

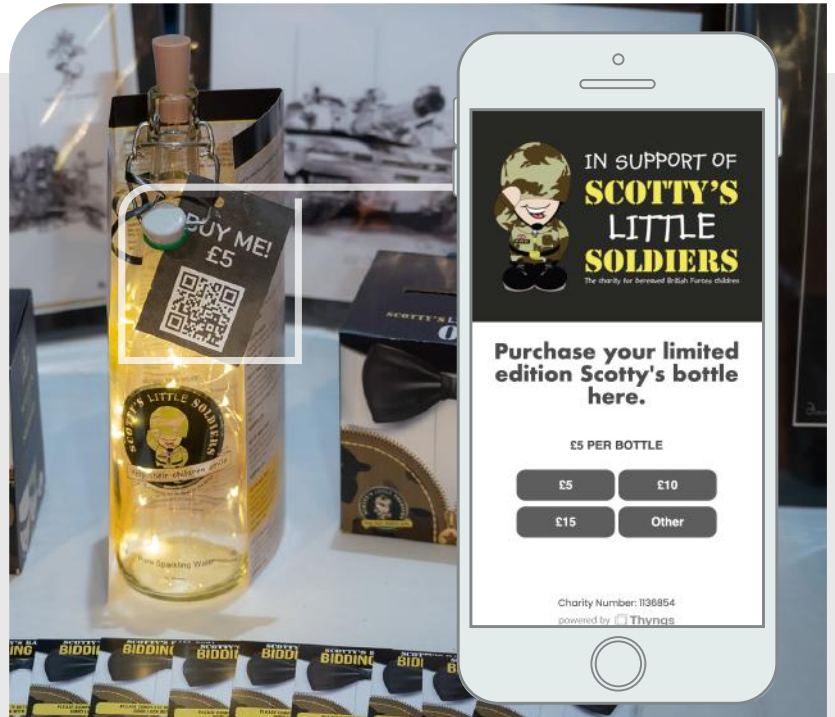


## Good Thyngs joins the Scotty Ball

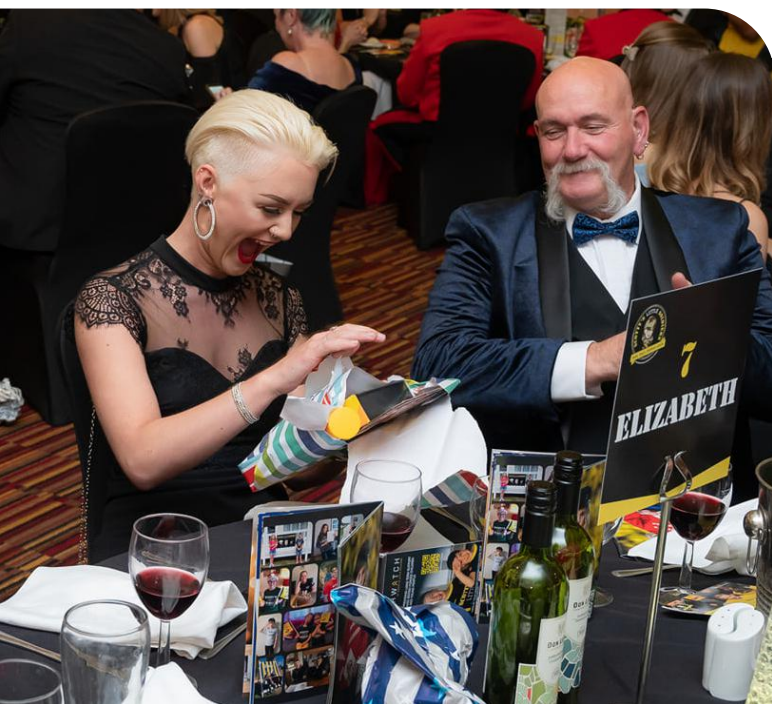
Each year Scotty's Little Soldiers hosts the Scotty's Ball fundraising event. This year the charity turned to Good Thyngs for an additional way to raise donations and engage supporters in competitions.

### The impact:

- An additional £3,355 raised to support bereaved children of servicepeople
- Newfound confidence in digital fundraising from guests
- £1700 raised through the Scotty's Ball raffle
- £1132 raised through Pass the Parcel



Good Thyngs provided the digital infrastructure for the raffle and wine bottle sales, and helped to fund games like Pass the Parcel and Buy Your Hero a Pint. All of these competitions were accessible via QR codes and followed on from a donation page. Donations with Gift Aid went straight to the charity and analytics were in real-time, meaning organisers could thank their supporters on the night.



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In keeping with our digital approach to income generation we wanted to test if we could run a fully digital event in terms of monetary transactions. We knew the Good Thyngs platform had the capability to enable us to do that so decided to jump right in!

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–Sophie Berry, Supporter Team:  
Overwatch & Digital Donations