

## The Organisation

St Catharine's College was founded in 1473, and is one of the oldest colleges at the University of Cambridge. There are around 450 undergraduates, 150 postgraduates and 100 Fellows. They fundraise mainly through alumni relations and events to fund Fellowships, student bursaries and capital endowments, as well as building projects.

The College's aim is to ensure that there is a solid financial base for it to continue to provide world-class education. The greatest challenge the fundraising department of 3 faces is the reduction in Government funding, which means they need to make up this deficit through fundraising activities. The fundraising target is £1m per annum, raised through individual donors/supporters, with a database of 7,000 supporters, 1,000 of whom give regularly.

## The Conversion from AppealMaster to RE

According to Hamish Symington, Alumni Relations Officer, who is responsible for fundraising and alumni relations, "Converting from AppealMaster to **The Raiser's Edge**® seemed a natural progression. We were a new team who were not set in AppealMaster ways and we were offered a chance to be on the Beta programme, which we accepted. To be honest we didn't really consider any other suppliers because we were getting the best with **The Raiser's Edge**.

The conversion was very straightforward. **The Raiser's Edge** staff were very helpful and quite excited, as we were the first conversion. They talked us through it and we had comprehensive guides to show us what was going where.

In particular, the consultation day was good and very helpful."

## The Benefits of using RE

"AppealMaster was slow, quirky and non-customisable. We couldn't see more than 3 communications and it didn't really feel user-friendly. **The Raiser's Edge** is faster, more intuitive, and the communications are good - it incorporates the 'wish list' we had for AppealMaster. It's much easier to use and allows us to use our data in more powerful ways.

Overall, **The Raiser's Edge** is faster and more powerful, as well as being more intuitive to use than an access-based system."

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