



LEAD

HOUSTON, TX

NON-PROFIT

AT A GLANCE

LEAD ran the first ever WiddyUP campaign and set a high bar for other fundraisers to clear, raising over \$123,000!

CHALLENGES

LEAD is a non-profit in central Houston that helps kids learn valuable life skills and gives them an opportunity to thrive. Previous fundraisers had been helpful but in the Spring of 2021 they needed to raise \$60,000 for life-changing summer wilderness trips.

SOLUTIONS

Dejon, LEAD's Executive Director, had heard about a new fundraising platform that her colleague was starting called WiddyUP. When she heard about the idea she jumped at the chance to be the first group to give it a try and was not disappointed. LEAD raised more than double their goal!

KEY METRICS

 **\$123,778**
Total Raised

 **\$60,000**
Fundraising Goal

 **\$63**
Average Donation

“ THANKS FOR GIVING US A PLATFORM TO SHARE OUR STUDENT LEADERS WITH STAKEHOLDERS, DONORS AND FRIENDS. ”

DEJON H. / EXECUTIVE DIRECTOR

BENEFITS

BENEFIT 01

LEAD students were able to showcase some of the skills they were learning in the program directly in their WiddyUP videos.

BENEFIT 02

Whether it was baking, music production, gardening or something else, each video reminded donors why LEAD is such a force for good in the world.

BENEFIT 03

LEAD was able to pay for the wilderness trips and have extra funds to support a Saturday Ambassador Program.

