

# Children's Country Holidays Fund Streamline Business Processes and Supporter Relations through The Raiser's Edge

The Children's Country Holidays Fund (CCHF) exists to give severely disadvantaged children and young people a range of residential activity, respite breaks, on-going support to help improve the quality of their lives, recognise their potential and achieve their goals in the safest possible environment. The camps are run by volunteers and take place continually throughout the year. CCHF's aim is to build strong relationships with the children so that reoccurring visits are frequent and they can help them escape the traumas of their everyday life.

## THE CHALLENGE



CCHF Fundraising and Children's Services team were operating on different database systems. The Fundraising team worked on **The Raiser's Edge**® but were not utilising it to its full capacity. The Children's Services team worked on a bespoke database, which was created by one individual specifically for CCHF. Using different databases caused many problems for CCHF. Tracking the children's history together with payments became very difficult. The data was stored separately and neither the Fundraising or Children's

Services team had access to both databases, which caused a large amount of disconnect and miscommunication. In addition, the bespoke database was corrupt. Every time the database broke, the individual who designed it was the only person that could fix it. This caused problems for CCHF as it became costly to fix and support was often unavailable. With these problems in mind, CCHF realised that they needed a more efficient system that would streamline their business processes.

## THE SOLUTION

CCHF brought a specialist in to review their databases and give them advice on what they should do moving forward. It became clear that Children's Services database was corrupt and they were advised to invest in a new system. After a tendering process, CCHF decided to implement **The Raiser's Edge** as their central database due to its superior functionality and the fact that it was already being used by the Fundraising team.

## THE RESULTS

CCHF has noticed dramatic improvements since implementing **The Raiser's Edge**. Jenny Hasler, Head of Children's Services and Training said, "Having the whole organisation on one database has been fantastic. It has facilitated and improved communication and collaboration across teams. For example, when the Fundraising team need data from the Children's Services



## Customer Summary

- CCHF were operating on two different databases.
- They wanted one centralised database that would be easily accessible and streamline their business processes.
- The Raiser's Edge was chosen due to its superior functionality.
- CCHF experienced immediate increases in efficiency with data consolidation, information is easily accessible across departments and supporter relationships have improved by utilising The Raiser's Edge as a CRM tool.

## Blackbaud software and services used by Children's County Holidays Fund:

- **The Raiser's Edge**®

"The Raiser's Edge streamlines our business processes, enables us to access data easily and helps us track the children through the system. It really does what we need it to do!"

— Jenny Hasler  
Head of Children's Services and Training

team for trust bids, they can access the information from one system, speeding up the process immensely.” In addition to improved accessibility and communications, CCHF has also streamlined their business processes, for example, tracking the history of the children. In the past, CCHF tracked and stored the information on each child’s history in folders. Each volunteer was given the folders prior to camp to look through the relevant data on the children. This became overwhelming and unorganised for the volunteers. By implementing **The Raiser’s Edge**, CCHF staff now query the database for all the children coming to camp and output only the relevant data for the volunteers. Now they receive all of the relevant data in only three sheets rather than folders of data.

CCHF also utilise **The Raiser’s Edge** as a CRM tool. By tracking the childrens’ history and behaviour in **The Raiser’s Edge**, CCHF can monitor progress and provide better services to the children. They like to track their experiences throughout the camp, for example likes/dislikes, activities etc. If a volunteer changes from one camp to the next, the children still experience a continuity of service because CCHF have detailed institutional knowledge from the data entered into **The Raiser’s Edge**. This helps CCHF tailor their communications to the children and build stronger relationship that will help their organisation grow successfully. It is also a better experience for the volunteers as there is less administrative work and more time to focus on the children.

CCHF are extremely pleased with the results. Hasler said, “**The Raiser’s Edge** streamlines our business processes, enables us to access data easily and helps us track the children through the system. It really does what we need it to do. The added benefit for us is that the Blackbaud team are always on hand and we will definitely see a return on our investment in the near future.”

## About Blackbaud

Blackbaud is the leading global provider of software and services designed specifically for not-for-profit organisations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. Approximately 19,000 organisations use one or more of Blackbaud products and services for fundraising, constituent relationship management, financial management, direct marketing, school administration, ticketing, business intelligence, website management, prospect research, consulting, and analytics. Since 1981, Blackbaud’s sole focus and expertise has been partnering with not-for-profits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Canada, the United Kingdom, and Australia.

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Please direct media inquiries to:  
Michaela Wright  
PR & Communications Executive  
[michaela.wright@blackbaud.co.uk](mailto:michaela.wright@blackbaud.co.uk)  
020 7921 9648

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