



Proud Supporter of
CAMPOOCHIGEAS
A Camp For Children With Cancer



Camp Ooch 2016

GOAL

 **Fundraise!**

To give kids affected by childhood cancer, unique opportunities for growth through challenging, fun, enriching and magical experiences year-round, by hitting their silent auction fundraising target of \$70,000 at the Camp Ooch biennial gala.

EVENT

 **836 Guests!**

The rapidly growing event was organized by a team of volunteers, taking place at 1 Yonge Street, alternatively known as the Toronto Star Building in Canada on November 2nd 2016. The event took the form of a gala dinner with 836 guests in attendance.

The volunteers and staff at the privately run event were keen to move away from the labor intensive paper auction and other less effective online auction providers. By using a technology driven solution, the charity would eliminate the resources and time needed to process a manual paper based system.

After deliberation, Camp Ooch finally took the plunge and decided to use Givergy's silent auction technology and custom online auction for the signature Paddle Project Auction at their biennial gala. Givergy provided a user friendly system that allowed them to effectively track how much was being raised prior to, and during the event! The system encouraged bidding, which in-turn, raised them more than any other provider they had used in the past!

In line with the summer camp theme, Canadian celebrities designed artistic canoe paddles that guests and other supporters were able to bid on using Givergy's custom online auction platform before, during, and after the event, maximizing their fundraising efforts!

OUTCOME

 **134 Tablets Used!**

Thanks to Givergy's innovative technology, expectations were vastly exceeded. 394 bids went through the custom online auction and 374 on tablets during the evening, which in total, raised a staggering \$92,476, surpassing their target by 32%! This stat highlights the vital role the pre-event custom online auction played in maximizing their fundraising.

5/5

"The 2016 Paddle Project Auction raised over twice the amount that was raised in 2014. This increased revenue can be attributed in significant part to the technology driving additional guest competition and participation"

Caley Bornbaum, Director, Community & Annual Giving, Camp Ooch



CHARITY PROFIT:
\$92,476