

# Qgiv Case Study: Creutzfeldt-Jakob Disease Foundation (CJD Foundation)

## CLIENT SPOTLIGHT:

Founded in 1993, the Creutzfeldt-Jakob Disease Foundation (CJD Foundation) was established by Mayra Lichter and Cele Sardo to support families affected by Prion Disease, raise awareness, and support medical education and research. They carry out their mission through family support; education and information for families, caregivers, medical professionals, and funeral professionals; advocacy with politicians and policy makers; events and workshops for families across the country; collaboration with scientists, clinicians, medical centers, health authorities, professional organizations, and international patient associations; communication of current research and Foundation activities; and a research grant program with international awardees.

The CJD Foundation has provided support to families affected by this debilitating disease and funded research for over 25 years. Funds for their work come from family-run fundraisers and their annual Strides for CJD event. This massive peer-to-peer event takes place in one day in 16 different event locations.

Raised over  
**\$379,000**

**170%**  
of fundraising goal

Attracted  
over 240  
participants

## CHALLENGES:

The CJD Foundation's signature event, Strides for CJD, was frustrating fundraisers because of a previous provider's complicated peer-to-peer tools. Families affected by CJD were unable to raise as much as they would have liked because accepting and recording donations was a difficult process for both CJD staff and the families fundraising on their behalf.

Because their previous peer-to-peer tools weren't intuitive, they became reliant on the provider's customer support. Unfortunately, when things went wrong or changes were needed on the back end, they often wouldn't get a response for several hours. This began to negatively impact their events.

The staff knew they needed to find a peer-to-peer platform that gave them more control and had responsive customer service.



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions

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## SOLUTION

After losing one of their fundraising sites because a family was too frustrated to continue raising money on their old platform, the CJD Foundation reached out to Qgiv. The staff were able to quickly switch to Qgiv's forms for their fundraising.

Lori Nusbaum, Program Director for CJD Foundation, was impressed by how simple Qgiv forms were to set up and the help she received from Qgiv's Customer Experience team. She also loved that she could make changes on her own without being reliant on a third party. *"It's such a pleasure now to be able to make changes on the back end by ourselves,"* Lori said. *"And I could just rave about the customer support. I cannot say enough good things about them."*

## THE RESULTS

The CJD Foundation's first Strides for CJD event using Qgiv raised more than \$340,000 and the foundation reached 170% of its goal. Their event attracted 241 participants. The event was hosted in fifteen different cities across the United States.

*"Our goal was \$200,000 and we made almost \$341,000. We were very pleased,"* Lori said. That was for one event using Qgiv's peer-to-peer tools. They went on to raise more than \$379,000 total that year with more than 3,500 transactions. To date, the CJD foundation has raised more than half a million dollars with Qgiv's tools. These funds are being used to support families of loved ones diagnosed with this illness as well as funding research and awareness initiatives to combat Creutzfeldt-Jakob Disease.

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Event Registration



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