

*The Nonprofit
Software of
the Future*



Family Hospice and Palliative Care Selects DonorPro To Handle its Growing Fundraising Requirements



Lindsay Jack, Development and Special Events Coordinator; Lauri Fink, Director of Development; Sally Jungling, Development and Special Events Assistant.

Lauri Fink, the Director of Development for Family Hospice and Palliative Care, spent several months, along with other fundraising professionals, on the TowerCare Development Focus Group, to help provide vital information for what would be the foundation for the creation of DonorPro™, fundraising management software from TowerCare Technologies.

Her years of experience with other fundraising organizations and other software programs convinced her that TowerCare was pursuing a sound approach – go to your potential client and find out what's on their wish list.

"Basically, TowerCare asked fund-raisers, if you could fix five

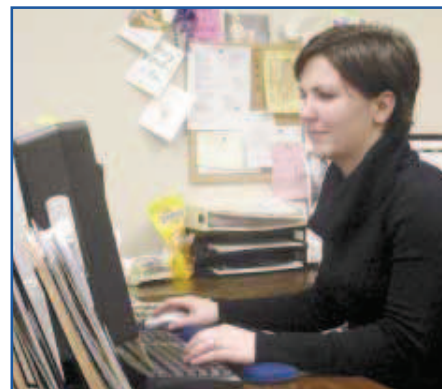
things in your system, what would you fix?" Lauri explained. "By using a focus group of fundraising professionals, TowerCare was able to identify the things that we complained about, and the things other fundraising systems don't do, and then they incorporated that information into the design of DonorPro."

Family Hospice and Palliative Care has been providing care and comfort to patients with life-limiting illness, and to their families, since 1980. It is one of the first hospice programs in Pennsylvania and was created as a joint effort by Mercy and St. Clair Hospitals, South Hills Health System and South Hills Interfaith Ministries. In 2002, Family Hospice acquired the University of

Pittsburgh Medical Center's hospice program and plans to serve more than 2,800 patients in its 2005 fiscal year, up from 2,500 patients in its recently ended fiscal year.

Fundraising is critical for Family Hospice, since insurance covers only a fraction of the cost of the services they provide, and, as part of their mission, they furnish service to everyone who needs it, regardless of their ability to pay.

Because Family Hospice and Palliative Care has had tremendous growth, its needs and requirements have changed dramatically. One thing it needed was a system which enables all of its people to share the same information or data, but with varying levels of accessibility and security, to protect the confidentiality of the data. The DonorPro software provides Family Hospice that capability. For example, the clinical personnel at Family Hospice are not able to see fundraising information and only those assigned permission to do so, can see the clinical data.



When Lindsay Jack first sat down with DonorPro, she instinctively knew how to use it.



Lindsay Jack shows Lauri how labels that previously took 30 minutes to complete, now takes 10 minutes.

When Lauri Fink came to Family Hospice, they were using an industry leader's software program to assist them with fundraising. But the system was very difficult to use, very expensive and didn't really meet all of the needs of this growing organization.

"TowerCare provided initial training to help us with the different functions of the DonorPro system. The training was effective, but DonorPro is so user-friendly, it's such an intuitive system you actually don't need training, you can sit down, get right into it and find what you need."

"We're also discovering that the software's flexibility is

exceptionally helpful," Ms. Fink said. "It allows you to add custom fields that aren't part of the basic product and those fields are automatically included in all the system functions like queries and reports. While the system contains everything you would expect, there are some things that are specific to our efforts. We can easily add the fields that we need so that, for all intents and purposes, we have a perfect fit for our needs."

"It's a very comprehensive system. The breadth of capabilities are excellent. Among other features, it has the capability to let you specify

how you'd like your gift to be listed, or the way you'd like a donation to be described in a thank you letter. We can now automate any of those features."

Ms. Fink says, that relative to productivity improvements and cost savings, "We had a full-time person leave and we were able to replace her with a part-time person, because we realized the software will make it quicker to input and process data."