

CUSTOMER STORY: YMCA of Honolulu



YMCA of Honolulu Uses Blackbaud Solutions for Supporter Cultivation and Stewardship plus Improved Financial Management

For more than 145 years, the YMCA of Honolulu has made a positive impact on Oahu's community. Today, the organization serves more than 100,000 children, teens, and adults each year and provides a diverse range of nearly 100 activities and contemporary programs. With a total of nine branches on Oahu, the YMCA of Honolulu continues to expand its services and actively reach out to the local community to promote its core values of caring, honesty, respect, and responsibility.

Challenge

With membership on the rise and new programs being added every week, the YMCA of Honolulu realized the outdated system it was using to manage finances and handle fundraising could not meet its growing needs. The YMCA needed an easy to use, integrated solution to provide transaction level data for all programs, generate detailed financial reports, and manage relationships with its donors.

YMCA of Honolulu is powered by:

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

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Solution

In 2003, the YMCA of Honolulu deployed **Financial Edge™** — Blackbaud's financial management solution — to track revenue and expenses, providing detailed financial information for each of the nine branches and more than 50 programs spread out across the island.

Shortly after installing Financial Edge, the YMCA of Honolulu implemented **Raiser's Edge™**, Blackbaud's fundraising and donor management solution. By exporting data from Class™ Software1, YMCA of Honolulu's program and membership solution, into Raiser's Edge, staff can track every point of contact with constituents and acknowledge which Y programs they are involved in — whether they are a volunteer, swim team member, or camper.



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YMCA of Honolulu is able to monitor its finances and diversify its fundraising mix

Results

The Financial Edge is a workhorse, simplifying and automating many of the manual and tedious processes that staff members once had to do. Program directors now have access to budget information, are able to run reports on their own, and always have up-to-date financial data at their fingertips.

With Financial Edge and Raiser's Edge working together, the YMCA of Honolulu is able to monitor its finances and diversify its fundraising mix by identifying major donors, managing capital campaigns, and conducting moves management for donor cultivation and stewardship.

By combining data from its Class™ Software1 database into Raiser's Edge, the single view of constituents allows the YMCA of Honolulu to build stronger relationships with the people who are most committed to its mission.

