



Contact, Fundraising, Events and Alumni Management



Animal Care Trust

Animal Care Trust is part of the Royal Veterinary College and has been raising funds to support the work of the College's clinical services for 26 years. These funds are used to support clinical staff, provide equipment and build new hospitals.

The College treats over 20,000 animals a year, investigates new treatments and trains the students and qualified veterinarians, nurses, physiotherapists, and scientists who will make the future advances in veterinary medicine.

the original system

Animal Care Trust previously used the AppealMaster system and two bespoke Microsoft Access databases for Contact Management. When it was discovered that support for AppealMaster was to be discontinued, Animal Care Trust decided to start looking for a new solution for Contact, Fundraising and Event Management.

the new system

The standard thankQ system was installed at Animal Care Trust in September 2004 and included the following modules:

- ◆ Contact Management
- ◆ Finance
- ◆ Fundraising
- ◆ Events Management
- ◆ Mail Manager

Animal Care Trust also received several specific modifications to their system, including a new report for banking purposes and the addition of a Trusts/Companies tab to the Contact form. This development allows Animal Care Trust to keep track of all of the grant applications that they have made to other trusts and companies.

alumni management

ESIT also developed an Alumni module for Animal Care Trust, which allows them to keep track of the educational

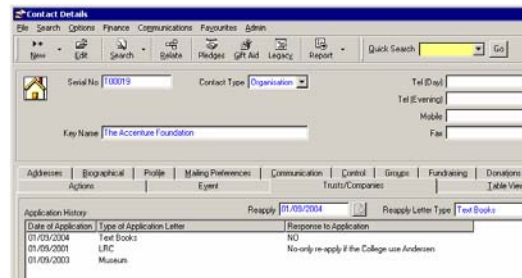
history of the Royal Veterinary College's alumni who are associated with the Trust. This module includes new data

FAST FACTS

- case study: **Animal Care Trust**
- location: **North Mymms, Hertfordshire**
- users: **3 concurrent users**
- database: **SQL Server**
- integration: **Microsoft Office, Telewizard software**
- upgrade from: **AppealMaster and two bespoke Microsoft Access databases**

import tools and the option to export data out of thankQ and into a format, which can be used by Rux-Burton Associates' Telewizard software, which is used to conduct telephone campaigns.

Contact Details form showing the Trusts/Companies tab



the benefits

thankQ provides the Animal Care Trust with:

- ◆ A consistent, easy to use and accessible system
- ◆ An integrated Contact Management and Fundraising System
- ◆ Software which is similar in appearance and layout to Microsoft Office products
- ◆ Improved reporting features

case study: Animal Care Trust