

# Case Study 3

## Worthington Ohio school

**Fundraiser Timing: Fall 2025**

**School Population: 453 students | Kindergarten through 5<sup>th</sup> grade**

**School student make-up: 28% FRL**

**Fundraiser Event: Walk-a-thon**

**Situation: Walk-a-thon fundraiser had steadily been declining for the school, going from it's peak of \$10,000 to \$8,000 and \$6,000 the year before TopKid took over.**

**Outcome: TopKid TRIPLED the amount raised the school year over year (>300% increase), while bringing impactful character lessons to the students.**

**Multiple teachers gave feedback about how much their classes loved the visits from TopKid and how well done the lessons were for the students. Here are 2 examples**

**I was really impressed with Michael. He was very flexible and got our kids very excited about fundraising with valuable lessons. They loved the wristbands and were excited to get the lesson each day. I had a lot of scheduling things going on and Michael was incredibly accommodating. I highly recommend his help with fundraisers.**

**Utilizing TopKid fundraising brought an important component to our walk-a-thon. The simple but effective SEL lessons taught kids how easy it is to demonstrate the characteristics TopKid represents in their every day lives. The students looked forward to these lessons and receiving a tangible item, like the bracelets, as a daily reminder to show these traits.**