

Miracle Babies implements Sage CRM and receives financial support from Provida

▶ CLIENT BACKGROUND

Miracle Babies Foundation is a national organisation that supports premature and sick newborns, their families and the hospitals that care for them.

Every year in Australia around 42,000 newborn babies require the help of a Neonatal Intensive Care Unit (NICU) or Special Care Nursery (SCN). 23,000 of these babies are born premature and up to 1000 babies lose their fight for life.

The birth of a premature or sick newborn can be an overwhelming and traumatic experience for families. Their lives are permanently changed, significantly influenced by their NICU experience.

Miracle Babies Foundation is dedicated to supporting this experience through:

NurtureLine - National 24 hour family helpline

NurtureTime - In hospital parent to parent support

NurtureGroup - Out of hospital play and support groups

▶ THE CHALLENGE

Since August 2005, Miracle Babies Foundation has developed separate in-house database applications for the various departments and functions of the organisation.

Following discussions between departments it was decided to amalgamate all of the databases in to a single CRM solution in order to remove duplicate data, data redundancy and enhance the overall data quality.

Trying to find a CRM solution that met the requirements of a not for profit organisation was a challenge. Miracle Babies Foundation required a CRM that includes functions such as donation processing, members management, volunteers management, follow up correspondence, and support for varying charity programs and support services.

▶ THE PROVIDA SOLUTION

Miracle Babies Foundation reviewed several CRM solutions and chose Sage CRM from Provida. The decision was based on Provida's work with several of Australia's key charity organisations.

Provida have worked closely with Miracle Babies Foundation to build the new CRM system that met the requirements of a growing Australian charity. This work includes introducing some of Provida's not for profit software solutions. Miracle Babies Foundation plans to continue working with Provida in building and enhancing this solution to include donation processing and members management.

▶ ACHIEVEMENTS

The web based Sage CRM software system is now the central hub of the charity's operations. All contacts, communications and marketing activities are handled by the Sage CRM software. In the future Miracle Babies will consider event management, donations management, document management and electronic email marketing.



“Not only did Provida implement our Sage CRM software on-time and on-budget, they made a sizeable financial donation that will assist Miracle Babies in delivering our Nurture Program.”

Amanda Baker,
National Fundraising Manager

▶ AT A GLANCE

▶ **KEY CHALLENGE:** Migrating from different legacy software systems onto one centralised web based CRM software solution.

▶ **KEY ACHIEVEMENTS BY PROVIDA:** Customised Sage CRM solution to Manage MBF members, Volunteers, Donation Processing, Monthly Newsletters and Marketing activities.

▶ **INDUSTRY:** Not for Profit/Charity

▶ **About Provida:** Since 1999, Provida has been a leading Australian software integrator and developer, implementing ERP, CRM and WebStore solutions in many mid-sized businesses. Provida has offices in Sydney, Brisbane and Melbourne.



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