Cloud for Good
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Implemented a cross departmental database

The Students Rising Above (SRA) Community is dedicated to impacting the future through the cultivation of extraordinary youth. Students Rising Above invests in low-income, first generation college students who have demonstrated a deep commitment to education and strength of character in overcoming tremendous odds of poverty, homelessness, and neglect. They help each student to realize his or her potential by guiding and supporting them through college graduation, and into the workforce. Their graduates are breaking the cycle of poverty within their own families, serving their communities, providing a new generation of employees and leaders from diverse backgrounds, and accelerating positive change.

Challenges
- Decentralized data made it difficult for the organization to manage the overlap between mentors, students, volunteers, and donors
- Advisors were maintaining their own database of students but as the organization grew, the spreadsheets became difficult to maintain
- Donor data was tracked in DonorPerfect and was not integrated into other business processes
- Remote staff could not access their data from anywhere at any time
- Needed a better way to track donations, reporting deadlines and grant prospects

Solutions
Cloud for Good created and implemented a phased integrated solution for SRA on the Salesforce platform to allow for greater accessibility and visibility throughout the organization. The first phase of the implementation included student tracking, mentor and volunteer management, as well as the ability to measure mentor activities. After a successful phase 1, SRA migrated from DonorPerfect to the Cloud for Good's fundraising package to manage single and recurring donations, major gifts, and grants.

Results
Clear Concise Data- After implementation, SRA is better able to see a complete history of all aspects of the organization. Information on donors, volunteers, students, mentors and advisors are no longer spread across multiple systems and spreadsheets. They now has a 360 degree view of data, that they never truly had before, giving them the ability to see the total impact their key supporters are making on the organization and students.

Better Tracking & Reporting- The organization is able to track the history and stages of grant prospecting, as well as communications with their stakeholders allowing for better reporting to their council and board. They are now able to track trends - everything from giving patterns, to

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financial aid packages and school acceptances received by students allowing the program to more than double in size since implementation.

Time Saving Solutions- They now have the ability to manage donations and letters through Salesforce, saving countless hours each month allowing more time to focus on their mission.

"We chose Cloud for Good because they had worked with similar organizations and seemed to understand our needs better than other companies we spoke with," said Jolee David, Development and Technology Manager. "Tal and our consultant Julianne were very responsive, stayed on schedule and made sure all of our data was transferred correctly."

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