

By expanding the reach of an A-list event from the glitterati to the digerati, Charitybuzz helped John Varvatos raise more money for the Stuart House than anyone thought possible.

Backstage meet-and-greet with members of Kiss. VIP access to the John Varvatos show at Fashion Week in Milan. A day in the studio with Howard Stern. These were some of the once-in-a-lifetime experiences up for bid when Charitybuzz partnered with three-time Menswear Designer of the Year John Varvatos in support of Stuart House, a program of the Rape Treatment Center of Santa Monica-UCLA Medical Center that serves the needs of sexually abused children.

Statistics

Fundraising				TOTAL RAISED \$1.1M
	2012	2013	2014	
Goal	\$200,000	\$250,000	\$350,000	
Result	\$250,000	\$350,000	\$497,000	

Media		
<p>Goal</p> <p>Amplify message with media coverage and social media buzz from ground up.</p> <p>Result</p> <p>Generated extensive earned media and major trending in social media.</p>	<p>Top Participating Celebs</p> <p>KISS JESSICA SIMPSON RACHEL ZOE DIANE VON FURSTENBERG HOWARD STERN RUSH PHARRELL</p>	<p>TOTAL MEDIA PLACEMENTS</p> <p>60</p> <p>TOTAL IMPRESSIONS</p> <p>84M+</p>

Halo Effect	
<p>Goal</p> <p>Create a halo effect for the brand.</p>	<p>Result</p> <p>Connected with a new donor base, allowing for massive fundraising growth even as Stuart House was simultaneously reaching out to core donors for a major capital campaign.</p>

Charitybuzz Rocks!

John Varvatos



The Secret Sauce / How We Do It

How do you complement and improve upon the fundraising efforts of a beloved annual benefit? By turning the usual fundraising model on its head. If a typical auction asks, “who in Los Angeles really cares about Stuart House?” a Charitybuzz auction asks, “who’s the world’s biggest Kiss fan and wants to support a great cause?”

To craft must-have auction experiences, we started with timely outreach – like approaching Kiss right before they launched

their 2014 world tour. We also provided a strong point of view on which items should be auctioned at the live event versus online in order to maximize fundraising from all sources. As the auction approached, we executed a diverse media campaign, amplifying the message by providing participating celebrities with sample language to share through their own social media channels. And we stayed dynamic right through the last seconds of the auction, even selling items twice if they hit a target price threshold.

Major Media Placement



Top Auction Items

	Meet KISS with 2 VIP Passes & More to a 2014 Summer Concert of Your Choice
Estimated Value \$10,000	Sold for \$14,000

	Sit in the Studio During a Taping of The Howard Stern Show in NYC and Meet Howard Himself!
Estimated Value \$25,000	Sold for \$34,077

	Grapes Under Pressure Wine Event for 2 with Geddy Lee and Alex Lifeson of RUSH in Toronto
Estimated Value \$3,500	Sold for \$33,617

	Visit the Set of <i>The Blacklist</i> in NY and Meet Star, Ryan Eggold
Estimated Value \$2,500	Sold for \$11,500

About Our Partner

john varvatos

Fashion brand John Varvatos has been recognized for its masculine aesthetic and tough, rock and roll sensibility – but in Hollywood, the brand is equally known for its generous spirit, legendary annual benefit for Stuart House and the big heart of its namesake.