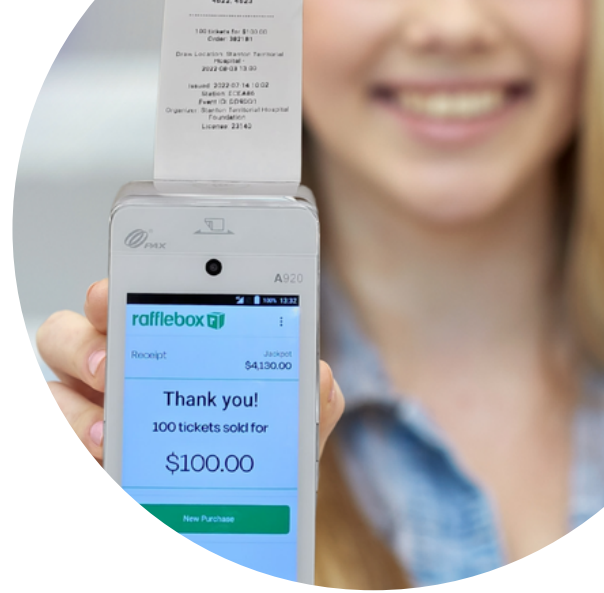




SUCCESS STORY

Stanton Territorial Hospital Foundation

Raffle type	Total raised	Campaign duration
Prize Raffle + 50/50 add on	\$425,305	170 days



Stanton Territorial Hospital Foundation's fundraising campaign typically held an annual gala as their primary source of fundraising. The hospital is the largest across The Territories and opened in May 2019 to provide quality care to residents across the Northwest Territories (NWT) and Kitikmeot Region of Nunavut (NU). It continues to have a steady demand for hospital equipment and new technology to provide enhanced care and improve the patient experience.

While the annual galas were successful, with more than 250 people attending, the COVID-19 pandemic and restrictions on gathering made it difficult to think of planning a gala in 2020. That's when Patty Olexin-Lang, Executive Director at Stanton Territorial Hospital Foundation, set her sights on expanding the Hospital's fundraising toolkit and reached out to Rafflebox. Patty was determined to find new ways to raise more money for patient care, equipment, and major capital needs at the hospital.

In October 2020, Stanton ran their first online raffle with Rafflebox and raised an incredible \$195,805. This equates to an approximate increase of 25% or more in total funds raised when compared to their traditional gala or other past fundraising events. On top of that, it significantly reduced the administrative costs and event management required to run a large-scale event. Seeing such a fantastic result, Stanton decided to run a second raffle in 2021. This time they ran a raffle with two components – a prize raffle and a 50/50 – which raised more than \$229,500. With the additional funds raised, the hospital was able to purchase equipment that will enhance the level of patient care at the hospital such as sequential compression units and patient-controlled analgesia pumps.

Stanton Hospital will continue to use Rafflebox to run online 50/50 and prize raffles for its fundraising and even has plans to incorporate the handheld devices into their next gala to raise more funds and contribute to their mission of "Working Together for a Healthy North!"

Keys to success

In-Venue machine

With the ability to print the ticket immediately and take all forms of payment seamlessly, more people in the community were able to participate.

QR Code

Jumping onto the QR code craze, they had QR code available to scan on posters, signs and even t-shirts! People were easily directed to the raffle page.

Increased reach

By taking the campaign online, they were able to include ticket buyers across the Territory, expanding their potential ticket buyer pool to 45,515 people across NWT.

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Switching to Rafflebox helped us discover new online ways of raising funds. It took a lot less administrative effort and the results were fantastic.

Patty Olexin-Lang, Executive Director at Stanton Territorial Hospital Foundation