraising, we hope, hospitals will find in this task force a powerful ally to face the ongoing emergency and value fundraising as a whole”.

#fundraiserpergliospedali

NOTE

“Job4Good is an online portal which we envisioned and created in 2016 - state Luca di Francesco and Diego Maria Ierna, the founding members of the platform – We know the thriving community of fundraising specialists very well, so we decided to make an appeal to these professionals and asked them to take action and give a contribution so we can fight such a tough battle together”.

Moreover, JOB4GOOD made its platform available pro-bono to recruiters who are in need of new medical staff and authorised personnel during this crisis; at the moment, the portal, which has thousands of registered professionals, gives recruiters the chance to post unlimited job advertisements. If you are interested in the initiative “Fundraising Taskforce for hospitals during the COVID-19 crisis”, check out www.job4good.it.

Other crowdfunding websites active for the Emergency COVID-19: [Rete del Dono.it](http://ReteDelDono.it), Buonacausa.org, Eppela.com | Facebook (social network)

Study BVA DOXA percezione atteggiamenti e abitudini degli italiani nell'emergenza COVID 19 <https://www.bva-doxa.com/percezione-atteggiamenti-e-abitudini-gli-italiani-allepoca-del-covid-19/>

IMAGES

- <https://drive.google.com/drive/folders/1Dx15Go-j4UC4nDuSlvdViQSYnpAuA0pU>