CASE STUDY
UNLOCKING THE POWER OF DATA

INTRODUCTION

Rennie Grove Peace Hospice Care is a UK-based charity providing specialist palliative and end-of-life care for adults and children with life-limiting illnesses. Formed from the merger of Rennie Grove Hospice Care and Peace Hospice Care, the charity offers services across Hertfordshire and Buckinghamshire.

They provide 24/7 hospice-at-home nursing, in-patient care, day services, and bereavement support, ensuring patients and their families receive compassionate, tailored care.

In the financial year ending 31 March 2024, Rennie Grove Peace Hospice Care reported an income of £18.28 million, with 86% raised through fundraising, retail, and donations, and 14% from statutory sources like the NHS.

CHALLENGE

When the new Director of Fundraising at Rennie Grove Hospice Care stepped into their role, they quickly realised one thing—**the database wasn't working for the fundraising team; if anything, it was working against them.**

As a long-time Blackbaud Raiser's Edge user, the charity had a goldmine of supporter data. But outdated processes, limited training, and restrictive system access meant the team struggled to use it effectively. The key challenges were clear:

- **Outdated database configurations**—financial coding needed a complete overhaul.
- **Fundraisers lacked the right permissions**—team members were locked out of features they needed.
- **Key vacancies in the database team**—following a restructure, critical roles were unfilled.
- **Major organisational shifts**, including:
    - Onboarding a new digital fundraising platform (Engaging Networks).
    - Merging with Peace Hospice, to form Rennie Grove Peace Hospice Care, which required a **complex GDPR-compliant supporter reconsent project.**

The charity's goal was simple: **turn their database into a tool that strengthened supporter relationships and made fundraising easier—not harder.**

CASE STUDY
OUR PROCESS

SOLUTION

At **Actually Data**, our goal was making sure data became a **powerful asset, not a roadblock.** The solution was processed in three phases:

Phase 1: Fixing the Basics: Training, Access & System Optimisation

We started by taking a deep dive into Raiser's Edge to **pinpoint exactly what was holding the team back**. Here's what we tackled:

▶ **Getting the right people the right access** – We **fixed their permissions** and delivered **hands-on training** to give them confidence in Raiser's Edge NXT Web View.

▶ **Decluttering and fine-tuning the system** – We **streamlined drop-down lists and enabled overlooked features** (like Blackbaud for Outlook integration.)

▶ **Simplifying outdated processes** – We **automated manual work** and improved workflows, so the team could spend more time on fundraising and less on admin.

Phase 2: Making Sure Knowledge Stays In-House

▶ **Trained "superusers"** – We identified key team members and trained them to handle **permissions, drop-down lists, and basic configurations**, reducing reliance on a single database manager.

▶ **Created easy-to-follow guides** – No jargon, no complicated instructions — just practical, step-by-step guidance.

Phase 3: Supporting Big Organisational Changes

No charity should be **reliant on outside help for day-to-day database management**. To make sure knowledge stayed within the team, we:

▶ **Engaging Networks Implementation** – We launched a **new digital fundraising platform**, helping the team launch donation pages, event registrations, and track consent with ease.

▶ **Supporter Reconsent Programme** – We led a **GDPR-compliant opt-in campaign**, ensuring the newly combined supporter base remained engaged and responsive.

▶ **Recruiting a Database Team** – We **advised and supported the recruitment** of a Database team to continue the organisation's transformation.

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CASE STUDY
THE RESULTS

RESULT

The results of this collaboration were nothing short of transformational, empowering Refuge to focus on fundraising:

76% reduction in processing time

Daily processing time dropped from 82 minutes to just 20 minutes, freeing up valuable staff time.

Scalability for the future

The new system adapts to Refuge's evolving needs, ensuring sustainable growth in their fundraising efforts.

Stronger data integrity

Standardised imports meant more reliable records, reducing errors and inconsistencies.

Empowered internal teams

With a streamlined, automated process, both database managers and supporter care teams can confidently manage and update donation data without requiring deep technical expertise.

CONCLUSION

This wasn't just a technology project—it was a strategic shift in how Refuge handles supporter data. By moving away from manual, disjointed processes and towards automation, accuracy, and integration, Refuge has unlocked new potential for their fundraising operations.

This transformation wouldn't have been possible without the true spirit of collaboration between Refuge, Actually Data, and Engaging Networks. By working in partnership, we built a solution that is practical, scalable, whilst aligning with Refuge's mission and allowing them to focus on what truly matters – supporting survivors and driving meaningful change.