

Willow Foundation: Charity Ball

Audience: 1,000

Location: Grosvenor House Hotel, London

Project: Charity Ball



Background & Objectives

UK charity the Willow Foundation provides special days out for seriously ill 16 to 40 year olds. The Ball welcomes corporate guests, charity supporters and celebrity patrons. Its main objectives are to raise much needed funds, provide first class entertainment for guests and thank supporters for their continued backing, whilst also raising the charity's profile.

The Experience

The Willow Foundation's 'Fabulous Swing Ball' was a Las Vegas themed extravaganza with great food, great entertainment and plenty of dancing.

MotivAction operated alongside Willow's team of volunteers and played an integral part in the management and running of the event.

A pre-dinner champagne reception featured a grand piano musician and a Willow branded wheel of fortune, with guests paying ten pounds per spin and all proceeds going to the Foundation.

A silent auction ran throughout the event offering a range of superb prizes including a day with the players at Tottenham Hotspur's training ground. Sponsors were also given the opportunity to have their photo taken with many of the famous guests including David Seaman, Natasha Kaplinsky and Catherine Tate.



The Experience

- Las Vegas dancing girls to kick things off
- A 'cocktail artist' amazing the crowd with alcohol-based acrobatics!
- Raffle to win a weekend in Las Vegas and tickets to see Tom Jones in concert
- Main charity auction lots including a piece of Thierry Henry 'impact art' and the opportunity to feature in an episode of 'The Catherine Tate Show'
- 15 piece Ratpack band, complete with 'Sammy, Dean and Frank'
- A set by Tony Hadley of Spandau Ballet
- Las Vegas style entertainment in the form of blackjack tables, roulette and a sixteen player 'Vegas' table football tournament

Results & Outcomes

The Willow Foundation raised a record amount as a result of the evening. A staggering £430,000 was generated for the charity, which will fund more than 400 special days for seriously ill young adults. Feedback from guests was overwhelmingly positive. The ball not only provided an entertaining event for all, but also resulted in excellent press coverage for the charity - including an article in OK! magazine.

"Thank you so much for the tremendous support that you gave to our Swing Ball. The event was a phenomenal success and was very professionally managed by MotivAction. It not only raised an incredible amount for the charity, but was a thoroughly enjoyable night for our guests."

Chief Executive, Willow Foundation

