



FirstGiving™ *Be where the giving happens.*

A month of stories, lives of hope.

CURE Childhood Cancer beats expectations fivefold with **FirstGiving**'s help.



When **CURE Childhood Cancer** Executive Director Kristin Connor came to FirstGiving in 2009 for help with a unique fundraising idea, her expectations were hopeful, but relatively modest. By telling the story of one child, each day, on the organization's website during September's National Childhood Cancer Awareness month, she hoped to raise \$30,000.

Kristin contacted FirstGiving because she needed a simple and trusted way for each child's family, friends, and acquaintances to raise \$1,000 on their special day for **CURE Childhood Cancer** — a nonprofit organization focused on supporting the patients and families of cancer's most vulnerable victims: kids.

"We knew of FirstGiving from our Lauren's Run event from the previous year," said Kristin. "We saw then how effective a tool the FirstGiving platform is — how it allows people to reach their own broader communities, and how people can be inspired to give, easily and effectively."

The nonprofit eventually collected the stories and set up FirstGiving fundraising pages for over 60 families. These stories were promoted on the **CURE Childhood Cancer** blog, on social media outlets such as Facebook, and, in some cases, at the workplaces of the child's parents, where many employers generously agreed to donate matching gifts.

"What was most powerful about this amazing initiative was that each family made this event their own, doing what was comfortable for them," said Kristin. By the last day of the month, the original \$30,000 target had been far surpassed: the friends and loved ones of each family that donated gave, on average, almost \$3,000 — triple the amount hoped for, for a total of \$150,767. And the money is still coming in: as of January 2010, more than \$170,000 has been collected; a remarkable 467% increase over the organization's original expectations.

"It's nothing short of cathartic and empowering for families to have a way to share their stories," said Kristin. "... the FirstGiving pages allowed them to feel that they themselves were fighting the disease."

“ The power of the smaller gift, added together, is remarkable.

When you have a tool such as FirstGiving's individualized pages, you can reach large communities virally, and can touch so many more people than you could at a single event.”

Kristin Connor,
Executive Director
CURE Childhood Cancer



To learn how **FirstGiving** can help your organization raise more funds with greater ease, contact us at **877.365.2949** or at sales@firstgiving.com.