

CRWRC Improves Program Management With a View to the Future

“With Newdea’s Project Center, we are able to look at projects at great length. Newdea’s multi-year measurement and evaluation features (Impact-Based Analysis) make it easier to see changes over time. We are now moving toward a longer-term, results-based vision.”

– Scott Crickmore, Information Systems Manager, CRWRC



CRWRC

CHRISTIAN REFORMED
WORLD RELIEF COMMITTEE

Living Justice, Loving Mercy

About CRWRC

Christian Reformed World Relief Committee (CRWRC) is the relief and development arm of the Christian Reformed Church. CRWRC’s work strives to help those struck by poverty, hunger, AIDS, disaster and social injustice around the world, while helping to establish self-sustainable improvement in those communities.

CRWRC operates in 30 countries around the world and partners with more than 130 churches and community organizations. In 2008, the organization served 3,600 communities and employed more than 3,500 volunteers.

THE CHALLENGE: Finding a Convenient and Accessible Program-Management Solution

Prior to 2003, CRWRC’s 100 staff members captured and managed program information using a homegrown Access database. Although that solution served its purpose for some time, CRWRC recognized that its program management efforts were not as effective as they could be, nor were they very efficient.

CRWRC Needed:

- A standardized way to capture, evaluate and communicate their programs’ challenges and successes,
- An automated solution to track and measure key indicators, and
- A technology that supports its worldwide footprint and immense missionary and volunteer reach.

THE SOLUTION: Newdea’s Project Center

After a thorough research and proposal process, CRWRC selected Newdea’s flagship program-management solution, Project Center, to replace its cumbersome homegrown Access database.

Project Center provides:

- A program management solution that all users can access to manage and evaluate their program data, and
- A solution that is Web-based for global access and managed via a Software-as-a-Service (SaaS) model for convenient, quick upgrades and technical support.

CHRISTIAN REFORMED WORLD RELIEF COMMITTEE

Grand Rapids, MI
www.crwrc.org

CHARITABLE AREA:
International Relief and
Development

NEWDEA PRODUCT:
Project Center

**NUMBER OF
PRODUCT USERS:**
192

**NUMBER OF PROJECTS
IN PROJECT CENTER:**
577

“We chose to work with Newdea because of their viability and fit for our needs. Newdea’s Web-based product provides our staff and partners convenience and accessibility, while the SaaS model allows for easy, real-time upgrades.”

– Scott Crickmore, Information
Systems Manager, CRWRC

CRWRC TODAY: Extensive Program Evaluation and Results Communication

As CRWRC expanded over time, so did its operational and management needs. More reporting options and greater measurement capabilities became necessary functions for the organization. By working closely with the CRWRC team, Newdea was able to respond effectively to CRWRC with additional, relevant functionality.

“Newdea is so customer-driven and responsive,” Crickmore said. “For the past couple years, when we’ve needed something added, improved or fixed, Newdea was there for us. They stay on it until it’s resolved. Never in our wildest imagination did we realize how flexible and powerful this tool could be.”

Valuable Project Center Features for CRWRC

Impact-Based Analysis (IBA): Newdea’s monitoring and evaluation process based on the Logic Model that provides the capability to quantify, track and measure desired results.

- Because IBA results appear directly on Impact Reports, CRWRC can quickly and easily capture the most significant information and make it widely available.
- More flexible use of IBAs has also supported a results-based management philosophy throughout the organization. CRWRC now measures outputs quarterly, outcomes semi-annually, and impact annually.

“In 30 minutes, you can update a typical project, including IBAs, and the information is out there and accessible,” said Crickmore.

Reporting Services: Newdea has enabled Microsoft

Reporting Services within Project Center for the creation of custom reports. With Reporting Services, users can slice and dice information into customized formats for specific business uses.

- Reporting Services offers CRWRC more options for using their data for better management.
- CRWRC can create quarterly program progress reports with IBA information for frequent program performance snapshots, which then feed into CRWRC’s semi-annual and annual reports.

“Newdea has a knack for making our data more useful and immediately available through their smart reporting capabilities,” Crickmore said.

CRWRC TOMORROW: Strengthening Donor Relations

As CRWRC continues to improve lives the world over, Newdea is committed to supporting its long-term success. By using Newdea’s Impact Reports, CRWRC can easily tell the story of its programs’ impact to current and prospective grantors. Next steps for CRWRC and Newdea are to share the results of the organization’s hard work and to make program information available to the donor community through various Newdea channels.

In fact, one of CRWRC’s larger donors, Food Resources Bank (FRB), is now accepting the Newdea-generated Impact Report as its standard format for grant reporting.

KEY BENEFITS OF NEWDEA’S SOLUTION:

- ▶ Web-based accessibility and Software-as-a-Service structure enable real-time information and easy upgrades – which provide more convenient support for global staff and partners.
- ▶ Partner organizations can easily contribute content for a complete picture of program performance.
- ▶ Attentive, responsive customer service creates a winning relationship and a valuable solution.
- ▶ Newdea’s Impact-Based Analysis feature offers streamlined monitoring, evaluation and communication of program progress.
- ▶ Reporting Services makes data more usable and available for critical business decisions.

“Donors want to be more connected to a given project. Newdea has proven to be a first-class management information system provider. I’m excited to see what they can do for us on the donor development side.”

– Scott Crickmore, Information Systems Manager, CRWRC