

CUSTOMER SPOTLIGHT

# Old Brewery Mission



*"It is important that we have the tools to help our staff work effectively. The right software can save us a lot of time and energy. We feel we have found that software with Raiser's Edge NXT."*

—Kim Nguyen,  
Director of Development, Annual Gifts, and Administration

Since 1889, the Old Brewery Mission has provided a range of services and practical, sustainable solutions aimed at meeting the needs of Montreal's homeless and those in the community who are in danger of becoming homeless. The organization raises funds and partners with community organizations, governments, volunteers, and donors to prevent, treat, and to find durable solutions to chronic homelessness in Montreal.

## Old Brewery Mission is More Future-Focused Thanks to Raiser's Edge NXT

Like many nonprofits, Old Brewery Mission was striving to acquire new donors and refresh its donor list for solicitations in order to increase funds raised for its mission. The organization needed to grow contribution levels from its existing donors, too. It had previously relied on Donor Perfect™, which proved to be an incomplete solution. Although Donor Perfect™ met some of its needs, staff members at Old Brewery Mission were still drafting donor profiles in Word® documents, printing them out, and carrying them to events and meetings where potential donors were visited. The staff also needed a solution which gave them better analytical tools to be more strategic in their approach towards donors.

After migrating to Raiser's Edge in 2013, and ultimately upgrading to Raiser's Edge NXT in 2015, Old Brewery Mission has been able to leverage powerful technology

Old Brewery Mission is powered by:

- ▶ Raiser's Edge NXT™
- ▶ Blackbaud Merchant Services™

Learn more about  
Raiser's Edge NXT ▶

in a complete fundraising solution that allows its team to work more efficiently and effectively for the mission. “It is important that we have the tools to help our staff work effectively,” says Kim Nguyen, director of development, annual gifts, and administration. “The right software can save us a lot of time and energy. We feel we have found that software with Raiser’s Edge NXT.”

Now, staff members benefit from an easy-to-use, all-inclusive system built for an unlimited number of users that requires little training for those new to the job. They can see all the information that they need at a glance, on the go, and in paperless format thanks to the smart cloud technology integrated into Raiser’s Edge NXT. “The first time I saw Raiser’s Edge NXT, I was blown away by how it looked and how the information was organized. It looks very modern, very clean,” says Ellen Luu, information systems and campaigns officer.

Team members can pull donor profiles, proposal information, and prospect interaction data easily, eliminating a huge amount of manual processes and saving a lot of time and money in the process. Old Brewery Mission was even able to use Raiser’s Edge NXT for its largest major fundraising campaign, See the End of Homelessness. The solution allowed fundraisers to incorporate themselves in the process more so than ever, inputting their notes and tracking prospects and proposals with ease.

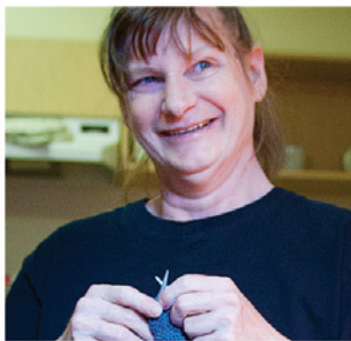
With all of these capabilities, the organization is more agile, more strategic, and more future-focused. With the help of Raiser’s Edge NXT, Old Brewery Mission has become a leader in its field, offering services that support 4,000 homeless people per year and enable more than 600 men and women per year to leave shelter life behind.

*“The first time I saw Raiser’s Edge NXT, I was blown away by how it looked and how the information was organized. It looks very modern, very clean.”*



**Old Brewery Mission achieved a 3.5% average increase in direct mail donations from 2013 to 2016 using Raiser’s Edge and Raiser’s Edge NXT.**

—Ellen Luu,  
Information Systems and Campaigns Officer



# SEE THE END OF HOMELESSNESS