

CUSTOMER SPOTLIGHT

Central Texas Food Bank



“Blackbaud helps us fulfill our mission by making it possible to do our work. Having the databases and software solution helps us connect people to the mission.”

—Ann Symmonds, Database and Stewardship Manager

Central Texas Food Bank partnered with Blackbaud to roll out a peer-to-peer fundraising campaign in the immediate wake of Hurricane Harvey—and raised \$40,000 in urgently-needed funding the first month alone.

Central Texas Food Bank Uses Leading-edge Technology to Fight Hunger

Central Texas Food Bank intended to roll out its new peer-to-peer solution gradually, but when Hurricane Harvey caused catastrophic destruction to the surrounding community, the food bank partnered with Blackbaud to go live immediately.

That first month alone—during the most urgent time of need—\$40,000 in donations poured in, according to database and stewardship manager Ann Symmonds.

“It was successful without any hitches,” she said. “We immediately were able to start raising money, and people were able to connect. It was so easy and user-friendly and didn’t require the staff time that something like that would have before we had the peer-to-peer solution.”

Central Texas Food Bank is powered by Blackbaud solutions for:

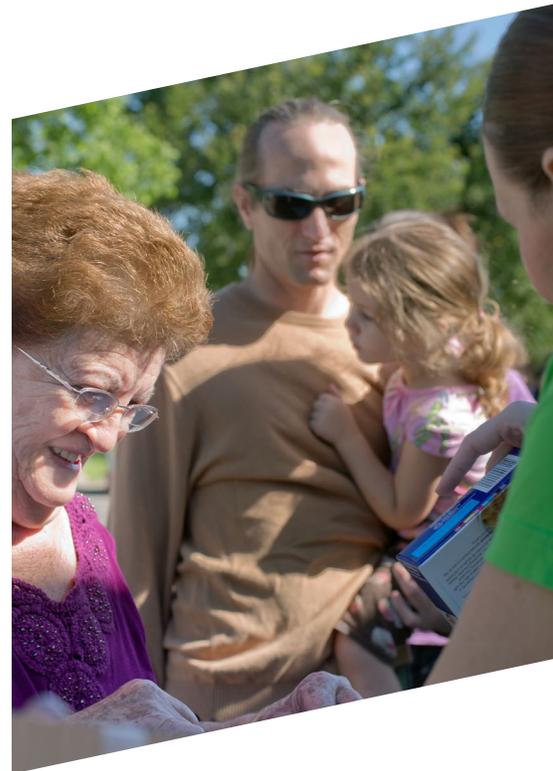
- ✓ Peer-to-peer fundraising
- ✓ Fundraising and CRM
- ✓ Marketing and engagement
- ✓ Analytics

Immediate Peer-to-peer Success

One in seven adults, and one in five children are at risk of hunger in Central Texas—stark numbers that amount to nearly 440,000 people. The Austin-based Central Texas Food Bank aims to nourish the hungry and turn those statistics around.

“Blackbaud helps us fulfill our mission by providing us with the software that we need to help connect our constituents to the causes that they care about,” Symmonds said. “We have so many people in Central Texas at risk of hunger, and having the right databases and the software solutions helps us connect people to the mission.”

Central Texas Food Bank participated as an early adopter of Blackbaud’s peer-to-peer solution—eager to explore the opportunity and also provide feedback on what worked. “The peer-to-peer solution turned out to be a great return on investment for us,” Symmonds said. “Crowdfunding has allowed the Food Bank to spread the word quickly in times of unanticipated crisis. Recent events like Hurricane Harvey and the federal government shutdown have left our community in great need overnight. Crowdfunding allows us to reach our existing supporters and their networks quickly, which means we’re able to meet the increased need during these times and provide more nourishing meals to Central Texas families.”



“The peer-to-peer solution turned out to be a great return on investment for us. It took so much staff time out of the picture.”

—Ann Symmonds, Database and Stewardship Manager



Reduction in staff hours needed

Previously, her colleagues spent tedious hours setting up other fundraising products without receiving that same volume of gifts. “We more than doubled the impact we were having and decreased the staff time by at least half,” Symmonds said. “And we were able to immediately put those donations into action and help provide immediate relief to Hurricane Harvey victims who needed help right then.”

Plus, the team benefitted from integrated solutions designed to work together and give a full picture of donor engagement. New peer-to-peer fields in Blackbaud Raiser’s Edge NXT® tell Central Texas Food Bank when supporters fundraise and how successful they are, making it easier than ever to track pages and communicate quickly.

“Blackbaud solutions are designed to work together,” Symmonds said. “It’s immensely helpful to our fundraising efforts and workflows when all of our products seamlessly share data to give us the full picture of how our supporters are engaging with us.”



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—Ann Symmonds, Database and Stewardship Manager

A Partner in Mission Delivery

When Central Texas Food Bank recently migrated to Blackbaud’s flagship fundraising solution, Symmonds and her team experienced a seamless transition with an engaged customer support team. “It was so easy,” she said. “They helped me through every step of the process, and any time I had a question, someone was there—ready to answer it.”

Beyond providing solution support, Blackbaud’s team also gets involved with Central Texas Food Bank personally. Employees regularly lend a hand preparing food in the kitchen, sorting goods in the warehouse, and working the gardens.

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Central Texas Food Bank faces increased competition from other hunger relief organizations working in Austin but trusts in its partnership with Blackbaud to stay on the leading edge of technology to power its mission. “As we’re growing and innovating and continuing to develop, Blackbaud is right there with us, making sure that we have all of the tools that we need,” Symmonds said. “We’re able to expand our suite to meet the needs of our donors and our clients.”

Empower everyone who cares about your cause to raise funds and grow support for your organization.



\$40,000
raised in first month with
peer-to-peer solution

[Learn more](#)

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.