

CASE STUDY

KIDS KORNER LUNCHEON
YWCA
BIRMINGHAM, AL

The YWCA Central Alabama believes that those who have the least deserve the very best start in life. The annual Kids Korner Luncheon benefits the KIDS Korner, a nationally-accredited child development program for children of homeless families.

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Swell sets the sky as the limit for how much we can raise.

_Maggie McDonald
Senior Director of Development

eliminating racism
empowering women
ywca
Central Alabama



14%

REVENUE
INCREASE

227

NEW DONORS

181

DONORS WHO
DID NOT
ATTEND

THE CHALLENGE

Upgrade an annual fundraising event to gain more donors, raise awareness, sell + manage tables and keep track of various donation types.

THE SOLUTION

Use Swell's event management platform to build a website, sell + manage tables, accept and record multiple donation types and track fundraising and social activity with leaderboards.

HOW IT WORKS

- > Easy Table Management
- > Accept online donations, pledges and on-site credit card transactions
- > Record cash/check donations