

CASE STUDY

Save Time and Your Budget With PRO

Background

Operation Kindness is the largest and longest serving no-kill animal shelter in North Texas. In over 40 years of service, Operation Kindness has rescued and re-homed over 90,000 cats and dogs. The organization’s facilities house a full surgical center, large-dog building, a screened-in cat porch, and landscaped, tree-lined walking trails around a four acre campus. Operation Kindness cares for homeless animals until each is adopted into responsible homes and also advocates humane values and behavior.

The Challenge



Amy Udell is Grants Manager at Operation Kindness. “We have four staff in development. I think major challenges include fundraising for our expansion, raising capital dollars and operational dollars simultaneously, and a small staff.” One of the biggest challenges facing Operation Kindness is the niche nature of its mission. “We have very limited funders who focus on animals,” says Amy. The development

team is in the midst of an ambitious capital campaign.

The Solution

As Grants Manager, Amy uses iWave’s Prospect Research Online to identify charities and foundations that might support Operation Kindness and its mission. “We have been able to properly identify over 65 more foundations who focus on our cause. We have also been able to identify organizations who have the interest and capability of becoming capital campaign donors.” PRO has helped the small development team significantly cut down research time so they can focus on developing relationships with individual donors.

When asked what makes PRO different from other tools and services, Amy identified the following:

- Greater volume of information all in one place
- Convenient, fast, and easy to use
- Top-notch customer service
- Saves time, and is easy on the budget!

“I have now brought iWave to three different organizations and I will continue to spread the word about this product,” says Amy. “Thank you for making my job easier. As a grant writer, this has really cut my research time at least by half and it’s also made me look really good to my boss.”

Need a full prospect research solution?
Try the one-stop shop for prospect research:



At a Glance:

Organization:

Operation Kindness

Location:

North Texas

Industry:

Animal Shelter

Key Challenge:

Attract major gift donors with an affinity to animal shelters to complete a major capital campaign.

Key Benefit:

PRO reveals past giving history with accurate records, providing critical insight for the fundraising team to make the right ask to the right organization or individual.



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Amy Udell
Operation Kindness