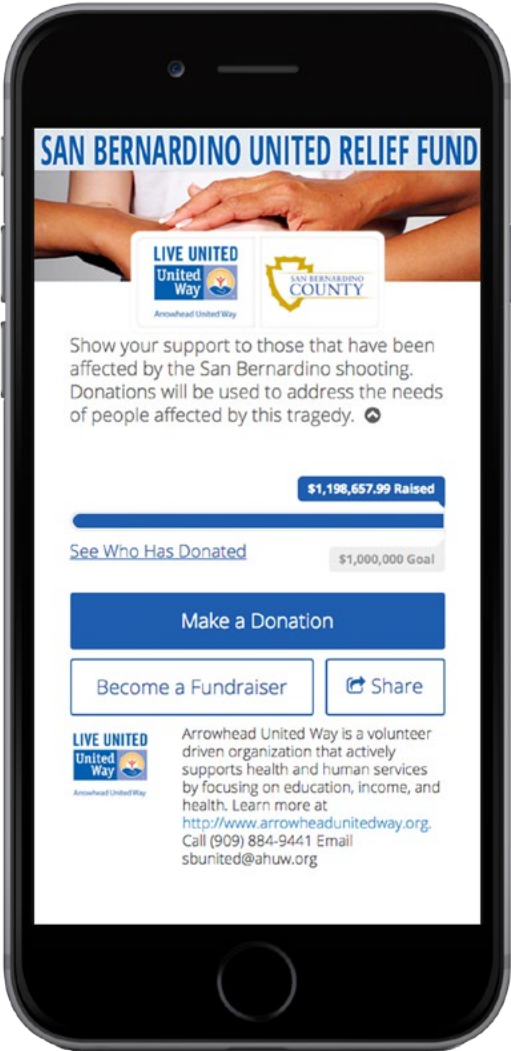


Success Story: Arrowhead United Way San Bernardino United Relief Fund



Tags: Social Advocacy, Human Services, United Way, Crowdfunding



Listen to Arrowhead UW recorded testimony <http://mcause.us/auw>

Arrowhead United Way (AUW) acted immediately to take rapid action following the December 2 shooting in San Bernardino, CA. To support the community and address the needs of those affected by the tragedy, AUW created the San Bernardino United Relief Fund.

Within hours AUW was ready to accept secure electronic donations through MobileCause's online donation forms, with 100% of funds collected going to those effected by the tragedy. AUW partnered with the San Bernardino County Board of Supervisors and community leaders to promote the fund during press briefings.

People could easily make donations, become fundraisers, and help promote the campaign by texting **SBUNITED** to **71777** or by going to arrowheadunitedway.org and clicking the donate link. The crowdfunding campaign started with a \$10,000 goal and within the first month and a half, AUW raised more than \$1.36 million dollars! More than 1700 donors and corporate partners have participated so far (as of 1/19/16). The fund continues to be promoted by email, text, Facebook, Twitter, print, television, and radio.

Campaign Results

- Collected \$1,367,390 from 1731 donors (campaign is still live)

"It is very important that all types of organizations be ready to raise donations fast. MobileCause has given our small staff the fundraising tools it needs to have a huge impact in the community."

Porsche Nichols-McCoy, Director of Resource Development