# BETTER SOFTWARE.
# BETTER SUPPORT.

BETTER
IMPACT

# Is Better Impact your Better Choice?

Better Impact's software offers **THE BEST** solutions for **MANY** organizations. **Is yours one of them?**

Since 2000, Better Impact has been serving volunteer services and donor relations teams with program management software. Small, medium and enterprise sized organizations across the USA, Canada, Europe, Australia and New Zealand utilize our solutions.

When you choose Better Impact, you receive more than **intuitive, reliable,** and **secure** products designed with your program needs in mind. The people behind Better Impact are an impressive extension of the product and of your team.

We invite you to get to know more about our products and people and how we think you'll benefit, so you can land on a decision with confidence.

Because organizations like yours have a variety of stakeholders involved in a decision such as this, we've grouped information together for those who would like to focus on specific areas.

## Quick Links:

**Why Trust in Better Impact**

**Tech Talk**

**The Solutions**

**Industry Leading Support**

**Next Steps in Your Journey**

# Why Trust in Better Impact

**The "why" behind our beginnings:**

Our "why" is deeply rooted within our CEO, Tony, whose passion project of building a web-based volunteer management software solution, for a residential hospice he founded, birthed the beginnings of what's now a worldwide **"we're here to help"** company.

It's those origins of **giving back** that is the common thread of every team member at Better Impact. It's our culture. **It's our identity.** THAT is what you are truly buying into when you choose Better Impact, and it spills over into the software solutions you value from us.

**What we've evolved into:**

Your decision to trust in Better Impact goes beyond receiving great software solutions that progress your programs. We view ourselves as an **extension of your team** and we hope you will come to view us in the same light.

You're backed by a product development **team** that's relentless in delivering reliable solutions with frequent releases that have your program needs, user experience and accessibility standards in mind and is 100% unwavering in prioritizing the security of your confidential data as #1.

A **team** of knowledgeable Software Sales Advisors ready to listen to your needs and provide ethical, honest, and educated advice throughout your journey, as you explore how our solutions can help you overcome program challenges.

A **team** of Member Support Advisors ready to reach their helping hand out to yours 24/5/365, should you choose to lean on them throughout your software transition and beyond.

A SaaS company with our level of employee retention is a rare find which means our people are here as a consistent face and voice for your team.

Our high employee retention is mirrored in our remarkable customer retention.

Afterall, our very first member, who started with us in 2001, is still a member to this very day.

We hope to welcome you to our reliable **family.**

## Core Values

**Can you align yourself with people of these values?**

**BE** *Human*
It's not as easy as it sounds sometimes.

**BE** CARING
Everything comes easier when **YOU TRULY CARE.**

*Be* TRUSTWORTHY
Being someone others **CAN** count on **HELPS** everyone reach higher.

**BE** *here to* **HELP**
Our **MEMBERS** and your **TEAMMATES** are counting on it.

**BE COURAGEOUS**
It takes us all to new places, as **INDIVIDUALS, MEMBERS** and a **COMPANY.**

**BE** BALANCED
*WORK, PLAY, REST, LEARN, LOVE*
.... **IT ALL MATTERS**

**BE** part of something **BIGGER**
If all we wanted was a paycheck, we could get that anywhere.

Visit our **Core Values page** for full descriptions of each.

## Support, Services & Trainings

Making a change in mission critical software, or migrating from spreadsheets to a software platform, can be exciting for some and intimidating for others on your team.

For that reason, it's important to us that you and your team have a variety of support, training, and services available to accommodate each person's unique learning style and build confidence throughout the initial transition and beyond.

Depending on how your team members prefer to receive support, several (always free) options are available to help them move on to the next to-do in their day:

- **Online Chat** – the most popular option and available 24/5/365
- **Searchable Online Help Articles** – to address your questions, across all four of our software products.
- **Online training videos** – to support visual learners.
- **Email** – when you have questions but not enough time for a chat.
- **Phone** – for those times when you need to connect with a human voice.

A variety of dedicated training options are available for a fee, if desired. Conducted via web or in-person.*

## We're here to help!

*Pending travel/health restrictions due to COVID-19.

# Tech Talk (For IT Departments / Data Privacy Officers)

Your data is highly secured when you choose Better Impact's solutions. Our approach to product development, policies and procedures ensure the confidentiality, integrity, and availability of your data. As your chosen tech partner, the trust you place in us is not taken lightly. **Do we measure up to your standards?**

**Penetration Tests**
To ensure our platform is not vulnerable to data breaching attacks

**ISO 27001**/27017
Certified

ISO/IEC 27001:2013
MANAGEMENT SYSTEM
MSECB
CERTIFIED

**Brute force protection** to prevent password hacking & optional two-factor authentication

# 99.997%

Historic **5-Year** Uptime!

**Plus so much more:**

- Option to impose IP restrictions to confine administrator access to within your offices
- Apply different security levels to different administrators
- User web portal (MyImpactPage) is compliant with **WCAG 2.0 AA**
- Data encrypted in transit over the internet and <u>at rest on our servers</u>
- 24x7x365 server intrusion detection and prevention
- GDPR Compliant

**To request a copy of our Technology & Privacy Brief go to [www.BetterImpact.com/TPBrief](www.BetterImpact.com/TPBrief)**

# Better Impact Privacy Principles

## We Put a Human Face on Data Processing
People are at the heart of our privacy practices. We don't just process or store personal data; we consider that we are dealing with real people (data subjects in data privacy jargon) and that we owe it to them to protect their data.

## We Think Ahead
We think ahead and solve problems in advance of their occurrence. Our systems, development processes, business practices and organization ethics reflect the premium we place on privacy. The foundation of our work and business is built on the consciousness that we handle sensitive information that must be protected throughout its lifecycle. We envisage how a privacy breach might occur and put necessary controls in place to prevent its occurrence. Our risk management process takes privacy into account in the risk assessment methodology and risk treatment plan.

## We Make Privacy Everyone's Business
While we have dedicated personnel on the Better Impact team who are responsible for privacy, the work of maintaining privacy of information is the duty of every member of the team. This responsibility is clearly communicated as a member joins the team and is reinforced with ongoing privacy training provided to all staff on a regular basis to keep abreast of privacy best practices.

## We Collect Only What is Needed
We will only collect necessary information minimally required to fulfill the purpose for which it is collected. Limiting collection helps us focus resources on adequate protection.

## We Keep it Open, Flexible and Private
We follow a transparent approach to information processing. All stakeholders have unrestricted access to their information. They are in total control of their information from creation to destruction. However, we maintain strict access control that restricts access to information such that stake holders have access to their information only and nothing more. We always make this clear in our stakeholder communication.

## We Commit to Continual Improvement
We make effort to attain perfection, but we recognize that this is a near impossibility. Therefore, we take advantage of every opportunity to consider how we could get better. And we do this on a continual basis.

## We are Responsible and Compliant
Our business operates in multiple jurisdictions serving clients around the world. In handling data, we recognize that we are subjected to a variety of legislations and requirements on data privacy and protection. Our dynamic compliance program is built around continual compliance with all applicable legislations.

## We are Motivated to Help
We share knowledge freely with our members through privacy advocacy and training programs. We support our members in embracing safe data privacy and protection practices. We continually seek ways we can help them improve their approach to information security by encouraging them to adopt our principles or come up with theirs.

# The Solutions

## Volunteer Impact  – Client Impact  – Donor Impact  – Member Impact

Web–based solutions that help you **better** engage your stakeholders so you spend less time on data entry and more time being mission–focused on making a **better impact** within the communities you serve.

Solutions that <u>all</u> promise to deliver you something "**better.**"

**Better** use of your time
**Better** reporting
**Better** stakeholder engagement
**Better** data security and confidentiality
**Better** data integrity
**Better** communications
**Better** value. Consolidate the number of systems you currently use without the big price tag
**Better** language options. Available in 4 languages (English, French, Spanish and Portuguese)
**Better** Integrations. All solutions available individually but also integrated with one another seamlessly (no need for API's)

# Volunteer Impact



- Online Applications
- Customizable Volunteer Profiles
- Track Training and Onboarding
- Background Check Integration
- eLearning Modules
- Scheduling
- Text and Email
- Hours and Outcomes Reporting
- Volunteer Portal
- Smartphone App
- ...and much more.

## Customer Review for Volunteer Impact

"This software program has helped so much over the past year! We've had Better Impact for a year now and it's truly such a magnificent system! Everyone here at the center is super happy with the volunteer and client portals. The QR Timeclock system feels innovated and up to date with the times! The background check partnership is amazing compare to what I had previously been using for years. I'm so appreciative of the online chat system and have always had my questions answered."

–Alejandra H., USA

And if your volunteers engage 1-1 with your clients, consider adding

# Client Impact

- An optional add on for Volunteer Impact
- Customizable Client Profiles
- Connections Between Volunteers and their Clients
- Volunteers log their Client encounters
- Text and Email
- ...and much more!

# Donor Impact

- **Online Donations**
- **Customizable Donor Profiles**
- **Receipt Generation**
- **Text and Email Communications**
- **Donations and Donor Reporting**
- **Donor Portal**
- **Smartphone App**
- **...and much more!**

"Managing our donor database has never been easier! Reporting is streamlined and easy. The software is user friendly for admins and donors. Better Impact representatives have annual check-ins to see how you're coming along with the software and you can contact a representative anytime for questions (response time is quick). They even have a product suggestion forum to submit suggestions for the software; they care about you and how the software works for you! I absolutely enjoy this software and cannot wait for future releases on an already great software product."

**–Erin O., USA**



# Member Impact

- **Online Member Application**
- **Customizable Member Profiles**
- **Text and Email Communications**
- **Membership Reporting**
- **Member Portal**
- **Smartphone App**
- **...and much more!**

# Next Steps in Your Journey

**Option 1:**

If you're serious about solving your organization's challenges and we're the solution for you, act now to begin your journey of better days ahead.

Fill in our online order form at BetterImpact.com/ORDER.

**Option 2:**

If you'd like more information to feel 100% confident with Better Impact, choose the next step that's right for your journey:

- Go to BetterImpact.com/contact-us and book some time with one of us one-on-one to answer your questions.
- Watch a comprehensive product demo:

  Volunteer Impact | Donor Impact | Client Impact | Member Impact
- Sign up for a free 30-day trial account now if you're ready to try before you buy

  Volunteer Impact | Donor Impact | Member Impact
- Email us at sales@betterimpact.com