



X Ticket Generator

Jamaal Magloire Foundation streamlines

nonprofit events with Ticket Generator



» The Challenge

The Jamaal Magloire Foundation, a Toronto-based charity, experienced long entry lines and manual check-in delays at its fundraisers attended by over 500 guests.

» The Outcome

By switching to Ticket Generator, the team digitized event entry with seamless API integration and volunteer-friendly tools. This made their check-ins faster, more accurate, and effortlessly professional.

"We had our July event. We had all the problems. And between that July and August event, we were able to implement this solution and actually get it ready on time for that August event."

- David Seigel, VP of Client Services at Impact North and JMF Board Member.



Company

Jamaal Magloire Foundation



Website

jamaalmagloirefoundation.com



Industry Type

Non-Profit / Charity



Headquarters

Foundation in Vaughan, Canada

CHALLENGES BEFORE TICKET GENERATOR

Before adopting Ticket Generator, Jamaal Magloire Foundation faced several key challenges:

1. Cumbersome manual check-ins:

Printed guest lists and multi-volunteer setups made entry slow and disorganized, leading to long queues and delayed verifications.

"We'd print the guest lists, bring those guest lists, and then have to set up tables, have multiple volunteers checking people, making sure that their names, their emails, their phone numbers... it would cause lineups."



2. Inefficient attendee verification:

Volunteers had to manually cross-check details, consuming time and increasing the risk of human error.

3. Limited visibility and tracking:

JMF lacked real-time headcount metrics, making it hard to control costs or measure event success with confidence.

WHY JMF CHOSE TICKET GENERATOR

1. Discovered through a simple Google search:

Ticket Generator stood out as the right fit for JMF's nonprofit needs: it was affordable, easy to use, and capable of integrating seamlessly with existing systems.

"We looked at a few different competitors, and number one, the pricing was very fair. So again, we're a non-profit organization... and number two is the ease of use—not only for our volunteers, but also from the standpoint of my company's development team."



2. API-first implementation:

The Using the API, JMF linked Ticket Generator with its donation and transaction systems, allowing automated ticket issuance after every successful donation or purchase.

"We could now generate e-tickets as PDFs that people can carry on their phones. They can just walk to the door and just very easily get scanned. That was perfect for us."

3. Volunteer-friendly experience:

Volunteers could quickly learn the mobile scanning app, reducing the burden of training and enabling smooth check-ins on event day.

"It's seamless for [volunteers] to have it on their phones, and then literally to watch them at these events just scanning, scanning, scanning... people are in with barely any wait."

4. Quick turnaround between events:

The Foundation implemented Ticket Generator in under a month—between its July and August events—without delays or technical roadblocks.

IMPLEMENTATION & RESULTS

1. Seamless setup and integration:

The JMF's internal development team reported a smooth integration experience, with no major support needs or system hiccups.

"From what they told me, everything was pretty seamless... if there was any need for support, it certainly wasn't anything that created a problem for us."

2. Real-time attendance metrics:

Organizers could instantly track how many tickets had been scanned and calculate turnout percentages—for example, 90% of tickets scanned and 80% attendee arrival.

"We can track exactly how many people have come to the event... we've scanned 90% of our tickets, and 80% of the people showed up. It's nice to have those metrics right then and there."

3. Improved headcount accuracy:

These metrics helped JMF manage event costs and avoid overcapacity issues with precise attendee data.

4. Faster, smoother check-ins:

The built-in invite system and mobile ticket scanner drastically reduced wait times and eliminated bottlenecks at the door.

"It's really made the experience for our donors and the people attending our events much quicker and much better."



5. Streamlined group ticketing:

The Ticket Generator's ability to generate individual PDF tickets for bulk purchases made it easy for guests to distribute and scan tickets individually.

"Somebody can purchase one ticket, three tickets, five tickets, eight tickets... then literally distribute them, pull them up at the door, swipe through them, and then boom, boom, boom —they're in."

FUTURE PLANS WITH TICKET GENERATOR

1. Ongoing adoption for all events:

The Foundation plans to continue using Ticket Generator for future events, given its reliability and the enhanced experience it delivers to both organizers and attendees.

"As far as we're concerned, we're going to continue using this because it has been a seamless solution for us."

2. Agency-level recommendation:

As VP of Client Services at Impact North, David Seigel shared plans to recommend Ticket Generator to other nonprofit and corporate clients looking for efficient admission management.

"If we have other clients that ever have events that require some sort of admission system, this is top of mind for us."



CONCLUSION

Ticket Generator has transformed how the Jamaal Magloire Foundation manages its high-attendance fundraising events. From eliminating manual check-ins to delivering real-time tracking and seamless ticket distribution, the platform has proven to be a game-changer.

"The ease of use and just the time saved at the door is the thing that's great."

With continued use and broader recommendations on the horizon, Ticket Generator is set to remain a trusted partner in JMF's community-driven mission.

About Ticket Generator

Ticket Generator is a secure and easy-to-use ticketing platform that helps organizers create, distribute, and validate event tickets with QR Codes. Trusted by global brands and non-profits, it offers features like bulk ticket generation, real-time scan tracking, and customizable design.



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