

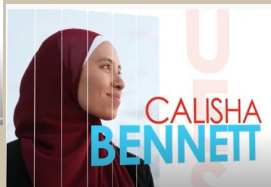


# CASE STUDY

## A DIGITAL PIVOT

### OVERCOMING TOGETHER - LIVESTREAMED EVENT

#### The Challenge: Pivot an established annual fundraising lunch to a virtual event



**Together For Humanity** is an inclusive educational organisation that works with schools to foster intercultural understanding and help students learn how to deal with differences. They stand for acceptance of every person regardless of race, ethnicity or faith.

The Covid-19 restrictions in Sydney in May 2020 meant that the annual lunch at Parliament House could not go ahead.

**Catalyst Management** was engaged to help pivot their traditional event into an online activation. The strategy involved a professionally produced 1-hour live panel discussion and audience Q&A hosted by Geraldine Doogue AO, with high profile panellists Norman Swan, Father Frank Brennan, Alpha Cheng and Calisha Bennett, and featuring TFH National Director Rabbi Zalman Kastel AM, using our content production partner Barking Mouse, who streamed the event live from Governor Phillip Tower.

500 views on desktops, mobiles and tablets

Watched in 10 countries

Viewers watched the full hour

[Click to watch promo](#)



National Director  
Rabbi Zalman Kastel AM

“Catalyst management has provided fundraising guidance and support to Together For Humanity over many years contributing to an improved fundraising program and results. At the height of the pandemic in Sydney, Catalyst Management assisted us to pivot from our annual physical fundraising lunch event into an innovative new online format for supporters and donors. We engaged with more people than usual and at a lower cost and got a good result in the circumstances. Catalyst Management were encouraging, responsive and proactive in guiding us to a new virtual approach and have contributed to our success over time.”



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