



KICKSTART KIDS CASE STUDY

GOAL

\$50,000 

Kickstart Kids is an award-winning in-school character development program that uses karate to teach life-changing values to middle school students. In support of this, Kickstart Kids ran an online auction in July 2020 using the Givergy platform for both auction items and donations. The goal was to raise \$50,000 to assist in covering students' annual registration fees.

ONLINE CAMPAIGN



This was the first time the organization held a virtual auction as a result of COVID-19 in lieu of their typical in-room fundraising event. The majority of Givergy assets were used including the auction system, donation options and prize draw. The site was customized to fit with brand guidelines and included promotion for sponsors and the organisation.

OUTCOME

\$74,500 

Kickstart Kids exceeded their goal by nearly \$25,000 raising a total of **\$74,500!**

And finally... “The Givergy team were so patient, compassionate and really cared about our mission and auction. Any question we had were answered without question and we really appreciated all the tips and tricks we learned along the way. The system is extremely easy to use (even for me and that’s saying a lot – I’m not text savvy at all). Our donors had fun and loved using Givergy. We have a lot of older donors so we were worried about going virtual but it wasn’t an issue at all. We’re so thankful and grateful to Givergy and we would recommend them to anyone!”

– Director of Development, Kickstart Kids

