

Long Island Cares registers as a Charity Referral Account (CRA) with YouGiveGoods to build engagement and raise more food to serve Long Island families in need.



In the summer of 2017, Long Island Cares reached out to YouGiveGoods for help running their virtual food drives that were sponsored by local businesses, associations, schools and individual volunteers. Their goal was to increase the amount of food and supplies raised to support their programs throughout the year by building community engagement and simplifying the process of running food drives.



As new sponsors came on board, YGG set up each custom event page with logos and content provided. Additionally, every sponsor was provided with email alerts for easy forwarding to supporters throughout the drive and access to easy-to-use social sharing tools.

The Happaug Industrial Association of Long Island (HIA-LI) was the first food drive sponsor on board for their summer food drive. In total, 16 businesses joined in, raising 3,600 pounds of food. Each company within the association had their own custom drive page.

To support the Empire State Relief & Recovery Effort for Puerto Rico LIC was asked to help coordinate the event across Long Island, engaging state senators and legislators. With the help of YGG, a total of 13 individual drives were set up for the event and over 38,000 items were raised online.

As a registered CRA, Long Island Cares now earned a 5% referral fee for any new drive sponsors they brought to the YGG platform. Plus their online shopping cart was pre-set with only their most needed healthy food items.

YouGiveGoods
Free Giving Platform

With the new integration of Double the Donation, now in addition to most needed goods raised, all donors are reminded to submit their company match for a cash donation as well.

As a result of working with YouGiveGoods from June-December, 2017, YouGiveGoods hosted 74 drives for Long Island Cares, raising over 46,000 items which earned Long Island Cares a \$1,400 referral fee.



Charities everywhere can benefit from our free giving platform by offering volunteers a new way to help, building online engagement to increase results, receiving only new, most needed items, and letting YouGiveGoods handle all the leg work associated with running any goods collection drive. All at no charge and while earning a 5% referral fee!

**Contact CustomerSupport@YouGiveGoods.com or
call 877-526-4483 for more information.**