

**OzHarvest** right-sizes  
their IT structure with  
**Salesforce and Nonprofit  
Success Pack (NPSP).**



# From an aging CRM to one fit for fundraising success

Three years ago, OzHarvest had an aging, pre-packed CRM system that did not reflect the organisation's needs nor was it set up for growth. Donors had multiple personas and multiple records across various platforms such as Outlook and Excel.

Faced with a similar challenge that many in the nonprofit sector face – a lack of data integration leading to suboptimal donor data management, OzHarvest identified the need to make changes to their platform so that it would become a single source of truth for their donor data.



The old CRM system was built with us in mind, but not bespoke enough to ensure we have easy access to regular updates.

## The new world of Salesforce Nonprofit Success Pack (NPSP)

After understanding the impact of Salesforce Nonprofit Success Pack via feedback from other Australian Nonprofits, OzHarvest engaged Salesforce Certified Consultants at NobleCX to implement Salesforce Nonprofit Success Pack.

NobleCX worked closely with OzHarvest to understand the challenges they were facing, where the pain points were and where it was they wanted to get to, so that the solution designed would meet these immediate needs and set them up for the future.



The Nonprofit Success Pack (NPSP) helps you get started with Salesforce CRM. NPSP is an out-of-the-box solution for managing relationships, fundraising, programs, reporting, and more. NPSP is fully customisable, so you can track everything that matters to your organisation in one place.

Over 30,000 nonprofits around the world use Salesforce. From small human services organisations working in a single community to multinational NGOs and foundations, Salesforce.org provides tools to help you manage and measure your mission.



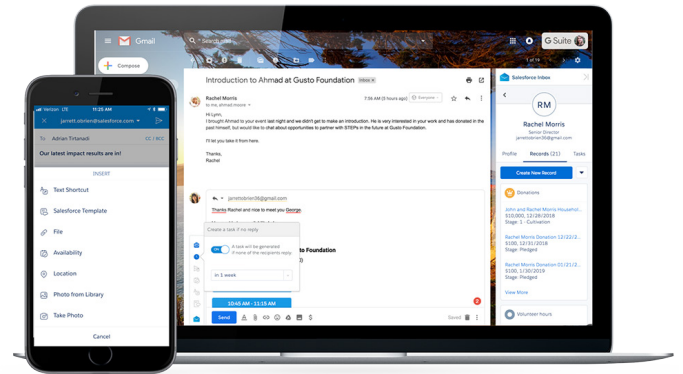
We had a clear idea of what we wanted out of the Salesforce Nonprofit Success Pack and NobleCX understand the world of fundraising. The NobleCX team asked all the right questions in order to build a solution that was right for our organisation.



# NobleCX Results

The Nonprofit Success Pack starts with a flexible, open data architecture and adds pre-built constituent and donor management components. The adaptable and intuitive nature of the platform enables OzHarvest to benefit from greater user uptake, better data input and an ability to measure and track activity like never before.

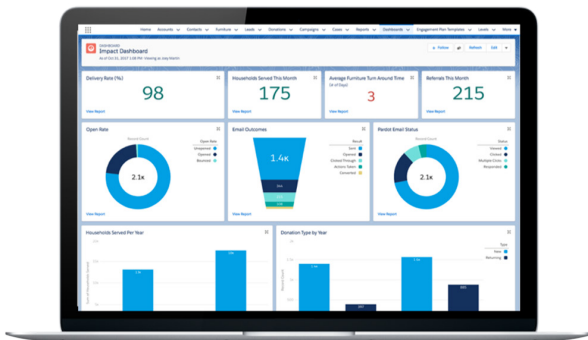
The additional Salesforce mobile app gives the OzHarvest team the freedom to access info, reports, and take critical action anywhere, anytime.



We thoroughly enjoyed working with NobleCX. They were great at listening to our needs, making recommendations and sharing their knowledge to ensure that we made the right decisions.

**Henrietta Ardlie, Fundraising Manager at OzHarvest**

## OzHarvest spends more resources on Food Rescue and less on IT with Salesforce



Through Salesforce Nonprofit Success Pack, OzHarvest have streamlined their fundraising processes around deep donor engagement. Today, they can confidently manage their mission in real-time with preconfigured yet customisable reports and dashboards.

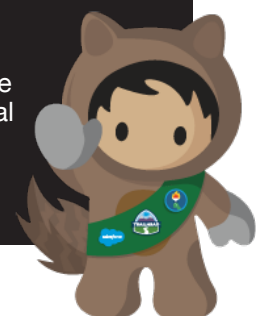
OzHarvest now spend less time on IT and more time advancing their mission of rescuing over 180 tonnes of food each week and delivering it to those Australians most in need.

## The solution at a glance

- Implementing Salesforce Sales Cloud and Nonprofit Success Pack
- A system that provides a single view of constituents and supporters
- Prospect management
- Developed major giving programs
- Volunteer management



General Accounting Units enable us to track how we spend funds across the whole organisation, in a visual and meaningful way.



# About OzHarvest

OzHarvest is Australia's leading food rescue organisation, collecting quality excess food from commercial outlets and delivering it directly to more than 1300 charities supporting people in need across the country.

Founded in 2004 by Ronni Kahn AO, after noticing the huge volume of good food going to waste from the hospitality industry, she decided there had to be a better way. Starting in Sydney with one van – the first of many donations from Goodman+ Foundation – she delivered 4,000 meals in the first month.

OzHarvest now operates nationally, rescuing over 180 tonnes of food each week from over 3,500 food donors including supermarkets, hotels, airports, wholesalers, farmers, corporate events, catering companies, shopping centres, delis, cafes, restaurants, film and TV shoots and boardrooms.

Education is crucial to OzHarvest to help enable

positive change for vulnerable people. OzHarvest curriculum-aligned education program FEAST for primary school students is currently being piloted, with plans for NSW roll-out in 2019 and nationally in 2020.



## About NobleCX

NobleCX is an Australian-based cloud solutions specialist. We partner with organisations of all sizes and industries to deliver customised systems solutions – so you can work faster and smarter. Our salesforce.com certified team is committed to helping you get more from your investment with Salesforce.

We take the time to listen to your unique business challenges and then respond with the best possible solution.

Some of the benefits of partnering with NobleCX:

- Our extensive range of services ensures we can support almost any business challenge.
- Direct support from Australian-based Salesforce Certified Consultants and Administrators.

- Maximise your investment in your systems solution. By partnering with NobleCX, we can help you take advantage of features and functionality of your system to increase your ROI.