

Case Study

Saquon Barkley



Saquon Barkley & Dave Spadaro Elevate 60th Anniversary Gala to Record-Breaking Success

Customer

United Disabilities Services Foundation

Audience

Approximately 750 attendees, with a mix of current supporters and new connections.

Location

Lancaster, PA

Challenge

The UDS Foundation aimed to significantly increase fundraising, launch new programs for their next 60 years, and introduce the organization to a new audience as part of their 60th Anniversary Diamond Jubilee Gala.

The Solution

- Fireside chat, Q&A session, meet-and-greet, and live auction support

Results

The event successfully introduced UDS to a new audience, with approximately 50% of attendees being new connections, and fostered an electric atmosphere that highlighted UDS's mission and got attendees excited to donate.

Ultimately, Saquon Barkley and Dave Spadaro's participation helped the United Disabilities Services Foundation achieve its most successful event in 60 years, significantly surpassing initial fundraising goals.

The United Disabilities Services (UDS) Foundation, a non-profit organization dedicated to empowering seniors, veterans, and individuals with disabilities across 55 counties in Pennsylvania, recently celebrated a monumental milestone with its 60th Anniversary Diamond Jubilee Gala. This highly anticipated event, held at the Lancaster County Convention Center in Penn's Square, was designed to be the largest in UDS's history, aiming to significantly surpass previous fundraising efforts, launch new programs for the next 60 years, and introduce the organization to a new audience (approximately 50% of the 750 attendees were new connections). The gala was a resounding success, exceeding its ambitious goals and demonstrating the profound impact that a well-executed event, featuring prominent speakers, can have on an organization's mission and financial objectives.

A key highlight of the night was the appearance of NFL star Saquon Barkley and Philadelphia Eagles personality Dave Spadaro. Their participation included a meet-and-greet with VIP guests, followed by a facilitated fireside chat and Q&A session with Barkley, moderated by Spadaro. The conversation thoughtfully connected with the UDS mission, emphasizing the enhancement and strengthening of skills and abilities, aligning perfectly with UDS's core values.

The financial results of the gala were nothing short of phenomenal, showcasing the tangible benefits of bringing in high-profile personalities. The UDSF Development Team excitedly reported that the event surpassed its ambitious gross goal, ultimately generating an impressive \$700,000. This marked the most successful event in UDS's 60-year history. Net proceeds were estimated to be close to \$350,000, significantly exceeding their estimates. A substantial portion of these funds was raised through the silent and live auctions, which were supported by Saquon Barkley's autographs and Dave Spadaro's auctioneering assistance. In fact, the top bid of the night was an Eagles helmet Saquon Barkley signed live on stage, which sold for an astounding \$25,000. The sheer volume and value of the event's auction items, many directly linked to Saquon Barkley's presence, vividly demonstrate the immense financial impact of having a celebrity participate in such an event. The UDS 60th Anniversary Diamond Jubilee Gala was not only a celebration of six decades of dedicated service but also a powerful testament to the organization's ability to unite a community in support of a vital mission, setting a new benchmark for future fundraising endeavors.



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