

# GoldenDoodle AI Launches as First Trauma-Informed AI Platform for Mission-Driven Organizations

*GoldenDoodle AI: The first trauma-informed AI platform purpose-built for mission-driven organizations.*

SACRAMENTO, CA, UNITED STATES, January 26, 2026 /EINPresswire.com/ -- [GoldenDoodle AI](#), a generative artificial intelligence platform built to equip mission-driven organizations with trauma-informed communications, marketing, strategy, content creation, and messaging, today announced its official launch.

They are the first and only AI platform built from the ground up with [science-backed, trauma-informed principles](#). Unlike generic tools that prioritize broad flexibility, the platform [embeds principles of safety, empowerment, and dignity](#) throughout its architecture and user experience.

GoldenDoodle is a Sacramento-based startup founded by Scott Eggert and Laura Braden. After decades of serving nonprofit, corporate, advocacy, and healthcare clients with communications, marketing, and branding services, they identified a clear market need for a human-centered tool aligned with an organization's mission.

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Words matter, especially when your mission touches lives every day”

*Laura Braden, Cofounder and Chief Impact Officer*

“A majority of Americans have experienced some form of trauma, so organizations that communicate with



Mission Driven Community Organizations need Trauma Informed AI



GoldenDoodle<sup>AI</sup>

Goldendoodle AI - The First Trauma Informed AI for Nonprofits

awareness and intention can build the lasting trust, loyalty, and engagement that drives meaningful growth,” said Eggert, Founder and CEO of GoldenDoodle AI. “Communications professionals, especially in healthcare, social services, education, and nonprofits, know that breaking through the noise isn't just about being louder. It's about showing up with authenticity and dignity for those you serve, and GoldenDoodle AI helps your team do exactly that.”



Goldendoodle AI - The First Trauma Informed AI for Community Based Organizations

Research demonstrates that when people feel seen, heard, and valued, they're more likely to engage. Values-aligned communication can strengthen growth drivers such as donor retention, stakeholder engagement, and long-term loyalty, building sustainable organizational effectiveness and credibility.

“Words matter, especially when your mission touches lives every day,” said Braden, Chief Impact Officer of GoldenDoodle AI. “Our vision was to translate decades of communications expertise and trauma-informed research into an AI tool that truly understands your brand voice and democratizes high-stakes engagement, particularly with underserved and vulnerable populations. GoldenDoodle doesn't replace human judgment; it strengthens it.”

GoldenDoodle champions several core differentiators:

**Category-Defining Innovation:** The first AI communications platform built specifically with trauma-informed principles embedded in its architecture, not adapted, but purpose-built for mission-driven work.

**Trauma-Informed Architecture:** Communications aren't just sanitized for liability; they're shaped with human impact in mind.

**Instant Organizational Brand Voice:** Every team member communicates in your organization's authentic voice through our 60-second brand voice setup. With 27 dimensions of customization and natural language refinement, your entire team maintains consistent messaging quality: from the communications director to the program manager drafting a grant proposal.

**Zero-Training Data Guarantee:** Sensitive content and data remain private and are never used to train external models.

**Purpose-Built Tools:** From “Crisis Mode” messaging to donor engagement and analysis tools, GoldenDoodle supports high-stakes writing tasks with ethical rigor.

“In a world full of AI options, GoldenDoodle is the purpose-built solution for mission-driven organizations,” said Tiffany Loeffler, Founder of The Alliance. “As a trauma-informed nonprofit, we needed more than a generic writing tool; we needed a platform that understands the weight

our words carry. GoldenDoodle consistently integrates strength-based language with our unique voice and values. Now our entire team writes confidently for the Alliance, no AI experience required.”

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GoldenDoodle AI is a Sacramento-based AI startup founded by Scott Eggert and Laura Braden, bringing decades of nonprofit and healthcare communications expertise to purpose-built technology for mission-driven organizations doing high-stakes care. Learn more at [goldendoodleai.com](https://goldendoodleai.com) and connect with us on LinkedIn and X.

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