



# Queen's Hall Arts

## GOAL



Queen's Hall Arts wanted to fundraise to support children who are losing or have lost a loved one. The charity launched the campaign ART with HEART, to auction off pieces of art alongside their gallery exhibition. They had never conducted an online auction before but chose to use Givergy to try to increase funds raised by reaching a wider audience outside of the exhibition.

## CAMPAIGN - ART With HEART



In September 2017, Queen's Hall Arts listed over 80 pieces of art donated by over 60 artists from around the world. The auction featured world-renowned artists and lesser known creatives, enabling those with both large and small budgets the opportunity to bid. At the exhibition they also offered bidding stations, giving visitors easy access to log on and bid on the artwork directly in front of them while interest was hot. The individual artists promoted their auctions pages on social media and the exhibition acquired lots of interest, and even media coverage!

## OUTCOME



### 152% Of Target Achieved!

By using Givergy.com for their online charity auction, Queen's Hall Arts were able to reach a wider audience outside of their own database. Having the ability to list all 80 plus auction items under their own charity page URL, meant they could direct all online and offline traffic to that page, making the whole campaign nice and simple!

*"We are thrilled with the success of our ART with HEART online charity auction. I cannot praise the Givergy team enough for making the whole process very simple and straightforward. We exceeded our expectations on the funds raised, with Givergy playing a significant role in the success of the project - enabling us to reach bidders outside of our existing supporter base."*

*- Sharon West, Development Manager, Queen's Hall Arts*

5/5



**CHARITY RAISED:**  
**£15,265**