

# How GYIFT Foundation raised \$20,000 with BetterWorld's Auction tool

## Challenge

GYIFT Foundation—a nonprofit dedicated to empowering youth in underprivileged and minoritized communities—needed a way to expand fundraising beyond small grants and personal donations.

**High platform fees, limited tools, and a lack of tech experience made traditional options inaccessible.**

Reflecting on these challenges, Sheenagh Scholl, founder of the GYIFT Foundation, shared her thoughts on cost and ease-of-use.

*"You would be amazed at the prices some of these platforms charge. It doesn't make sense to spend half of our budget on platform fees. Technology is not really my lane. My passion is going into the community and helping people, not sitting behind a computer trying to figure out complicated platforms."*

## Solution

After researching multiple options, the team chose **BetterWorld** for its **free platform, ease of use, and exceptional customer service.**

*"We did our research, contacted a few competitors, and ultimately decided on BetterWorld because their core values aligned with ours—and, most importantly, because it's free. It's a one-stop shop. Everything is there, from uploading images to managing events. It's so easy to navigate, which was key for us."*

BetterWorld's silent auction tools, ticketing system, and donor management features allowed GYIFT to plan and execute its first annual fundraiser with confidence. Even when a minor glitch occurred during the event, the issue was fixed in minutes thanks to BetterWorld's 24/7 concierge support.

*"We had a little glitch at our event, and it was resolved in minutes. Their customer service is beyond exceptional."*



## Result

With BetterWorld, GYIFT hosted its **first annual fundraising event** and raised **over \$20,000**, fully funding new youth initiatives.

### Key outcomes

- 🎯 **\$20,000+** raised at their first event
- 🎯 **100% of donors** covered processing fees
- 🎯 **Successful first-time silent auction** powered by BetterWorld tools
- 🎯 **Comprehensive donor data** for follow-up and relationship building

*"100% of our donors opted in to help cover those back-end fees, which was magical."*

*"BetterWorld boosted our auction activity with the prizes they offered—it was really nice to have everything in one place."*

Since adopting BetterWorld, GYIFT has built a reliable foundation for future fundraising, keeping every dollar raised to support youth programs worldwide.

*"We found everything we needed in one platform, and the fact that it's free makes it an absolute no-brainer for nonprofits."*

## Better fundraising that's actually easy to use.

We're proud to support fantastic organizations like the GYIFT Foundation every day. Thank you to this team for the work you're doing each day in your community!

Set up in minutes, save 40+ hours per campaign, and raise 30% more in your first year. [Click here](#) to reach out and set up your first campaign assessment!