

ASYLUM SEEKERS RESOURCE CENTRE CASE STUDY

GOAL

\$50,000 

Asylum Seekers Resource Centre set themselves the ambitious goal of raising \$750,000 this year, with the target of raising \$50,000 through the Givergy platform. As one of their major fundraisers of the year, the funds raised help to support and empower people as they rebuild their lives in safety. All funds raised go to the Asylum Seeker Resource Centre (ASRC) to assist people seeking asylum with the basics like food, housing and healthcare as well as providing legal support, education and pathways to employment.

EVENT

For the 5th Year running, Asylum Seekers Resource Centre ran a Telethon on World Refugee Day. Their fundraising started in the weeks leading up to the big day when they launched their online auction and raffle. On the day, they broadcast their Live Fundraising Appeal via their Social Media profiles (Facebook, Instagram and Twitter) and from 7am to 10pm, their small team of staff ran the Call Centre. During the campaign they ran targeted EDM and SMS campaigns and their Community Fundraisers were busy at work helping to raise awareness and collect funds. In addition to the Online Auction and Raffle, ASRC used the Givergy Platform to sell exclusive "Buy It Now" items and collect cash donations and Item donations too.

Due to the impact of COVID 19 they knew they would have to diversify their income streams to offer more opportunities for their donors and the public to get involved. These included:

- Increase parameters around items included in their Auction, setting the lower value prizes as **Buy It Now's**
- Using the **Donate Item** feature available on the Givergy platform to collect further **donated prizes**
- Increasing the number of Donation channels
- Running a Raffle for the first time, with a low ticket entry price

OUTCOME

\$93,110 

The ASRC went on to raise a staggering **\$1,312,338**, far exceeding their target of \$750,000. They raised \$93,110 via the Givergy platform SMASHING their \$50,000 target, with over \$18,000 coming from their new fundraising streams in the form of their (sold out) Raffle and additional Pledging options. Via Givergy's Donate Item feature they collected 11 additional items for the auction and 11 new supporters they can engage for next year's auction too. To top it off, all payments received within 14 days!

And finally... "This year, the Asylum Seeker Resource Centre (ASRC) was fortunate to receive incredibly generous support from the community and our family of donors and supporters for the ASRC Telethon on World Refugee Day. Through pivoting and diversifying areas of our Telethon fundraising strategy, trying new functionality within the Givergy platform and with the support of the Givergy team, we were able to increase our offering to donors which resulted in raising almost twice our pre-Covid budget target. Will and Mairhead in the Givergy team were great to work with as always. Easily contactable, knowledgeable and quick to respond to any queries we had regarding the platform or our fundraising strategy, including throughout the crucial 15 hours of our live (virtual) event."

– Maria Quigley, ASRC