

Client Story

Herbalife Family Foundation

Maximizing Impact and Insightful Giving with GIFTS Online



Herbalife Family Foundation (HFF) is a non-profit entity dedicated to improving children's lives by helping local organizations provide

healthy nutrition to vulnerable children. HFF supports more than 90 of its flagship Casa Herbalife programs around the world, and through this effort serves the nutritional needs of thousands of children with annual grants to NGOs and charities that cater to vulnerable youth. Additionally, HFF often supports relief efforts in response to natural disasters.

The Challenge: **Overcoming a Manual, Time Consuming Grants Management Process**

With such a vast global presence, the foundation's staff needs a solid grants management process in order to efficiently maximize the impact they are able to make in the communities in which they work. However, prior to 2010, they were using a highly manual process to manage their giving. Applications came in through email, were transferred into spreadsheets, and reports were then processed manually. All of this slowed them down, and prevented them from growing and evolving. "Before moving to GIFTS Online our process was laborious," says Robyn M. Browning, Executive Director of Herbalife Family Foundation. "With applications coming in from different directions and reports being run manually, the entire process was taking much longer than it should and was absorbing too much of our time." Their process was pulling time away from strategic planning and ultimately holding them back from reaching their true potential as a global giving organization. Then they implemented MicroEdge's GIFTS Online in 2010.

The Solution: **An Online Grants Management System That Puts Key Information at their Fingertips**

Once they were up and running with GIFTS Online, things began to improve. The organization created personalized dashboards to give every user easy access to the key information they need to see on a daily basis, all compiled together on one summary screen full of charts and graphs that are updated in real time. For example, Browning travels a great deal to connect with her grantees around the world, so she needs access to her giving data at all hours of the day and night. GIFTS Online's personalized dashboards give her that instant access she needs to be dynamic and versatile in her role. And because GIFTS Online provides users with the ability to create multiple dashboards, it's now easier than ever for her and her colleagues to stay informed at all times. "The ability to have multiple dashboards is great," says Browning.



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—Robyn M. Browning,
Executive Director



“When I log in the first thing I want to do is see the progress of all of our grants compared to our overall budget. I can quickly see which requirements are outstanding and which have been submitted. It helps me constantly keep tabs on what’s happening, what has been done, what still needs to be completed.” All of her information is in one place, at the tips of her fingers, from anywhere in the world.

The Result: Better Reporting & Tracking and More Strategic, Impactful Giving

Significant efficiencies have been gained from streamlining the foundation’s giving with GIFTS Online. The time needed to move a grant through the cycle has been reduced and this allows more time for process refinement and strategy development. “The efficiencies we have achieved give us the ability to focus on planning,” says Browning. “We are able to be more strategic.”

GIFTS Online’s reporting and tracking capabilities allow Browning and her team to evaluate their efforts and quantify their results in a way that was not possible before they moved to GIFTS Online. Says Browning, “We’re increasingly able to track and report on our impact and our outcomes in the 50 countries we’re operating in. We’re touching a lot of organizations and lives with our grants, and we’re now able to track and report on that in a much more effective way, allowing us to quantify our results and use them to further improve what we do.” The ability to more accurately tell the story of their impact is invaluable.

GIFTS Online has also empowered HFF to engage in a process of continual self-improvement. “The system has helped us learn a lot about ourselves,” says Browning. “It has helped us to improve our process, our applications and our overall management of our grants process. Plus, the support we’ve received from MicroEdge has been great.” Browning and her team at HFF now have greater insight into the big picture around the organization’s giving, and the ability to truly maximize the impact they have on those children that depend on the organization’s support. This was all made possible by GIFTS Online.

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