

**Hands
Across
Canberra**
Your Community Foundation



CASE STUDY

GIVING DAY 2020



Hands Across Canberra is Canberra's independent community foundation. Founded in 2010 by a group of Canberra leaders with the idea of creating a foundation to help fellow Canberrans and give back to the community, it now works with more than 250 local community organisations.

In February 2020, they engaged Catalyst Management to run the first ever capital city giving day for a community foundation in Australia, with an initial target of \$100,000. MyCause was engaged as platform partner, to leverage the power of digital and social media tools to maximise fundraising through gamification and matching incentives.



The Challenge: Create and execute a 24-hour giving day with a target of \$100,000 in 4 weeks

Key Metrics

\$135,420 Raised
\$100,000 Target
469 Online donors
\$154 Average online donation
\$50,000 Matched funds

Key Partners

Platform: MyCause
Creative: Agency 9
Ambassador: Robert de Castella
Media: Region Media

[Click to view platform](#)



Peter Gordon, CEO
Hands Across Canberra

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Having launched our annual Canberra Day Appeal, in February 2020 we engaged Catalyst Management to run the first ever capital city giving day for a community foundation in Australia. Lawrence Jackson and the team created and executed an amazing 24-hour digital event in only 4 weeks! They helped us to harness the power of digital tools and social media to engage donors throughout the community and corporate sponsors as well. Our member charities were spurred on to good-natured competition for bonus cash prizes with fun online games and challenges, and together we smashed our overall target. The team were fantastic, friendly and hardworking, and we spent an enlightening day with them at 'mission control' as the day rolled out smoothly and efficiently. This pilot event was done at very short notice, and we are now confident we can increase our fundraising significantly in future years via our annual giving day.

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**CATALYST
MANAGEMENT**

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