

Summer Ball 2017

GOAL

£ **Fundraise!**

To raise funds at the charity's annual Summer Ball in order to support members of the construction community who have suffered injury or long-term illness. The charity had previous experience of working with a different fundraising technology provider but had been left feeling underwhelmed by a complex user experience and concerns over reliability.

EVENT

 **600 Guests!**

The Summer Ball took place at the HAC in London at the beginning of July 2017 and consisted of approximately 600 guests from the construction community. Givergy provided leaderboards and a payment collection service for the traditional gala dinner which was followed by entertainment in the form of a fun-fair.

It was the second of the charity's events to be supported by Givergy, the first of which was the Construction News Awards in March 2017. At the March event, the use of Givergy resulted in the charity raising **67%** more than they had the previous year.

OUTCOME



169% of Target Achieved!

Having opted to use Givergy again for the 2017 Summer Ball, the charity were rewarded with an "exceptionally professional service" from start to finish and raised **69%** more profit than they had the previous year.

Importantly, the stability and ease of use of the Givergy platform was praised in particular; a key benefit over past suppliers.

"Givergy delivered an exceptionally professional service, a robust and stable technology platform and most importantly, the application was easy and exciting to use... Needless to say we had our best auction result ever on a silent auction at this event and it did not stop there... they even chased down the auction payments post the event and very promptly deposited the auction profits into our charity account"

5/5

- Bill Hill, CEO Lighthouse, The Construction Industry Charity

