



# Marathon Sponsorship

## GOAL



Individual fundraiser Adam Sebba needed to raise sponsorship money to run a marathon for Walking With The Wounded, which helps veterans transfer to sustainable civilian employment. A keen distance runner, Adam had previously used fundraising sites to get direct donations from friends and family, however, he was looking for alternative fundraising method in order to reach a wider audience and raise more for his chosen cause.

## CAMPAIGN



In September 2017, Adam decided to run a campaign on Givergy.com. He was able to offer money-can't-buy experiences, like dinner with the former CEO of Net-a-Porter and signed memorabilia to raise funds for the charity. He obtained the items through personal connections, garnering inspiration from other campaigns on the site. Making the process super easy for donors to consistently place bids maximised the total amount raised. Having a branded charity page meant users were easily able to see where the money raised would go and Givergy strategically promoted the campaign to their database to increase reach.

## OUTCOME



Using Givergy.com, Adam was able to offer a new way for his network to support his cause and reach a whole new audience. By reaching a new pool of charitable donors, he was able to quickly exceed his fundraising target with the sale of rare memorabilia and once-in-a-lifetime experiences..

5/5

*“An excellent platform and way to fundraise”*

*- Adam Sebba, individual fundraiser*



**CHARITY RAISED:**  
**£4,570**