



FirstGiving™ *Be where the giving happens.*

Running for love: A lifetime of devotion

FirstGiving helps **Team Hoyt** raise 70% of its funds at the Boston Marathon.



When Doug Gilliland, a trial lawyer from San Diego, came to Boston in 2005 to run his first Boston Marathon, he had a feeling that his prior experience with online fundraising via FirstGiving might benefit a small nonprofit whose booth he noticed at the pre-race expo.

“That’s where I first met Dick Hoyt,” said Doug, referring to the man whose story of unending love and devotion to his son Rick — born 48 years ago a spastic quadriplegic with cerebral palsy — has become an inspiration to thousands of people around the world. In 1977, the two began competing together in distance runs and triathlons, with Dick pushing or pulling Rick, in running chairs and boats, every step and stroke of the way. Although they still travel the world and race in as many as 35 events a year, the Boston Marathon is their hometown race, and has always been their favorite event and biggest fundraiser.

“In 2005, they had a small donations jar on the table and only two other runners,” said Doug, who the following year became the team’s Race Director. “I thought FirstGiving’s platform would be ideal for them, because it allows their supporters to easily set up individual fundraising pages with information not only about the Hoyts — including pictures and links to motivational videos — but also with personalized stories of each individual’s experience: why they’re running, and what they are trying to accomplish.”

Each year at the Boston Marathon, thanks to an ever larger team of runners and supporters, the **Hoyt Foundation’s** fundraising has steadily grown, from \$4,370 in 2006 to \$57,000 in 2009. Kathy Boyer, the Foundation’s office manager and unofficial cheerleader, pit crew, and all-around do-everything person for the team, notes that the Marathon accounts for a full 70 percent of the Foundation’s annual donations — and that that couldn’t happen without FirstGiving.

“Thanks to the ease with which our team’s supporters can donate through FirstGiving,” said Kathy, “we’re able to raise funds we couldn’t have otherwise. So far this year, almost 85 percent of our donations for the race have come online — which means, in the end, that more worthy nonprofits will be able to benefit.” In 2009, the Foundation donated \$25,000 each to Easter Seals of Massachusetts, for their summer camp programs, and Children’s Hospital Boston, to help train disabled people to use specialized communications devices, much like the one Rick uses.

With the help of FirstGiving, Dick and Rick have been able to turn a heartfelt story and a small donations jar into a thriving organization that truly lives its motto: “Yes you can!”



In a difficult economy, it is more important than ever to have a fundraising tool like FirstGiving, which makes the process easy, seamless, and satisfying.



Doug Gilliland,
Race Director
Team Hoyt



To learn how **FirstGiving** can help your organization raise more funds with greater ease, contact us at **877.365.2949** or at sales@firstgiving.com.