



Employee Assistance Fund for Alaska Airlines

The Mission of The Employee Assistance Fund, as a non-profit organization, is to provide financial support to qualifying Alaska Airlines employees in need of financial assistance. The EAF aids employees in the event of an emergency, major medical situation or for those employees suffering a catastrophic loss. Employees come to the EAF as a last resort after having exhausted all sick leave, vacation time, and other avenues of assistance. The EAF is here to help qualified employees with critical household expenses and health insurance premiums. Typically the EAF offers one-time, short-term assistance for up to a maximum of six months.



Challenge

When Executive Director Desiree Allen joined the EAF team, they were doing much of their fundraising work manually. Even at the tournament, everything was on paper. It was paramount to the EAF that they find a system that would help automate their processes and make the work more efficient. In 2019, they chose Greater Giving to help run their events, as Allen had previously worked in a position using the software and liked using it.

The EAF's annual golf event is a big endeavor, with sponsorships in high demand—even at their top sponsorship level of \$50,000. Their course, Newcastle, is one of the main attractions, and the only course in their area that can handle such a large group. The event draws around 500 attendees, so Greater Giving has become critical to keeping all the details organized. They also have an online auction that opens a week before the tournament, which requires software to track and organize, as well as a live auction at the event with 8-10 items.

HIGHLIGHTS

The EAF runs a golf tournament with 500 attendees—a big endeavor that requires lots of organization and the ability to track data.



They used many of Greater Giving's free resources in the planning and execution of their 2023 event, such as training videos and expert client service team, to learn the software.

The EAF of Alaska Airlines raised more than \$500,000 at their event with the help of [Greater Giving's Event Software](#).

The golf event has grown so large that the EAF now hosts the first groups of players in the morning, then another set after lunch, spread out across multiple courses. They run games for players throughout the course, including Ball Drop and Move Up a Hole, and even offer beer and a bagel truck.

But setting up an event of this size, and managing so many golfers, is a monumental effort.

Using **Greater Giving** has saved the EAF hours of work when it comes to running their games, tracking admission, and running their silent and live auctions.

Solution

EAF uses a host of Greater Giving tools to manage ticketing and sponsorships. Once their sponsorships have sold, they open up the tournament to individuals and foursomes and sell tickets through their Greater Giving event website. They also include links to Alaska Airlines for booking travel and booking rooms at the hotel where they host a dinner and auction the night before the golf tournament.

Using Greater Giving has saved the EAF hours of work when it comes to running their games, tracking admission, and running their silent and live auctions. It allows them to run a live event that also includes remote bidders, to get the highest bids on their silent auction items possible. They enter their live auction sales directly into the software,



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as well as their special appeal donations. For their live auction and special appeal, the group partners with professional benefit auctioneer Troy McVicker to clearly communicate their mission to guests, and Allen calls him a valuable member of the team.

All of their add-on games, like the Ball Drop, as well as their various raffles, are all processed through the Greater Giving storefront on site at their event, making it easy to track so many small transactions.

Running reports with Greater Giving is also easy, and gives them lots of data for planning their events from year to year. Most importantly, Allen says, they love the fact they can call Greater Giving's support line at any time to get assistance from trained experts. Allen frequently watches training videos to get re-acquainted with the software, and shares them with the team so everyone understands how to use it prior to the event.

Results

In 2023, after expenses, the EAF brought in over \$500,000 in funding to assist employees suffering a catastrophic event or medical emergency, and they plan to raise even more at their 2024 event.



Tips from EAF for Alaska Airlines

- Partner with a professional benefit auctioneer who understands your mission and can function as an extension of your organization.
- Nominate a lead to run registration.
- Train your team thoroughly prior to the event. Utilize the Greater Giving training videos and have your volunteers practice.
- Solicit sponsorships before the fourth quarter, while companies are planning their budget. The earlier the better!