



The Princess Margaret  
Cancer Foundation  UHN

&

DonorDrive®



# How The Princess Margaret Cancer Foundation Raised \$920,000+ *With Live Stream Fundraising*



## About The Princess Margaret

The Princess Margaret has a bold but vital mission: “Conquer Cancer In Our Lifetime.” As one of the world's top five cancer research centers, The Princess Margaret is known for its game-changing scientific achievements and exceptional patient care. The Princess Margaret's event Quest to Conquer Cancer enables researchers and clinicians to push the boundaries of knowledge and care, discovering ways to transform the cancer experience and giving real hope to cancer patients in Canada and around the world.



### The Challenge

The Princess Margaret saw an opportunity to diversify their revenue and reach a new demographic of supporters with an event harnessing live stream fundraising and the gaming community. But without previous experience as an organization, they needed a technology partner to help them reach this new audience in the right ways.



### The Solution

The Princess Margaret launched Quest to Conquer Cancer, using DonorDrive's industry-leading live stream fundraising virtual event tools. But more than just live streaming integrations, mission-focused design, personalized communication, and gamification, DonorDrive's partnership helped The Princess Margaret employ best practices, engage new corporate partners, and reach supporters who previously had never heard of their organization.



### The Results

The first Quest to Conquer Cancer raised \$350,000 in 2020. In 2021, the event grew by **more than 50%, raising \$570,000**, for a total of **\$920,000 over two years**. The big success for The Princess Margaret came from more than just dollars raised. They were able to reach a whole new segment of supporters around the world.

## LEVEL 1

# Forging a New Frontier

Prior to Quest to Conquer Cancer, The Princess Margaret had never hosted an event focused on live stream fundraising and gaming. Known for hosting Canada's largest in-person cycling event, Ride to Conquer Cancer, walks, runs, and road hockey events, The Princess Margaret wasn't new to engaging supporters in peer-to-peer fundraising. But when it came to engaging content creators, The Princess Margaret was starting from scratch.

“At The Princess Margaret, we really noticed this wave of game-led charity, but no one was doing it quite yet in Canada.

There might have been smaller-scale, one-off events, but no real big program that really tapped into the gaming community and the passion that was there. So it was an opportunity for The Princess Margaret to connect with a demographic that our portfolio of events weren't really targeting yet.”

– **Steve Merker, VP of Corporate and Community Partnerships, The Princess Margaret Cancer Foundation**

The Princess Margaret's existing technology partners were missing crucial tools to engage the streaming community and make fundraising the best experience possible. They needed a fundraising platform with the right tools, including:

- ▶ **Integrations with Twitch, YouTube, and other live streaming tools**
- ▶ **Gamification including teams, leaderboards, milestones, incentives, and achievement badges**
- ▶ **Multi-currency and mobile wallet giving options**
- ▶ **Donations that go directly to the charity with automated receipting and robust reporting**

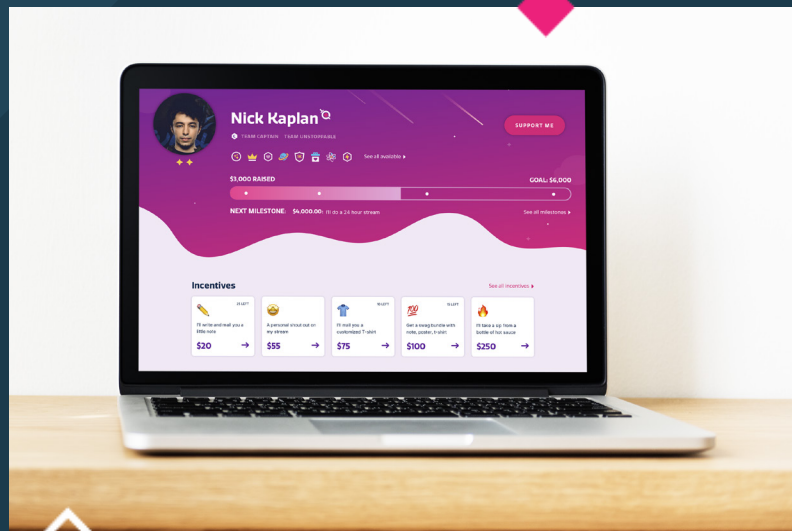


## LEVEL 2

# Launching the Quest

The Princess Margaret started working with DonorDrive to build their first live stream fundraising event, Quest to Conquer Cancer. The three-month live stream fundraising event, harnessing gamers across the globe, launched in October 2020. Supporters live streamed while playing their favorite video games and asking their audiences to donate in support of The Princess Margaret. The fundraising event culminated in December with a week-long charity marathon where supporters ramped up fundraising with scheduled tournaments and challenges, all to get even more support for the cause.

The new revenue source became even more important to The Princess Margaret as the COVID-19 pandemic continued to impact their other annual events. A completely virtual event engaging the gaming community gave The Princess Margaret an opportunity to reach a whole new segment of supporters.

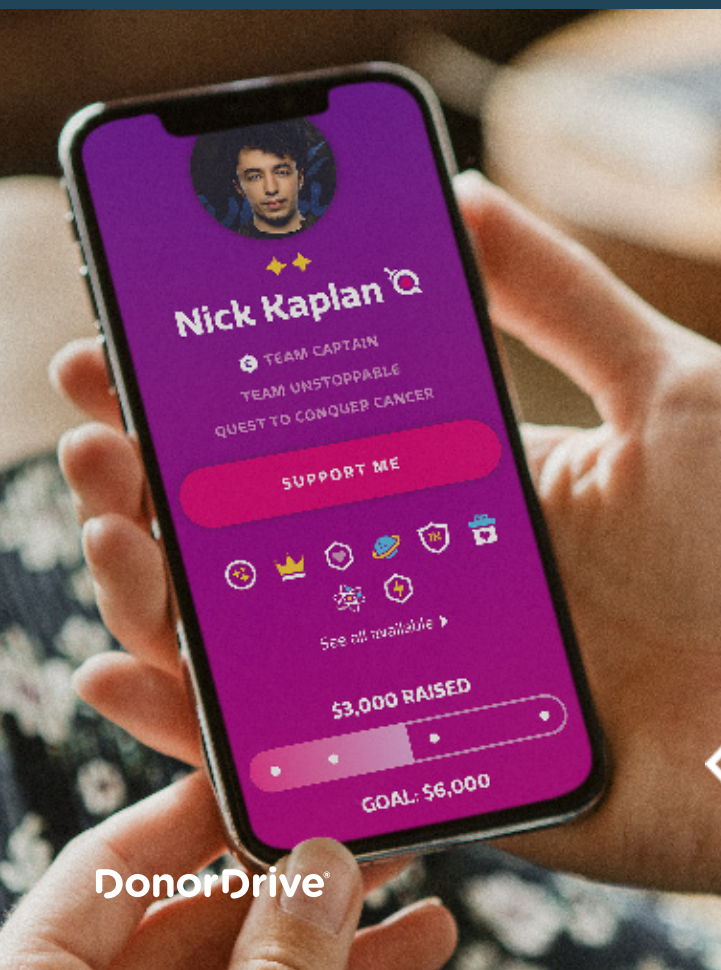


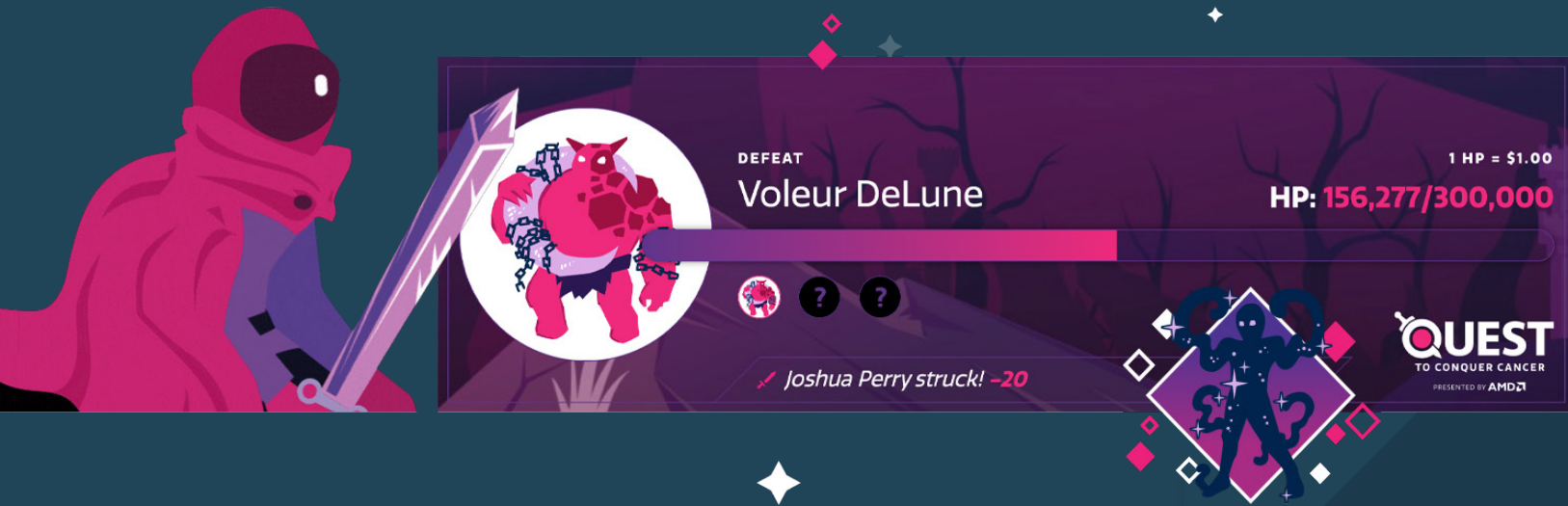
## Seamless Streaming and Fundraising

The Princess Margaret knew how important a seamless experience would be for their charity streamers to find fundraising success. DonorDrive's simple live stream setup, fundraiser personalization tools, and seamless integrations allowed their supporters to shine. Donors gave without ever leaving the stream they were watching, and the fundraisers could recognize and thank them right away. The donation funneled straight to The Princess Margaret, and they were able to track their success through the DonorDrive portal.

“One of the most important things from a technological perspective that DonorDrive helped us with is the integrations that work with streaming, particularly Twitch and Facebook. You can link the stream directly into the profile. When someone donates, content creators can set up their own alert to pop up on stream to recognize that donation, which is a huge thing that I know a lot of viewers look for when they donate.”

– Steve Merker, VP of Corporate and Community Partnerships, The Princess Margaret Cancer Foundation





## Fun and Meaningful Experiences

With teams, leaderboards, and achievement badges, the friendly competition came out, and streamers battled to raise the most money for the cause. Incentives and milestones gave streamers even more personalization opportunities allowing them to recognize certain goals with specific actions like eating a cup of mustard, doing 20 pushups, and dunking their head in a bucket of ice water. They also could tell their personal stories and share their connection to The Princess Margaret's mission to conquer cancer.

"We also want to make sure that we're not only thinking about raising money. We also think about how do we make this event fun for the people who participate in it, because ultimately that is kind of what the gaming community is coming together for: a good cause, but also having fun. We want to tap into that and never lose sight of what makes the gaming community really special."

- Steve Merker, VP of Corporate and Community Partnerships, The Princess Margaret Cancer Foundation

## Mission-Focused Design

The entire fundraiser experience also reflected The Princess Margaret brand with DonorDrive's configurable fundraising platform. DonorDrive's seasoned design team created branded Twitch overlays and a custom boss widget to add to the experience. When the event reached a fundraising goal, they collectively defeated a boss, until three bosses were defeated. The widget added a new element of gamification to the event and helped make fundraising enjoyable for the supporters.

"What we really wanted to do was have a widget that was matching the theme of our campaign. We created these three bosses that signaled different stages of the cancer journey and the Sprite had to battle with them at each stage and defeat each one. We wanted to make a widget that would reflect that. We took the idea to DonorDrive, and they were very receptive and understood what we wanted to accomplish."

- Steve Merker, VP of Corporate and Community Partnerships, The Princess Margaret Cancer Foundation

## Powerful Partnerships

DonorDrive also helped connect The Princess Margaret with Toronto-based Digital Extremes, creators of the video game Warframe, who has become a valuable partner in Quest to Conquer Cancer. The video game designers created in-game designs for their fans to unlock including a suit with a breast cancer ribbon.

“The Warframe fans were so supportive. They joined the fundraising team in droves and really just knocked it out of the park. Each one of them put their all into their charity stream. They really knocked the campaign out of the park and raised a ton of money.”

- Steve Merker, VP of Corporate and Community Partnerships, The Princess Margaret Cancer Foundation



## Keys to Success



Provide a streamer toolkit with mission-focused videos, talking points, streaming graphics, and tips to maximize their fundraising efforts.



Give supporters flexibility in how and when they want to fundraise.



Keep supporters engaged by releasing engaging content frequently including stream assets and motivational videos.



Know your audience, speak their language, and engage where your supporters are including social media channels like Twitter and gamer-specific forums like Discord.

### LEVEL 3

## Achievement Unlocked

TOTAL RAISED:

# \$927,021



The first two years of Quest to Conquer Cancer proved that a previously untapped demographic could go the distance for The Princess Margaret. Their new supporters were on average younger and by and large hadn't previously given to support the cause.

Not only did The Princess Margaret see a revenue boost at a critical time, the team also was amazed to see fundraisers join from across the world. While previous initiatives relied heavily on in-person events that targeted a Canadian audience, Quest to Conquer Cancer took The Princess Margaret's mission to an international level.

With little logistical expenses to run a fully virtual event, the return on investment for Quest to Conquer Cancer has been extremely high.

## 2020



TOTAL DONATION AMOUNT

### \$357,526



AVERAGE DONATION

### \$57.64

## 2021



TOTAL DONATION AMOUNT

### \$569,495



AVERAGE DONATION

### \$93.57



# Modernize your fundraising with **DonorDrive**<sup>®</sup>

DonorDrive turns your donors, grateful patients, and employees into powerful fundraisers with innovative digital fundraising solutions. Create a community of engaged supporters with tailored donation campaigns, peer-to-peer fundraising events, native mobile app, activity tracking, and live streaming.

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