



Supporting Riley Hospital for Children • Camp Riley • Riley Museum Home

September 22, 2011

To whom it may concern:

It is my pleasure to write a letter in support for Qtego and their technology services. The auction technology has been a valuable resource to the Riley Children's Foundation.

Riley Children's Foundation supports the critical mission of Riley Hospital for Children through fundraising. Riley Children's Foundation engages in more than 160 third party events annually, many of which utilize silent auctions to raise funds for Indiana's only comprehensive children's hospital. When we learned of the Qtego silent auction technology, it seemed too good to be true.

I'm happy to say that we have seen results that aren't just good, but excellent. Qtego has increased revenue for Riley Children's Foundation from silent auctions on average by 40%. Qtego technology engages event donors to bid on items and increase bids in an easy, exciting and fast way through the donors own phone.

Qtego is a great service to encourage donors to bid more, even when they can't pass by the auction table. Riley has used Qtego successfully on a golf course, at sit-down dinner events and a large outdoor fair. Qtego's automatic messages and replies encourage competition and make bidding easy, therefore increase the auction item value. Riley has used the technology successfully to encourage bidding on items that don't yet have bids and to share important information about changes in program. Our donors find the service easy to use and respond positively to how much they like the service. Simply put, Qtego makes automating silent auctions simple.

I've been impressed with the exceptional customer service and professionalism that Qtego provides. Qtego has uploaded auction items in the same day for a quickly approaching event and regularly updates and uploads information within two business days. Qtego is responsive and attentive to our needs. Qtego also is a great educator and trained our entire staff to run auctions. In one hour the staff felt comfortable entering bids, answering questions and closing out the auction.

Qtego technology helps support Riley Children's Foundation mission of helping heal critically and chronically ill children. It has made an impact on our funds raised and I would recommend the company and their services to any for profit or non-profit entity. It is our pleasure to be a client of Qtego.

Sincerely,

A handwritten signature in black ink that reads 'Cara Lathrop'.

Cara Lathrop
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Children have always been our foundation.