



FirstGiving™

Be where the giving happens.

Where volunteers do all the legwork

FirstGiving makes donating easy for **Tuberous Sclerosis Alliance** walks.



Sure, the national organization offers support behind the scenes. But once the permits have been secured, the insurance is in place, and the T-shirts and prizes have been ordered, **Tuberous Sclerosis Alliance (TS Alliance)** turns over the running (er, walking) of their individual fundraising events to local volunteers to chair.

Tuberous sclerosis complex (TSC) is a genetic disorder that causes tumors to form in many different organs, primarily in the brain, eyes, heart, kidney, skin, and lungs. Nearly 50,000 people in the United States are known to have TSC, making it as common as ALS (Lou Gehrig's Disease) but virtually unknown by the general population.

Which is why dedicated volunteers work so hard to get the message out, through the organization's "**Step Forward to Cure TSC®**" walkathons, held all around the country. In 2009, in the midst of a difficult economy, supporters in 30 different walk events raised almost \$1 million — money that is earmarked for, among other causes, accelerating research, supporting care and empowering consumers, and educating and mobilizing public support.

Much of that money came through online donations, through the use of FirstGiving individual fundraising pages. Said Jenny Smiley, **TS Alliance's** Director of Community Outreach, "FirstGiving's webpage tool has been crucial to our ongoing success in fundraising. People are busy, and enabling them to donate through these individual pages makes it extremely easy and convenient for them."

That was a lesson that was driven home to Jenny when the organization — which first began working with FirstGiving in 2004 — decided to suspend the relationship in 2008, to look for what they thought would be a more robust solution. Their "new" system proved too unwieldy and cumbersome for people to use, however, and **TS Alliance** came back to FirstGiving the very next year, when over 880 people created individual fundraising pages using the Firstgiving tool.

"Although we still get offline donations," she said, "the FirstGiving tool is nice because its reports help us keep track of — and automatically thank — everybody who came to walk and donated, or shared in some special way in the event." And that has a personal resonance for Jenny: as a volunteer for **TS Alliance** eight years ago, she organized the very first walk, near her home in Chicago, when her niece Olivia was diagnosed with the disease. Today, Jenny is grateful that the FirstGiving fundraising tool is able to make such a difference in the steps to finding a cure.



FirstGiving's online fundraising tool has been a complete life-saver; it's 100% easier to have everything run through FirstGiving.



Jenny Smiley,
Director of Community Outreach
Tuberous Sclerosis Alliance



To learn how **FirstGiving** can help your organization raise more funds with greater ease, contact us at **617.591.2121** or at inquiries@firstgiving.com.