aberdeen cyrenians
tackling homelessness

Aberdeen Cyrenians to support future growth with Access thankQ

Aberdeen Cyrenians began in 1968 as a soup kitchen run in the city's Castlegate and organised by students from Aberdeen University. It has grown considerably since that time, having opened the first ever wet hostel in Britain alongside numerous other services. An estimated 50,000 homeless people or people at risk of homelessness have been supported by Aberdeen Cyrenians over the past 45 years.

Having experienced a rising volume of donors and data, the new fundraising CRM solution will make it easier to track relationships more efficiently and maximise the effectiveness of that activity.

Before reviewing the market, Aberdeen Cyrenians had no system in place which left them trying to manage donor relationships using spreadsheets. This led to duplication of contacts, data errors, and a constant struggle to follow up efficiently.

The organisation particularly liked the flexibility of the solution and the data management tools to help improve efficiency alongside the range of functionality on offer as they continue to drive growth.

" As a small charity with a high number of donors, thankQ comprehensively meets the needs of Aberdeen Cyrenians. The thankQ solution is fit for purpose today, as well as having the scalability to manage our forecasted future growth. "

Scott Baxter, Deputy Chief Executive for Aberdeen Cyrenians

About Access

Access Group is the UK's largest software supplier to the not-for-profit sector. We help organisations improve performance, increase cost efficiency, and make the most of their funds by delivering integrated organisation-wide solutions. Solutions that enable you to fully manage your CRM fundraising, membership and alumni, run your finances, projects and documentation, as well as streamline your entire HR management process.

Classification: Public

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