



## Organization Brand New to Peer-to-Peer Fundraising Crushes Expectations

The Vs. Cancer Foundation was founded in December 2012 to empower athletes and their communities to fund the fight against childhood cancer. The foundation enlists college sports teams from around the country to fundraise for a cure to childhood cancer. With their unique “half and half” model, Vs. Cancer ensures that half of the funds raised go to local childhood cancer hospitals while the other half goes towards research at the national level.

As a young organization, finding a platform that would make it easy and effective for supporters to rally behind its cause was a must. Classy has provided a set of integrated tools that has helped Vs. Cancer reach truly amazing heights in its inaugural year. As Chase Jones the founder of Vs. Cancer, and a childhood cancer survivor himself, succinctly puts it:



Chase Jones  
Founder

**“THE VS. CANCER FOUNDATION IS  
USING CLASSY TO BASICALLY RUN  
OUR ORGANIZATION.”**

## Over \$310,000 raised online in its first 10 months

Vs. Cancer quickly learned that the element of personal expression would be crucial for its fundraisers. “In today’s day and age, we have found that more people will give to their friends, family members, and peers than to causes themselves,” Jones says. Classy has allowed Vs. Cancer’s supporters to express themselves while tapping into networks of friends and family members for contributions.

The best part? Each new fundraiser leads to exponentially more donors. In just 10 months the Vs. Cancer Foundation has been able to raise over \$310,000 online, recruiting 5,983 donors and fundraisers in the process!

IN JUST 10 MONTHS,

**\$310,000**  
IN ONLINE DONATIONS



**5,983**  
DONORS RECRUITED

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As Jones notes, the peer-to-peer model, “has provided a tremendous boost compared to traditional fundraising methods.”

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In fact, Vs. Cancer provides the perfect demonstration of the fact that even the newest organizations can leverage the power of p2p fundraising to quickly amass large numbers of donors.

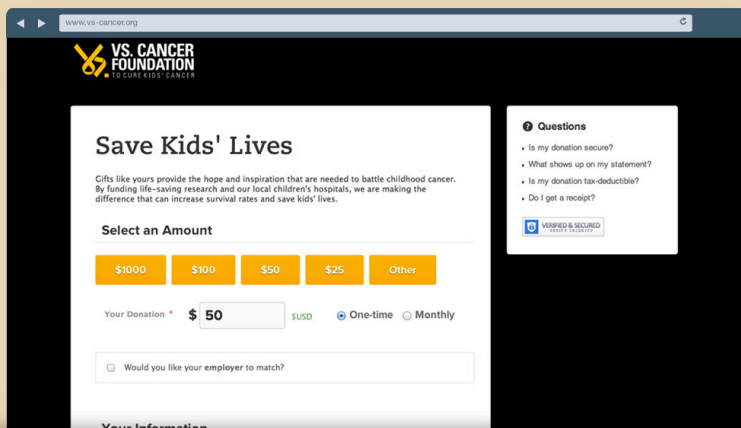
By pairing a year round fundraising program with targeted outreach to college sports teams the foundation has been able to take off at a rate most other startup nonprofits would truly be envious of.

## Taking away the hassles of raising money online

From taking the expenses out up front to handling the security itself, Classy makes sure Vs. Cancer never has an issue with any transaction. “The last thing any startup non-profit needs is a potential donor having last minute thoughts about the validity of where they are giving their info. Classy eliminates that hesitation,” says Jones.

**“WE LOVE NOT HAVING TO WORRY ABOUT CREDIT CARD ISSUES, PERIOD.”**

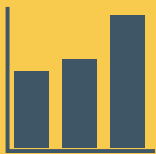
— Jones



Classy’s comprehensive assortment of tools has provided Vs. Cancer with everything that it has needed to get its fundraising operations up and running.

The reporting makes it easy to track donor and fundraiser information, automatic processing of monthly gifts provides sustainable revenue, and engagement tools help keep donors happy and involved. As Jones puts it:

## Classy tools for success



**EASY REPORTING  
TO TRACK DONOR  
INFORMATION**



**AUTOMATIC  
PROCESSING OF  
MONTHLY GIFTS**



**ENGAGEMENT  
TOOLS TO KEEP  
DONORS INVOLVED**

**“IT’S SAFE TO SAY THAT WITHOUT CLASSY, OUR MISSION WOULD NOT BE ABLE TO BE ACCOMPLISHED AS QUICKLY AS WE INTENDED.”**

For questions, contact us at

**(619) 961-1892**  
**www.classy.org**