

CUSTOMER STORY

A grassroots movement turns into a million dollar organization.



ABOUT SHINING HOPE FOR COMMUNITIES (SHOFCO)

Shining Hope for Communities is a grassroots movement that began in 2004 in the streets of a Nairobi slum called Kibera. Kennedy Odede—now on Forbes' 2014 coveted 30 under 30 list—grew up there.

He fended for himself from a young age and by 17 had a job in a factory working for one dollar a day. It was during this time that he found inspiration reading the works of Martin Luther King, Jr. and Nelson Mandela. Like his idols, he wanted to harness the hope and potential he saw in his community to improve their lives.

With just 20 cents he saved from his job at the factory, Odede launched a youth movement by organizing street cleanups, soccer games, and theater groups. A few years later, Kennedy met Jessica Posner, a theater student who was studying abroad in Kenya. Using girls' education as a portal for broader community services, they built a model for gender equality, quality



Shining Hope for Communities

healthcare, and community and economic empowerment in Kibera. The model has been so successful that SHOFCO recently expanded to another neighborhood, Mathare.

In 2009, Shining Hope for Communities opened the Kibera School for Girls. At the time, the organization relied on funding from early partners like the Newman's Own Foundation and the network Jessica and Kennedy amassed from their alma mater, Wesleyan University. The variety

IN OPERATION SINCE
2004

CURRENT LOCATIONS
KIBERA & MATHARE

NUMBER OF EMPLOYEES
220

of fundraising platforms they used made running streamlined campaigns difficult and caused a huge backlog of donations to be input into their donation tracking system. With a tiny staff, SHOFCO needed to come up with a concerted fundraising strategy and adopt a platform that enabled them to follow through with that strategy. That's when they found Classy. SHOFCO came on board in late 2011 and it transformed the way they organized, grew, and maintained their donor base.

The Power of All-in-One Fundraising

Before using Classy, SHOFCO ran separate campaigns on a wide range of platforms. It was difficult to keep brand consistent and even harder to track and reengage donors. Since SHOFCO consolidated their online fundraising to Classy, they've been able to put more effort into individual campaigns. With goal tracking and performance data in place on Classy, along with donor management afforded by the Salesforce integration, the SHOFCO team can compare campaigns, target donors based on campaign's they've donated to in the past, and improve their future fundraising strategy.

Unique fundraising campaigns have been a huge opportunity for the organization to acquire new donors

and increase donation volume. When the organization was featured on a PBS special called "A Path Appears," SHOFCO saw an opportunity to engage a new

audience. They set up a campaign on Classy to celebrate the spot and organized a 1-for-1 match from a private partner.

"Integrating Classy with Salesforce was very important for us because it drastically reduced our administrative effort. We had a huge backlog of donations—nearly a year—that we needed to enter into Salesforce. Integrating Salesforce with Classy changed everything for us."

LEXI GARBER

Director of Community and Outreach • SHOFCO

"We had to find the platform that was most empowering for SHOFCO, especially given our small administrative staff. That platform was definitely Classy."



LEXI GARBER

Director of Community and Outreach • SHOFCO

"A Path Appears" By the Numbers

Dollars Raised



\$65,626

ON CLASSY
(\$165,626 WITH THE MATCH!)

New Donors

84%

OF CAMPAIGN
DONATIONS WERE FROM

481

BRAND NEW SHOFCO
SUPPORTERS

P2P Networks



60

SUPPORTERS
HELD SCREENING
PARTIES



15

STARTED
PEER-TO-PEER
FUNDRAISING
CAMPAIGNS

Social Media Impact



+1,374

FACEBOOK
LIKES



+332

TWITTER
FOLLOWERS



+192

INSTAGRAM
FOLLOWERS

On the Ground Impact

1

SAFE HOUSE

1

COMMUNITY
CENTER IN KIBERA

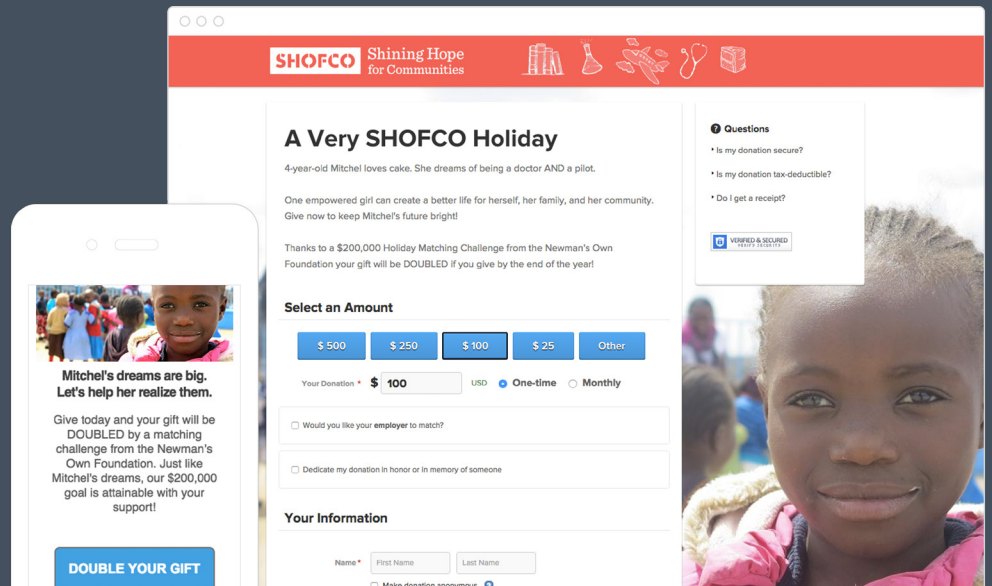


HOLIDAY FUNDRAISING

SHOFCO increases number of holiday donations by 83%.

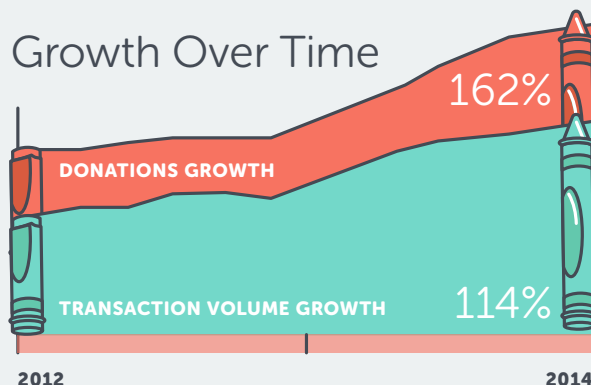
Like many organizations, Shining Hope for Communities has a signature holiday fundraising campaign. Using Classy, they create a new campaign every year and build out a communication strategy to match. In 2014, SHOFCO increased the number of donations during their holiday campaign by 83 percent and collected 17 percent more dollars than the previous year.

“Classy is very powerful. The tools for running individual campaigns, setting goals, and including SHOFCO’s own collateral to brand pages are critical to growth. Our ability to measure campaign performance with Salesforce enables us to employ a real strategy behind each campaign. Paying attention to all of this for the first time made a huge impact for us.”



Total Raised on Classy
\$1,091,074 AND COUNTING

Growth Over Time



Welcome to the future of fundraising.

Get to know us a little better →

