**Joe Andruzzi Customer Reference Story
Draft #2: 2.19.14**

**Customer Reference: Joe Andruzzi Foundation**

*“It’s so nice to be able to take payments anywhere. With Blackbaud MobilePay™, there’s no check-out line and donors are happy because it’s both quick and easy.”*

Cancer is a life-changing event, which is why former New England Patriot Joe Andruzzi and his wife, Jen, formed the Joe Andruzzi Foundation after Joe beat non-Hodgkin’s lymphoma in 2007. Today, the organization works tirelessly to provide help, hope, and a reason to smile for cancer patients and their families by contributing financial and emotional support when it is needed most.

**Business Issue**

The New England Celebrities Tackle Cancer Gala is the Foundation’s biggest fundraising event of the year. It includes an appeal program, as well as both silent and live auction with items donated by celebrities, athletes and local businesses. To collect money, and ensure that donors did not have to wait in line, the Joe Andruzzi Foundation needed a mobile payment processing solution. It was important that the solution be simple to operate, since volunteers would be managing the credit card transactions and, prior to the event, had never used card-swiping technology.

**Reason for Partnership**

On the day of the Gala, more than a dozen volunteers were trained on Blackbaud MobilePay. After a short instructional session, they confidently used the card readers—which seamlessly integrate with Blackbaud Merchant Services™ —to collect and process more than 225 credit card transactions. Since the system was so easy to use, the volunteers were able eliminate check-out lines, keeping donors happy and allowing Foundation staff to focus on other critical event logistics.

**Capabilities Gained**

With Blackbaud MobilePay and Blackbaud Merchant Services, the Joe Andruzzi Foundation simplified credit card payment processing at the Gala. Nearly $200,000 of the $700,000 raised came from Blackbaud MobilePay transactions. “It was so easy to use and so effortless,” explained Sandy Clinton, the Foundation’s Development Coordinator. “Having never used the system before, we were brave to try it for the first time at the Gala. But, it worked perfectly.” This year’s event far surpassed the organization’s fundraising record and was the most successful Gala in its six-year history.

**Mission Impact**

Using the money raised at this and other fundraisers, the Joe Andruzzi Foundation can continue its work to help cancer patients not only beat cancer, but “upbeat” it. Technologies like Blackbaud MobilePay and Blackbaud Merchant Services simplify the administrative tasks of fundraising so that the Foundation can devote even more time to providing emotional and financial support to cancer patients and their families.