

Connectivity is the currency of our times, and Charitybuzz helped two Silicon Valley standouts cash in their connections to raise record sums for the Leukemia & Lymphoma Society’s Man and Woman of the Year campaign.

Leave it to two Silicon Valley whiz kids to take a local fundraising competition to the next level. Each spring, Leukemia & Lymphoma Society chapters across the United States launch the annual “Man and Woman of the Year” (MWOY) campaign, which pits selected nominees against each other in a 10-week effort to raise funds for blood cancer research in honor of local children. When Steven Chen and Christina Resasco were nominated as Bay Area MWOY contestants in May 2013, they came to Charitybuzz to help maximize their fundraising and nab the coveted titles.

Statistics

Fundraising

STEVEN CHEN



Goal

RAISE **\$40K**

Result

RAISED **\$56K**

CHRISTINA RESASCO



Goal

RAISE **\$60K**

Result

RAISED **\$95K**

Media

Goal

Generate awareness for the blood cancer research and win the Man and Woman of the Year campaign.

Result

Extensive coverage in major tech and business media.



I just wanted to say thank you from the bottom of my heart for all that you did. Your auction platform helped raise a lot of money for LLS and helped both Steve Chan and I win the titles of Man and Woman of the Year for the LLS Greater Bay Area 2013. Thank you so much!

Christina Resasco, Campaign Manager at Leukemia & Lymphoma Society



### The Secret Sauce / How We Do It

As Silicon Valley insiders, the most valuable thing Chen and Resasco had to put on the (digital) auction block was access. Our Charitybuzz auction specialists quickly helped them turn their many Silicon Valley relationships into high-value power lunches and meet-ups that would bring in significant sums. David Lee, Tim Draper, Keith Robois and Josh Kopelman were just a few of the heavy hitters that stepped up to help.

Once auction items were lined up, our promotions team went to work, securing placements in the most-read media in Silicon Valley – industry verticals. Mentions in TechCrunch, Mashable, Bloomberg West and Silicon Valley business journal raised awareness for the fundraising effort. Campaign partners like Harvard Business School and JP Morgan emailed subscribers a link to the auction, and the Silicon Valley celebs being “auctioned off” made plugs in interviews and via their personal social media accounts.

### Major Media Placement



### Top Auction Items

	<p>Enjoy a Private Dinner with David Lee</p>	<p>Estimated Value \$15,000</p>	<p>Sold for \$16,000</p>		<p>Power Lunch with Josh Kopelman and Rob Hayes</p>	<p>Estimated Value \$5,000</p>	<p>Sold for \$14,000</p>
	<p>Enjoy a Private Lunch with Tim Draper</p>	<p>Estimated Value \$15,000</p>	<p>Sold for \$14,500</p>		<p>Indulge in a Power Lunch with Keith Robois</p>	<p>Estimated Value \$5,000</p>	<p>Sold for \$8,100</p>

### About Our Partner



The Leukemia & Lymphoma Society (LLS) is the world’s largest nonprofit health organization dedicated to funding blood cancer research, education and patient services. Every year, its Man and Woman of the Year campaign raises millions to support blood cancer research through its 68 chapters across the U.S. and Canada.