

SAGE FUNDRAISING

SAGE MIP FUND ACCOUNTING



CUSTOMER SUCCESS STORY

CUSTOMER

United Way of Central Alabama

INDUSTRY

Nonprofit
Multi-Agency Social and Human Services

LOCATION

Birmingham, Alabama

Number of Locations

Two

Number of Employees

119

SYSTEM

Sage Fundraising 100 – Rainbow Edition
Sage MIP Fund Accounting

United Way “Gets It Done” With Sage Nonprofit Solutions

The Birmingham area is a better place because of United Way of Central Alabama. Eighty partner agencies in a five-county area, from AIDS Alabama and the Literacy Council to the YWCA, all depend on United Way for support. Funds are raised primarily through payroll deductions pledged in the workplace. In addition to identifying and funding key needs in the community, United Way supports welfare-to-work initiatives, youth taskforces, and job training and placement services, seeking to remove barriers to employment for youths and adults.

But the 80-year old organization faced its own barriers to efficiency and growth in the form of an antiquated accounting system. “System stability and data recovery was always a major concern with the old system,” says Doug Goodwin, IS Director. “It was written over 10 years ago. Worst of all, the software was no longer supported by the manufacturer.”



Sage MIP Fund Accounting for Nonprofit Accounting

After researching several alternatives, United Way adopted Sage MIP Fund Accounting, a software solution delivering high-performance fund accounting for nonprofits of all sizes. The organization also selected Sage Fundraising 100 – Rainbow Edition, a campaign development software specifically designed for United Ways and organizations with workplace giving.

United Way uses Sage MIP Fund Accounting to efficiently and accurately track, manage, and report on funds from multiple sources and across multiple budget periods. The

CHALLENGE

Outdated DOS-based system was no longer supported by manufacturer; reports on impact printers wasted large amounts of paper; usable data was difficult to extract.

SOLUTION

Sage MIP Fund Accounting for campaign fundraising, finance, communications, and agency impact departments; Sage Fundraising 100 – Rainbow Edition, for workplace campaigns and fundraising.

RESULTS

Enhanced and integrated reporting and functionality now available to all departments; estimated savings of several weeks a year in leadership recognition tasks.



Your business in mind.

"One employee normally spends almost three months every winter gathering information on leadership for the recognition program. Sage Fundraising is designed to capture the data automatically. This one feature saves us several weeks of work."

—Gerry Taylor
Senior Vice President
Resource Development
United Way of Central Alabama, Inc.

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



new system handles virtually all accounting needs. The organization also relies on Sage MIP Fund Accounting when it performs contract accounting services for many of its member agencies, including accounts payable.

Rainbow of Possibilities

For fundraising and tracking donor information, United Way uses Sage Fundraising 100 – Rainbow Edition, which integrates seamlessly with Sage MIP Fund Accounting. "Sage Fundraising stores data on annual pledges, plus information on each of the agencies' board members and executives," says Gerry Taylor, senior vice president Resource Development. "The notes section is absolutely invaluable, because comments represent important intelligence for the future. Knowing an individual's affiliations and memberships in clubs or boards helps us leverage personal relationships and preferences, which is what nonprofit development is all about."

Improvements in a single task illustrate the benefits anticipated from Sage Fundraising throughout the entire organization. "One employee normally spends almost three months every winter gathering information on leadership donors for the recognition program," Taylor says. "Sage Fundraising is designed to capture the data automatically. This one feature saves us several weeks of work."

"Sage Fundraising has improved communications for the entire Resource Development team and made our solicitation process much more efficient," explains Taylor. "We run a multitude of reports on the system, some customized and some preprogrammed, and we are very pleased at how robust the various reporting options are. Extracting usable information is both fast and simple, in part because of the familiar Windows interface."

Sage Fundraising 100 – Rainbow Edition also interfaces with United eWay, the national organization's software for tracking online donations. United Way of Central Alabama can import directly from United eWay and incorporate information for ad hoc reports by department, group, and company, giving status or award level.

Goodwin appreciates the sound infrastructure provided by Sage MIP Fund Accounting and Sage Fundraising. "I feel much more confident than before," he says.

The system is based on a SQL database infrastructure that has scalability and speed. The software is also easy to administer. "We're seeing major efficiencies from one end of the organization to the other," comments Goodwin.

United Way is currently working on software solutions that will integrate with Sage Fundraising to result in one master list compiling volunteer information, along with other enhancements as they continue to explore the software and its capabilities.

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