Children's Medical Research Institute (CMRI)

About CMRI

Established in 1958, Children's Medical Research Institute (CMRI) is the independent organisation and driving force behind the nationally recognised Jeans for Genes® campaign.

Jeans for Genes® is the major national fundraiser for CMRI and over two million Australians support Jeans for Genes® each year, with more than $56 million raised since the campaign launched in 1994.

A major portion of CMRI's fundraising transactions take place during the annual Jeans for Genes® campaign, which results in more than 12,000 donor transactions over a three month period.

Participants take part in Jeans for Genes® Day by wearing their favourite jeans and donating much needed funds to support CMRI's vital genetic research, which focuses on the prevention and treatment of children's diseases, leading to healthier generations of children.

The institute has 150 staff and students, most of who work in the research division across cancer, embryology, gene therapy and neuroscience.

The challenge

To achieve an enhanced donor experience, increased fundraising income, improved efficiencies and scalability, CMRI needed to update its existing software.

This was part of a strategy to widen its existing supporter networks, tap into new online fundraising opportunities and eventually increase its number of researchers.

The charity issued a detailed RFP (Request for Proposal) process with five invited vendors, to evaluate the best solution for the institute.

The outcome

TechnologyOne successfully delivered the solutions the institute needed in order to improve its online donation offering and overall supporter experience, generating cost savings and increasing its fundraising capabilities.

The solution

In 2009 the charity signed a commercial agreement with TechnologyOne to develop a fundraising and supporter management solution as part of a strategic partnership to help with the many functions of donor management.

Powered by TechnologyOne Customer Relationship Management (CRM), the solution enables online website integration and allows supporters to give one-off or regular donations via the CMRI website, as well as register directly to participate in online fundraising activities.

The solution meant an overhaul of CMRI's ageing bespoke Supporter Relationship Management (SRM) solution and its existing accounting package MYOB, which lacked integration and were unable to support CMRI's growth and fundraising goals.

TechnologyOne's Fundraising and Supporter Management solution combines operational data with full integration to financial and merchandise information.

This provides charities with access to total control of fundraising activities and visibility across the organisation, enabling improved management and operational efficiencies.

The solution helps marketers, business development managers, management and service managers to plan and execute fundraising tactics that increase frequency and regularity of giving and provide a 360 degree view of the business, enabling better organisational management.

Product

Powered by TechnologyOne Customer Relationship Management (CRM), the Fundraising and Supporter Management solution gives organisations the tools to handle daily business requirements, such as managing supporter contact information, receiving donations, direct mail programs with campaigns and appeals, regular giving, bequests, workplace giving, and trusts and foundations.

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The outcome continued

CMRI noticed an improvement in its supporter and donor experiences due to the streamlined online engagement system and there were fewer data errors as a result of the reduction in administration and finance team workloads.

This reduction in workloads lead to CMRI improving work planning processes so staff could meet event-driven deadlines, boost online integration with websites and help the institute meet its campaign timetable.

During the 2011 campaign, the solution helped CMRI receive more than 10,000 online registrations on Jeans for Genes® Day, a 10 per cent spike in visitors to the website. The solution also saved the organisation more than 600 man hours over the course of the eight week campaign, making it CMRI's most successful technology driven campaign to date.

While CMRI was the first customer to go live with the new fundraising solution, TechnologyOne has since implemented it in other organisations.

The background

Prior to the strategic partnership, CMRI had already implemented TechnologyOne's Financials software and due to its success, implemented TechnologyOne's Supply Chain software in 2010.

CMRI CIO Darryn Capes-Davis explained that while the organisation had a strong and successful history, the new partnership was agreed as part of a strategy to ensure the institute continued to adapt to industry changes.

"For more than 50 years, CMRI has been committed to unlocking the mysteries of childhood disease, and as an independent institute, we need corporate, community and philanthropic support to continue vital genetic research," Mr Capes-Davis said.

"This includes looking into ways people can support the institute including Jeans for Genes® Day, making a tax deductible donation to CMRI, becoming a Discovery partner (a regular donor), volunteering or providing for CMRI in a will."

Mr Capes-Davis explained a large part of the decision to appoint TechnologyOne to help the institute with its future growth plans was the scale and depth of its integrated offering.

"From our view, any solution rolled out within the organisation would need to be scalable and have the capacity to integrate with other technology such as online," he said.

"As well as offering integration, scalability and excellent reporting functions, TechnologyOne's fundraising solution is designed for the NFP sector.

"Overall we improved our support experience significantly by incorporating more timely action with fewer errors in processing support data requests.

"The integrated TechnologyOne Connected Intelligence (Ci) environment also allows for more varied options for automatic receipting and returns. Additionally, the timely updates and order taking allows for faster shipment of merchandise."

Benefits

The TechnologyOne fundraising solution assisted in delivering a number of practical benefits for the institute, including:

- A direct data flow between the bank and accounts receivable in the general ledger and SRM updates being fed into supporter records and income, saving time and money and eliminating inconsistencies from multiple entry points

- No re-processing of entered data – simultaneous and consistent updates now reduce error correction and reconciliation times

- Set up of online forms is quicker and easier and can be maintained by supporters themselves

- Better communication with supporters, including automatic thanking and receipting

- Faster transfers of merchandise orders to logistics providers and therefore faster turnaround times for merchandise order processing

- Improved visibility into potential risk areas by using reporting to highlight risk issues with invalid data and time delays

The future

Mr Capes-Davis said that following the successful integration of TechnologyOne's fundraising solutions, CMRI is now planning to work with TechnologyOne on future software implementations.

"On the back of the success of these solutions, we are planning to introduce Enterprise Budgeting and Purchase Requisitions/Ordering in the near future as part of an integrated solution across our organisation," he said.
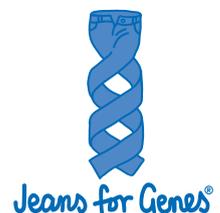
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✓ TechnologyOne Customer Relationship Management (CRM)

✓ TechnologyOne Mobile Solutions

About TechnologyOne

TechnologyOne (ASX: TNE) is a leading enterprise software solutions provider. For 25 years we have been providing deeply integrated software solutions for business, government, financial services, health and community, education and the utilities sectors. Tens of thousands of people each day use our world class solutions which we develop, implement and support. Our organisation wide solution suite, integration solutions and custom designed solutions provide world class services which are based on leading edge technology and are backed up by a substantial R&D program providing our customers with a long term, secure and valuable partnership. TechnologyOne employs more than 800 people and has offices in each State and Territory of Australia, as well as New Zealand, Asia, the South Pacific and the United Kingdom.

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