

# Brooke

## Stepping Stone House

**Dramatically changing the lives of hundreds of vulnerable homeless teenagers in Australia for over 30 years**

Brooke's client focuses on transforming the lives of at-risk youth describes how they rapidly applied actions to achieve meaningful results by improving volunteer management and donation receipting. The strategy and tools implemented deliver better outcomes for youths at risk.



Brooke's client describes the experience in the following case study.

***Stepping Stone House is a small non-for-profit organisation that helps youths at risk by providing a stable home-like environment, developing their resilience and teaching them life skills. We have been recognised as a leader in this field and based on our model's success.***

We needed to make the on-boarding and management of volunteers more efficient, to better attract and retain our high value donors. We were seeking to understand how we could expand our geographical reach to help more youths at risk, without compromising the quality of care. We also knew if we wanted to successfully scale our model, it had to be sustainable with the appropriate funding, resourcing and infrastructure in place.

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To harness the wealth of knowledge and experiences in the organisation we needed to form a design team of representatives from the Board, management and staff at the 'coal face' in order to create a holistic view of the organisation.

We needed more volunteers and funding from donors, in order to help more youths. Our current approach while fit for purpose at the time, was a key barrier to growth. We needed to increase technical capability, to manage efficiently higher quantities of data and increase levels of engagement with volunteers and donors.



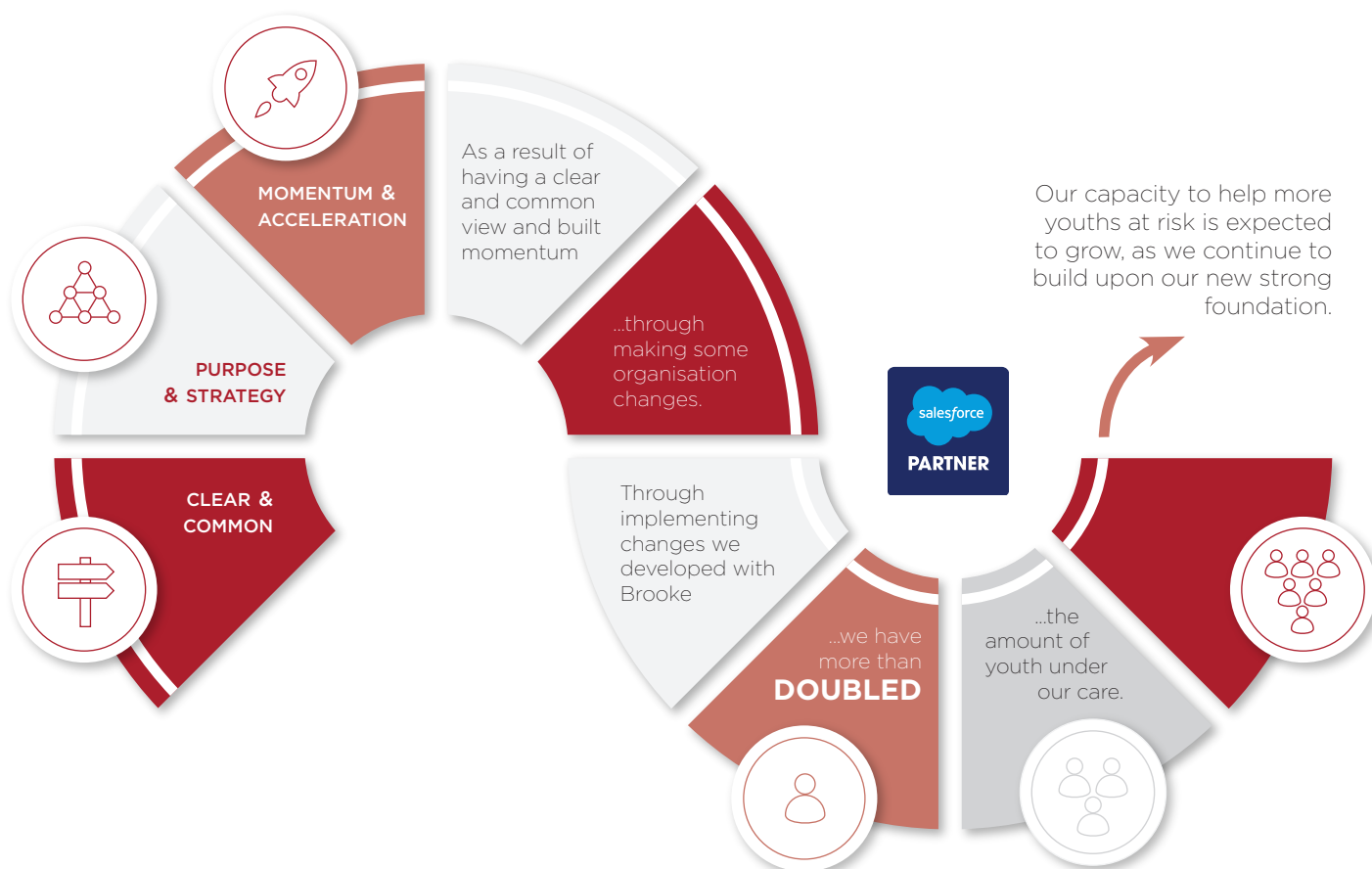
Through an open and collaborative approach, we were able to combine our diverse perspectives into a common and agreed view of the organisations purpose. We identified what success looked like for us, what changes needed to occur, and how we were going to implement changes.

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We revamped our volunteer and donor management approach and through an options analysis and selected Salesforce as the appropriate technology. Utilising this software helped to digitalise some of our previously manual activities, and also provided us with the data to help us make better informed decisions. The streamlining and digitalisation of our approach helped us 'free up' time that was redeployed to other priority areas.

### Some key benefits and results delivered included:



### Rapid Transformation | Meaningful Results

If you want to solve your problem faster then talk to our Account Directors.



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