

Baby Give Back

believes every baby deserves an equal start. We provide donations via social service agencies and social workers who are qualified to assess a family's needs. Everything that leaves our warehouse is thoroughly cleaned, safety checked, in good condition and beautifully packaged for its new family.

Project length 6 weeks

Completion date August 2022



It is really important for us to work with people who understand service-delivery charities, not just the tech side of Salesforce.

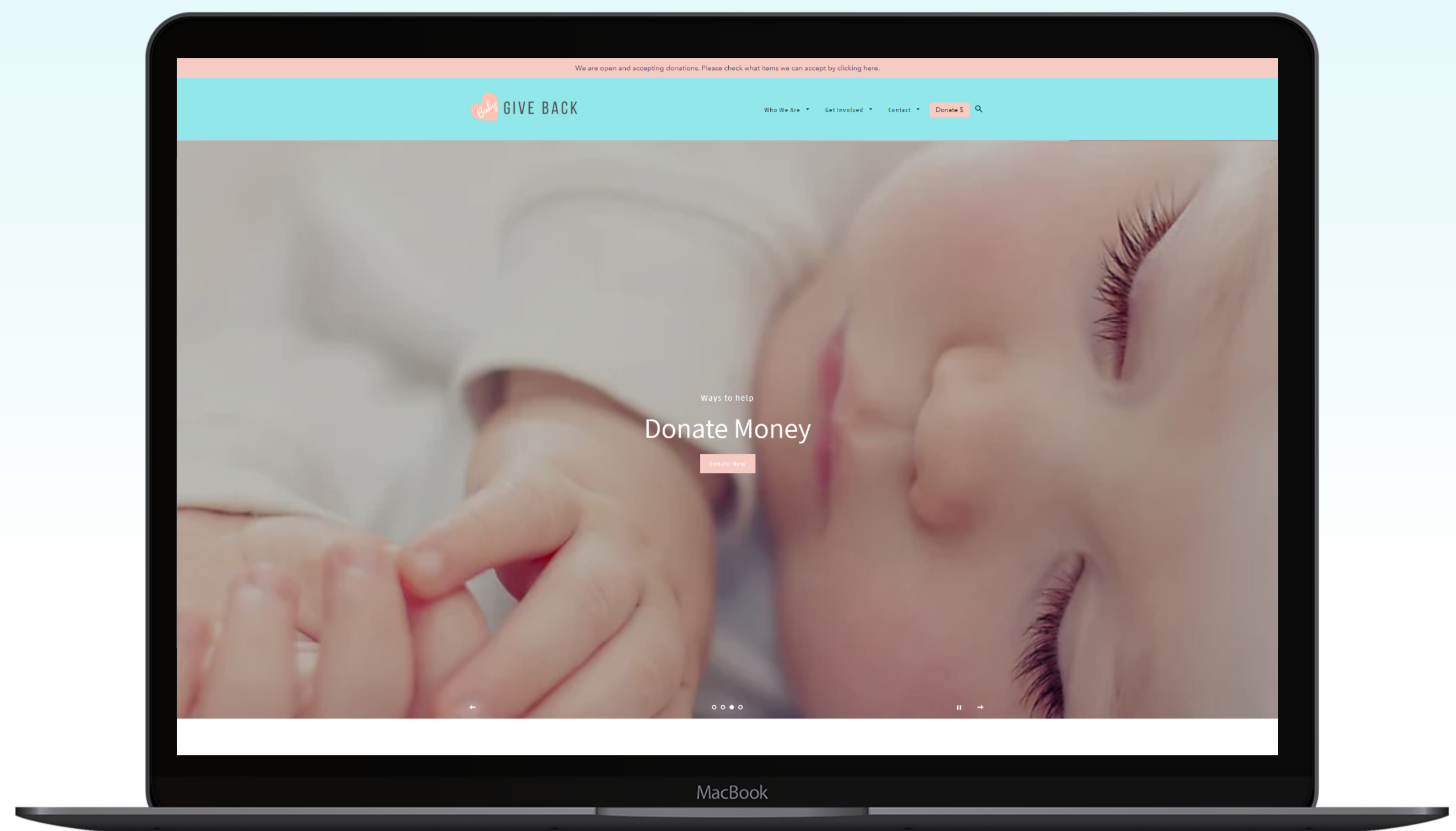
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Challenge

Baby Give Back has grown rapidly and needed to review and build more robust digital systems to streamline workflows. They also wanted to automate repetitive manual tasks that are prone to error. Inventory and safety-checks were not integrated with Salesforce and these silos of data made it difficult to track stock when it moved through the donation to distribution process. The fundraising team lacked confidence in the existing Raisely with Salesforce integration. They were still processing inefficient legacy recurring donations and there was no functionality to send end-of-financial-year tax statements to recurring donors.

Solution

Baby Give Back's use of Salesforce was extended to include a new custom inventory object that tracks stock, both new and preloved. The new solution makes it easy to track stock allocations, and the status of inventory from the initial safety-checks to point of distribution of items to families.

Movedata was implemented to provide a much more robust and reliable integration between Salesforce with multiple donation platforms.

Enhanced recurring donations were enabled and S-Docs was added from the App exchange to facilitate thank you letters, receipts, and tax statements.

Benefits

Confidence that data is clean

The team is now confident that donor data is correct, duplicates are prevented and communication preferences honoured. All donations flow directly into Salesforce in live time, and the fundraising team is alerted of new regular donors and major gifts.

Complete visibility of stock

The social services team can work from home and share the workload across locations, with complete visibility of all safety-checked and new stock by location. Reports and Dashboards allow the whole team to see what stock went where and how it was funded.

Accurate measurement of impact

The linking of orders and stock to grant opportunities will enable the team to report on exactly how philanthropic funding is used. The organisation will use this to build on the trust and confidence of their supporters. It is now possible to demonstrate to Social Service Agencies the value of the goods provided. Team-based apps with relevant reports and information on Home Pages serve the dual purpose of providing information and inspiration to team members.