

## MAKE-A-WISH FOUNDATION MANAGES WISH AND VOLUNTEER INFORMATION THROUGH THE CLOUD

### | OVERVIEW

Make-A-Wish Foundation is a non-profit organization that grants wishes of children with life-threatening medical conditions around the world. Since 1980, the foundation has granted hundreds of thousands of wishes to children in 50 different countries.

As the organization grew to over 60 independently chartered affiliates, Make-A-Wish found it challenging to meet their unique technology needs while staying compliant with the overall wish granting process. In order to continue bringing the Make-A-Wish mission to life, a new set of digital offerings were needed to increase collaboration and develop an efficient & standardized wish-granting process. To accomplish this goal, Make-A-Wish partnered with Mastek to define, develop and implement a customized Salesforce solution that would improve visibility and engagement to their process and boost overall wish granting capacity and efficiency.

### | CHALLENGE

Prior to implementing their new solution, Make-A-Wish was struggling to maintain business innovation and growth with their existing IT infrastructure and application services. Although they already started using Salesforce for fundraising, cloud-based systems and processes had not yet been fully adopted throughout the organization.

In order to keep doing what they do best—provide more wishes to more kids—Make-A-Wish needed to create a platform that could accommodate the needs of internal and external stakeholders with a user-friendly interface and enhanced community portal features.

### | KEY OUTCOMES

- Implemented Wish Cloud
- Enhanced user experience
- Increased efficiency of the entire wish granting process
- Launched a robust Donor and Volunteer Community portal

### | KEY TECHNOLOGIES USED

- Salesforce Platform
- Sales Cloud
- Non-Profit Success Pack (NPSP)
- Community Plus
- MuleSoft

“The experienced professionals at Mastek invested time to create a wonderful relationship with our Make-A-Wish team, which produced excellent communication and successful adoption of our global project. Their ongoing relationship and involvement in the organization’s strategic development is key to our international success.”

**Pete Finley**  
Vice President & Chief Operating Officer

## I SOLUTION

After understanding the overall needs of the organization, Mastek implemented a variety of Salesforce products using MuleSoft as a middleware platform to connect with back office systems and integrate data to and from Salesforce.

Over a multi-year engagement with Mastek, Make-A-Wish was able to launch its Wish Cloud and Fundraising Cloud platforms and implemented its Donor and Volunteer Communities. The solution has provided an enhanced experience with rich, beautiful content for all of its chapters and stakeholders.

“Mastek’s process to work through integrations is comprehensive and straightforward. They spend time understanding your business process so they can speak with you on your terms, and they go above and beyond in delivering an excellent product. I would recommend them for any engagement.”

**Joey Wycoff**  
Senior Director of Reporting Analytics & Data

## I RESULTS

By partnering with Mastek to enhance its existing systems, Make-A-Wish was able to significantly reduce data entry time when granting wishes and improve visibility and engagement while increasing its wish granting capacity. The enhancements made to the existing Fundraising Cloud platform allow for more collaboration when raising funds while the expanded Donor Community allows reoccurring donors to manage their donations and encourages better future support from one-time donors. Finally, the Volunteer Community provides a freshly designed onboarding process and access for volunteers to participate in the wish granting process with self-service wish management tools. With internal and external stakeholders all using the same platform, Make-A-Wish has unleashed the full power of the Salesforce and transformed their digital offerings to support future growth of the organization.



## I ABOUT

Mastek is a turnkey & trusted Digital Engineering & Cloud Transformation partner that delivers Innovative Solutions and Business Outcomes for clients in Healthcare & Life Sciences, Retail, Manufacturing, Financial Services, Government/ Public Sector, etc. We enable customer success and business change programs by partnering with enterprises to unlock the power of data, modernize applications to the cloud, and accelerate digital advantage for all stakeholders. Customers Trust Mastek to deliver Business Value with Velocity and we operate in 40+ countries including the UK, Americas, Europe, Middle East, APAC with ~5000 employees. We are in the business of de-complexing Digital and making our clients future-ready with an industry-first approach. For more details, please visit our website [www.mastek.com](http://www.mastek.com).