

# Kids Co.

## Kids Co. Partners with SeeYourImpact

Kids Co. is a leading provider of afterschool programs for families in Washington State. To raise funds for their out-of-school time scholarship fund, which assists the approximately one third of enrolled children that need tuition assistance, they partnered with SeeYourImpact - a powerful online fundraising platform that helps nonprofits create and celebrate impact through stories of change. Through SeeYourImpact, every donor receives a story about how their donation changed the life of someone in need. Kids Co. was motivated to create this partnership because the platform would make it easy for Kids Co. supporters to give and share stories about the lives they've changed - without the time, money and effort that goes into an offline event.



## The Virtual Barbeque Fundraiser: Donors Completely Shatter Goal!

SeeYourImpact helped Kids Co. execute a Virtual Barbecue Fundraiser from August 20 to 24 with the aim of raising \$10,000. Kids Co. and its supporters found SeeYourImpact's "new" way of connecting online with donors to be time efficient, creative, and enjoyable. Stories inspired supporters to share their impact, thus raising awareness of Kids Co. and bringing new donors to the campaign. Overall, the campaign raised more than \$13,400 and attracted 257 donors, seventy percent of whom were first-time contributors! Due to the Virtual Barbecue, Kids Co. acquired more new donors this year than during any other in their 24-year existence. Kids Co. founder and CEO Susan Brown was thrilled. She had hoped Kids Co. could raise \$5,000 in one year of working with SeeYourImpact, but the Virtual Barbecue hit that goal out of the park.

**“Partnering with SeeYourImpact is helping Kids Co. ensure that children who need scholarship support receive it.”**

— Susan Brown, Kids Co. founder and CEO

SeeYourImpact is a fundraising platform that activates committed supporters and acquires new donors through storytelling. We make it easy for your supporters to give and share stories about the lives they changed.

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