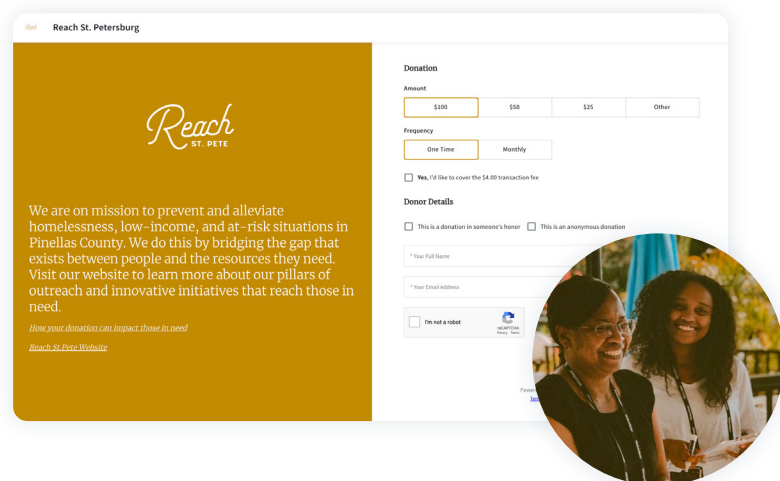


Reach St. Pete

About the Organization

Reach St. Pete is a nonprofit that provides free resources to serve those experiencing homelessness, low-income, and at-risk situations in Pinellas County, Florida. Their goal is to give people the opportunity to access the resources they need to reach a better life.



Challenge

Raising donations is one of the critical activities of any nonprofit organization. Nonprofits need to maximize and diversify their fundraising sources – including from events, individual and recurring donations, and online donations. Online donation platforms can be hard to set up or expensive with high fees, which could mean less money for nonprofits to put into their programs.

Solution

Through the Resilia Funder Program, a foundation is providing Reach St. Pete access to the Resilia Nonprofit Platform with Resilia Donations at **no cost**. Reach St. Pete was able to set up Resilia Donations easily and start collecting one-time and recurring donations within one day through a secure, customizable donations portal.

Unlike with their previous provider, Reach St. Pete improved the donor experience on their Resilia Donations page by incorporating their logo, branding, inspiring mission, and clear, user-friendly donation options. They easily embedded their Resilia Donations portal on their website and in their monthly email newsletters, and they can also include it in impact stories and social channels.

Results

By utilizing Resilia Donations for their online donations portal, Reach St. Pete is able to receive faster payouts. Their organization also has a lower transaction fee than with their previous provider, and 88% of their donors select the option on their user-friendly donations page to cover this fee. This means more money is available for programs and other organizational needs.

Reach St. Pete has had a lot of donation success since adopting Resilia Donations. Within their first two months of creating and sharing their donation portal, they've gained:

- Over \$4,000 in donations raised
- More than 40 donations received
- 4 recurring donations

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Resilia Donations is really user-friendly and easy to navigate. From the organization standpoint, it's easy to set up, and from the donor standpoint, it's easy to make a donation. Our donor page includes our logo and story, and it was easy to embed into our website. I'm excited to explore the stories and initiatives side of it – I think that will be a really great feature to further some donations.

ALEXIA M.
Chief Executive Officer,
Reach St. Pete

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