

10X10 PHILANTHROPY/ White label events

ABOUT 10X10

HOW IT WORKS

10 committee members invite x 10 friends = 100 people x \$100 tickets = \$10 000 raised! Easy! Events Committees of 10 volunteers are formed to organise and run a 10x10 event. The committee is responsible for securing a venue, a Dragon and three innovative emerging charities to pitch at the live event. Each committee member brings 10 guests to the event so there is a minimum of 100 people in the room. Each guest contributes \$100 in advance, raising a minimum of \$10,000. This is then amplified with corporate matched funding.

THE LIVE EVENT

On the night, each charity pitches to the audience in the style of the popular Australian TV show Shark Tank .The resident 'Dragon' questions each charity about their impact and business model. Then the audience 'votes' for the charity or cause that inspired them the most. The pooled funds are tallied and the contributions are then split amongst the charities. Costs for the event are covered by Event Sponsors and 'in-kind' donations to ensure as much money raised on the night goes to the charities.

TO FIND OUT MORE

www.10x10philanthropy.com or email
events@10x10philanthropy.com

WHITE LABEL EVENTS

We offer corporates the opportunity to leverage and adapt the 10x10 model for their own workplace giving events. The package includes:

- Access to the 10x10 Confluence platform that contains a step-by-step guide and all the templates you require to run an event
- Capacity to adapt the model to suit your organisation's needs
- Use of our website to create your event page and use it as a payment platform for ticket sales

THE BENEFITS

Depending on how you choose to customise your event, you can leverage the following benefits:

- Promote and increase workplace giving through our engaged giving model
- Engage your CEO, leadership team, board or key stakeholders as the Dragon
- Support the charities in your portfolio, or ones that align with you brand values
- Promote team-building and leadership development for staff as part of the committee
- Invite key clients and stakeholders to the event
- Leverage employee giving through corporate matched funding