Bailey House

In 1983 a group of clergy, West Village businesspeople, and gay and lesbian activists founded the AIDS Resource Center. They were witnessing friends and community members, devastated by what was then a new disease, become homeless and lose access to the care and resources they needed. The Center was renamed Bailey House in 1995. Today, Bailey House provides housing and services to homeless people and families living with HIV and AIDS.

Highlights

• Using Greater Giving has increased Bailey House's fundraising to a record breaking $800K for their 20th Annual Auction.

• The Greater Giving Event Software packaging feature enabled Bailey House to sell certificates in bundles and increase profits significantly.

• Utilizing Greater Giving's products has increased staff morale, and helped the accounting department turn around reporting in 24 hours vs. a number of days.

Challenge

Bailey House' biggest fundraiser, Bailey House Auction Party, was started in 2000. For five years the event manager tracked and managed procurement, donations, catalog items, bid numbers, table assignments, and more using an Excel spreadsheet.

After the 2005 event, April McKenzie, Bailey House Event Manager, frustrated by the difficulties related to manually assigning bidder numbers, excruciatingly slow event night checkout, and the lengthy process of manually reconciling receipts after the event, decided to seek a technical event management solution.

Solution

Bailey House chose Event Software to manage their 2006 event and to solve the challenges faced in past years.

They started with Event Software in 2006 and quickly found that it was a tool that changed every aspect of the auction administration from beginning to end. The software greatly reduced the time it took to create the catalog and assign items to packages. It also gave them an edge on procurement by having an instant update the procuring status of the Event Committee at the click of the button. April loved the fact that they could get instant updates on where they were during every step of the pre-event planning process.

In 2008 Bailey House decided to add the Auctionpay terminals to tackle the challenges of extremely long checkouts and payment collections. April was amazed at how easy it was for the guests to register with credit card swiping. McKenzie said, "It really set the tone for the rest of the evening. The system made the night really easy for both staff and attendees, I was amazed at how well it worked."

Another difference for 2008 was utilizing Greater Giving's Professional Events Services. Greater Giving trained the volunteers on the software the night of the event. Said McKenzie, "It was really easy to learn. I also loved the fact that I was able to print missing bid sheets and detailed receipts on-site". She feels the use of Event Software has increased morale for the committee members. The Greater Giving consultant and Event Software removed much of the work and stress for everyone involved in the event- making it the event far more enjoyable.

"Use of the software to assign items to a package has changed our presentation. Entering everything manually meant lots of opportunity for mistakes—it's crucial— Greater Giving puts it all in one package. In the past we might have a $50 dinner certificate for a restaurant that

would go for $25. Now we package several certificates, adding a massage and a show. These packages go for $500 or more. Love the packaging part—I love it, I love it!" enthuses McKenzie.

Results

Bailey House 20th Annual Auction and party held at the Puck Building was a great success on February 28, 2008. Hosts Tim Gunn, Jonathan Adler, Simon Doonan, John Bartlett, and Anderson Cooper were in attendance, helping raise more than $800,000.00. This record-breaking event auctioned off everything from a Nicholas Ghesquiere-designed Balenciaga crocodile bag, fine art and trips around the world.

April McKenzie feels that using Greater Giving has increased Bailey House's fundraising– they capture their payments—where in previous years they lost money with people not paying. It has also really helped the accounting department improve their number reporting turn around from a few days to 24 hours.

Bailey House is now implementing Greater Giving Software Online for next year's event. This will allow more staff and volunteer to access the catalog descriptions and enter data, and using a centralized solution will provide automatic version control and reduce duplicate efforts. Bailey House team feels this change will help them continue improving an event that keeps getting better—thanks to Greater Giving's fundraising solutions.