

Our Free Search (www.auntbertha.com) is Moving to findhelp.org

By **Jacqueline Hernandez**,
October 12, 2020 in **Announcements**

When we first launched findhelp.org in early 2020, our main focus was to provide an easy way for people in need to find help during the economic aftermath of the COVID-19 pandemic. Since then, the site has become a tremendous resource — with more than 200,000 Americans seeking assistance on our search platforms since the pandemic hit.

Our mission is to connect all people in need and the programs that serve them (with dignity and ease). As findhelp.org has grown, we've realized 'what better way to streamline the experience of finding help than to consolidate all our resources here?' Our company is still the same, but our free program search will just have a new, more intuitive, name.

Since Sunday October 18, 2020, findhelp.org now serves as Aunt Bertha's default program search and referral site. Now that the migration is complete, www.auntbertha.com simply redirects you to the new site — though the search experience remains unchanged for all users. Your logins, saved favorites, reports, and referral history still work the exact same

way. You don't have to do anything different. Just bookmark findhelp.org.

We are beyond excited to enter our second decade of service as the leading search and referral platform in the United States. There are more exciting developments to come — this is just the beginning and we're excited to share this journey with each and every one of you!

Q&A

Q: How does the migration impact the user experience for people seeking help?

A: It doesn't! We've ensured that the site experience remains as simple and intuitive as it's always been on www.auntbertha.com. The only thing that changed is the URL.

Q: Will this impact the experience for partner organizations and customers, particularly with regards to reporting and referrals coordination through the platform?

A: For our partners and customers, the platform experience remains unchanged. This does not affect your private label platforms (yourname.auntbertha.com) or your custom domain name, if you have one.

Q: Will the process for suggesting and claiming programs on the platform change?

A: No, nothing changes here either. Anything accessible on www.auntbertha.com will also be accessible on **findhelp.org**.

Q: Are there any new features and/or services being incorporated as part of the migration?

A: The findhelp.org site will have the full functionality of the existing www.auntbertha.com site.

Q: Will this impact my ability to search, my saved programs, or referrals I've made?

A: Not at all. Your login and all your account information are exactly the same.

Q: Will this impact tools, APIs, or reports for partner organizations or customers?

A: No, just on a different URL. Your login and account information is the same.

Q: My organization has a unique subdomain on auntbertha.com. Will this be affected?

A: No, your organization's URL and site functionality remains unchanged.

Q: Will my Aunt Bertha contacts' email addresses change?

A: No, Aunt Bertha staff will still use @auntbertha.com email addresses. Even if we create new emails like support@findhelp.org, the original email addresses like support@auntbertha.com will still work.

Q: Does my organization need to make any changes on our end?

A: No changes are needed on your end at all. Just update links to point to our new home at findhelp.org, but any traffic that finds its way to www.auntbertha.com will be automatically redirected to findhelp.org.

Q: What if I want to know more about Aunt Bertha, the company?

A: Just go to company.auntbertha.com where you'll find all you need to know about our company, what we do, where we're going, or how to get a hold of us.

Tags find help findhelp findhelp.org free safety net