

Archie's Ball 2017

GOAL



Launch charity & fundraise

To launch and raise awareness of the Archie Lloyd Charitable Foundation whilst raising vital funds to inspire and motivate young people whose life opportunities are limited.

EVENT



1,053 Guests!

This was *team Archie*'s first fundraising event. 1,053 guests attended the event at Supernova in Embankment Gardens for dinner and dancing followed by performances by young and inspirational performers including soloists from The Royal Ballet.

They decided to auction off a diverse range of generously donated items and exclusive Givergy auction lots to ensure they appealed to their demographic of university students and adults.

After consulting with Givergy's fundraising experts it was clear that *team Archie* would benefit from the flexibility of the **mobile platform** as it enables guests to bid prior to and during the event through their smart phones. Taking into account the sheer size of the event and demographics of guests this platform would inevitably maximise their fundraising efforts.

OUTCOME



674 Bids in 5 hours

The funds raised have already been put towards six scholarships for *team Archie*'s award winners who will now undergo an incredible football coaching and travel programme having been kindly sponsored by those who attended Archie's Ball 2017.

"We put a lot of thought and effort into the auction and were lucky to be introduced to Givergy whose support, advice and delivery of the silent auction system was fantastic. We raised an incredible £250,000 as a result and cannot begin to imagine having done that without them."

5/5

Archie Lloyd Charitable Foundation (Registered Charity Number 1167671)

