

CUSTOMER SPOTLIGHT

The Children's Bereavement Centre



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— Kate Baxter,
Director of Services

The Children's Bereavement Centre provides support for children aged 3 to 18 who have experienced trauma due to bereavement, divorce or terminal illness of someone close. It's run by a committed team of friendly, supportive and professional people who are qualified to help with the grieving process, and offers a welcoming and safe environment for the children and their families to receive the help and guidance they need.

The Centre is funded by various charitable trusts, organisations and donations. More recently, the staff have started to look at community fundraising as a way of increasing revenue. Kate Baxter, Director of Services, shares why they chose eTapestry as the Centre's fundraising software solution, and their experience with Blackbaud's Professional Services team.

Why did you decide to look for a new fundraising solution?

"We've been looking at ways to diversify our income streams, and a big part of this will be community and corporate fundraising. Over the years we've collected information on our supporters, but this was spread out across the organisation in various formats, and wasn't easy to access or make sense of.

"A key part of fundraising is supporter engagement, so we needed a reliable and robust fundraising solution that would help us to build up a complete donor history that everyone can access. We wanted to start as we mean to go on."

The Children's Bereavement Centre is powered by:

- ▶ eTapestry®
- ▶ Blackbaud Consulting Services

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What made you choose eTapestry?

"I've used quite a few different databases at other organisations, so I know the importance and the value they can bring to a fundraising strategy. As a relatively small organisation, we needed something that was suited to our needs, but was cost effective and would be able to grow with us.

"We looked at several alternatives, but eTapestry fitted our requirements perfectly. It's incredibly user friendly and easy to navigate, and is also extremely cost effective. I'm confident we'll be able to see a good return on investment within the next couple of years, which is very important to a small charity!"

What particularly impressed you about the service provided by the Blackbaud Professional Services team?

"I was really quite daunted by the thought of introducing new software to the organisation, and was especially nervous about having to import data, but I needn't have worried at all!

"We took a two-day consultancy package to help us get started, which was a big decision to make, as it was obviously an investment of both time and money on our part, but it was definitely worthwhile. Everything was so easy and straightforward and we were guided through the whole process from start to finish. The staff at Blackbaud went out of their way to make sure the transition was as smooth as possible.

"I really feel that we've hit the ground running and we've been empowered to get stuck in and start using eTapestry, rather than feeling daunted by the whole thing. We now have continuity from the word go, and this will help us going forward to ensure consistency in the way we're using the system. I'm really confident that we've got it right first time!"

What are your plans for eTapestry going forward?

"We've literally just started using eTapestry, but already I can see how it's going to help us. Time in our organisation is crucial as everyone juggles many different roles, but eTapestry will help us to free up a lot of the mundane tasks so we can focus more on marketing and engagement, which ultimately will help us to maximise the income we generate for our charity."

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