

50% INCREASE IN FULFILMENT COMPARED TO FORECAST? NO PROBLEM

When Concern's Ration Challenge became a run-away success, we stepped up to the challenge of fulfilling 50% more packs than forecast.

GOAL

In 2019, Concern Worldwide, in partnership with Act for Peace, launched Ration Challenge in the UK, a growing global community of people taking action and showing solidarity with refugees. During Refugee Week, 16-23 June 2019, Concern asked people to eat the same as a Syrian refugee living in a camp in Jordan, based on food packs distributed by the Ration Challenge's local partner organisation. With such a high profile new event to launch in the UK, Concern were looking for a trusted fulfilment partner who could deliver a high volume of ration packs within a short lead time.



“We decided to work with Woods Valldata on the Ration Challenge campaign after a long and successful relationship with other areas of our fundraising work. We knew to make the campaign a success in its first year, we needed to work with a consistent, professional and efficient organisation, and Woods Valldata delivered.

The campaign was a success raising over £1 million in its first year and being shortlisted for fundraising campaign of the year at the 2020 Institute of fundraising Awards.”

Matt Allen,
UK Community Fundraising Manager,
Concern Worldwide

SUCCESS

- ▶ 9,000 ration boxes despatched to participants within 2-months (exceeding target by 50%).
- ▶ Over £1million raised to help Syrian refugees in Jordan as well as supporting other vulnerable communities around the world.

SERVICES

- ▶ Account Management
- ▶ Reporting
- ▶ Fulfilment Services





OUR APPROACH

Concern approached Woods Valldata to fulfil this milestone campaign. Having worked with us for a number of years, they knew we wouldn't let them down. This was a new campaign concept and one which was challenging to forecast. Our track-record in dealing with peaks in activity meant we'd be able to deliver if the campaign performed better than expected. Which it did. And we did. Fulfilling 3,000 more ration boxes across the UK than forecast.

We were even able to help find a more cost-effective despatch method to maximise net income.

Refugee Week was fast approaching. Our objective was to make sure everyone who signed up received their packs before the start. With our flexible operations, ration packs ordered were printed, picked, packed and fulfilled within 72 hours of receipt – making sure every participant could take part.

CONTINUOUS IMPROVEMENT

We're always looking for ways to improve our service for clients and fine tune operational processes making campaign fulfilment even more hassle-free.



ABOUT WOODS VALldata

We're passionate about helping you help your beneficiaries. We believe in what we do and make it our mission to be the best. Our team of 200+ sector specialists help charities raise over £100 million in fundraising income per year. We offer an unparalleled level of service, with the strategic insight to identify opportunities and inform innovation whilst following the highest compliance standards for PCI, ISO and the Gambling Commission.

Whatever you're looking to achieve with your fundraising, Woods Valldata are there for you.

To talk to us about your individual giving programmes, contact us on charities@woodsvalldata.co.uk