

CUSTOMER SPOTLIGHT

Wellspring Cancer Support Foundation



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—Jason Taniguchi, Associate Director of Donor Relations and Administration

With the help of solutions that include Blackbaud TeamRaiser®, Wellspring delivers innovative peer-to-peer fundraising events and initiatives to raise funds that help provide supportive cancer care to those in need at no charge.

Wellspring equips supporters with trusted tools for innovative peer-to-peer fundraising

Wellspring Cancer Support Foundation seeks to help those living with cancer elevate their quality of life and strengthen their minds and bodies through innovative cancer support programs.

Founded with the goal of creating a Canada-wide network of community-based centres that provide people with the tools they require to cope with illness, the Wellspring network now provides supportive cancer care, at no charge, to thousands of women, men, and children who are living with cancer across Canada. Wellspring Centres have also been recognized by Health Canada as an outstanding example of organizational excellence in community-based health care.

Wellspring is powered by Blackbaud solutions for:

- ✓ Peer-to-Peer Fundraising
- ✓ Fundraising and Relationship Management

While running a network of programming at this scale is often costly, Wellspring receives no government or other core funding. The organization relies solely on the generosity of donors, sponsors, members, volunteers, and other community partners who help enable Wellspring to provide their programs to those who need them at no charge. To meet their fundraising goals, special and third-party events have consistently been a vital source of revenue for the organization, providing an important platform to foster community engagement.

Blackbaud solutions have fueled the concept, design and delivery of some of Wellspring's most innovative peer-to-peer fundraising events and initiatives over the years, including the Wellspring Ride for Cancer Support.

The Power of Peer-to-Peer Fundraising

Held annually since 2012, the Wellspring Ride for Cancer Support is a unique adventure cycling challenge that raises funds in support of Wellspring programs. Event participants include cyclists, support drivers, and Wellspring Champions—those currently living with cancer who serve as the inspiration and motivation for the cyclists and drivers along the journey.



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Director of Donor Relations and
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Wellspring needed a peer-to-peer fundraising solution that would help equip their supporters and event participants with the right tools to optimize their fundraising efforts. Wellspring decided in 2018 that Blackbaud TeamRaiser—the industry's most trusted fundraising event software solution—was the clear choice to help them maximize participant fundraising, build participant loyalty, and run more efficient events.

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A Reliable Team Behind the Scenes

Blackbaud TeamRaiser has enabled those participating in the Wellspring Ride for Cancer Support to set up personal fundraising pages with ease and to track and celebrate their progress with their networks along the way. Participants can build awareness for Wellspring's mission and ensure thousands of people learn of the supports available in the community, should they or their loved ones be in need. Blackbaud TeamRaiser supported the 50% year-over-year growth in donors that the event experienced when TeamRaiser was first implemented for the 2018 ride. From 2018 to 2021, the event raised over \$1 million for the cause.



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In addition to Blackbaud TeamRaiser, Wellspring has been a proud user of Blackbaud Raiser’s Edge NXT® as their fundraising database since 2012. As the market’s leading fundraising and relationship management solution, Raiser’s Edge NXT has become an invaluable resource to not only track donors, prospects and volunteers, but also to record all those who have used Wellspring’s services and track the programs they have attended.

“With both our fundraising and our program delivery, our decisions can only be as good as our data,” said Taniguchi, “Blackbaud products help us to maintain our data at the highest level and report on it with accuracy and depth.”

Raise more money more efficiently.

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About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world’s leading cloud software company powering social good. Serving the entire social good community—nonprofits, higher education institutions, K–12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, data intelligence, and expertise. Learn more at www.blackbaud.com.