



# Crisis Assistance Ministry Update



## Helping those in financial crisis move towards self-sufficiency

**Problem:** Crisis Assistance Ministry has turned to Apparo for support since 2014, seeking solutions to ensure security, train staff, improve business processes and revamp their website.

**Solution:** Working with volunteers from Stalwart Solutions (now NorthState), RoundTower, Jabian Consulting, Rabell Creative (with sponsorship by Piedmont Natural Gas), Apparo has delivered Tech Therapy, Education and Community Impact Project support to help Crisis Assistance put technology to work to bolster their ability to fulfill their mission.

**Outcomes + Community Impact**

- Website for Good Award: New website contributed to **doubling of online fundraising efforts and five-fold increase in social media traffic**
- Tech Therapy, Training and Community Impact Projects have led to:
  - Increased security
  - Improved team collaboration
  - Ability to deliver enhanced service to their clients



*“It has been a great partnership. We’ve accomplished so much together, things we could never have accomplished alone. Our Website for Good Award has helped us deliver an improved customer experience. Our implementation of MS365 has made us more efficient at communicating as a team and in serving our customers. Apparo also advocates for all nonprofits, bringing light in our community to the need nonprofits have for technology.”*

**Sue Wright, CIO, Crisis Assistance Ministry**