

CUSTOMER STORY: Flagstaff Medical Center Foundation



Flagstaff Medical Center
Foundation

"I personally love Blackbaud, having gone to bbcon and having met others using the products, you guys are one of the best. I have had really good experiences."

—Natasha Warmenhoven,
Foundation and Marketing Finance Specialist

The Flagstaff Medical Center Foundation enhances patient care by raising charitable funds and applying them to the hospital's most critical areas of need. As the only state-designated Level I Trauma Center north of Phoenix and with a service area covering the entire northern third of the state, the need for funding is great and the opportunities to help are abundant.

Business Issue

The Flagstaff Medical Center Foundation is required to report all fundraising and expenses to its hospital—Northern Arizona Healthcare. Previously, the Foundation was using Lawson Accounting Services to manage its financial information, but the system was limited and did not accurately track or report donations. The Foundation needed a true nonprofit accounting and fundraising solution that was analytical, could track donations and financial data easily, and still work with the Lawson system.

Reason for Partnership

The Foundation chose Blackbaud solutions because it knew they would help grow donations, track funds effectively, and support the organization's goal to become self-sustaining. In addition, the integration between **Financial Edge™** and **Raiser's Edge™** was easy to use and could be handled by one person, which was key for the Foundation's small staff.

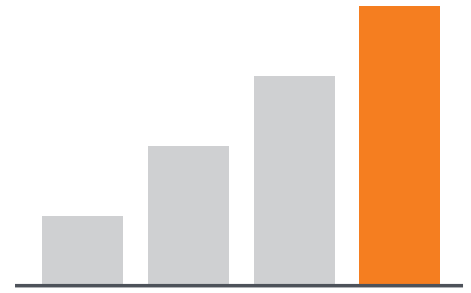
The Foundation is powered by:

- ▶ **Financial Edge™**
- ▶ **Raiser's Edge™**

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Capabilities Gained

Over the past two years, the integration between Raiser's Edge and Financial Edge has been invaluable for the Foundation. Natasha explained, "I wouldn't have a job without Raiser's Edge and Financial Edge. We wouldn't be able to track who is donating, what they are donating, and who they want it donated to. Our old system didn't have that capacity." Now, with a robust and accurate system tracking financial data, Natasha is confident she can answer any question that may arise during audits. In addition, the Foundation can send financial information directly to the hospital's general ledger with a simple export in Financial Edge, which greatly improves administrative efforts.



The Foundation chose Blackbaud solutions because it knew they would help grow donations



Mission Impact

With the help of Financial Edge and Raiser's Edge, Flagstaff Medical Center Foundation is able to differentiate operational expenses and foundation funds. This is important because it shows the Foundation how much it costs to raise money. Natasha feels that by continuing to use Blackbaud solutions the Foundation will reach its goal of becoming self-sufficient.

The Foundation will reach its goal of becoming self-sufficient using Blackbaud Solutions

