

PR Contacts
Claire Booty
+44 7930760031
claire.booty@avanade.com

Revolutionary donor engagement platform to cultivate lifelong loyalty, expected to save nonprofits up to €100 million

Avanade, UNICEF Netherlands and Microsoft join forces to help nonprofit organizations adopt a more personalized approach to donor relations and improve back-office efficiencies.

AMSTERDAM; 15 December 2021 – Avanade, UNICEF Netherlands (NL) and Microsoft (NASDAQ: MSFT) have developed an innovative cloud-based solution to transform the way nonprofits engage with donors. The solution brings together data from across the organization to provide real-time insights that will help increase donations and improve back-office efficiencies. Based on Microsoft's Dynamics 365 platform, it was originally developed for UNICEF NL, but has since been made available to all nonprofits and is expected to deliver sharing savings of up to €100 million, globally.

The United Nations Children's Fund (UNICEF) works tirelessly in more than 190 countries to save lives, defend the rights of millions of children and help them to realize their potential from early childhood to adolescence. Private donors and volunteers contribute their time and resources, and use their influence to support local UNICEF efforts in 34 countries around the world.

Faced with outdated and expensive fundraising methods, UNICEF NL partnered with Microsoft's Tech for Social Impact initiative and Avanade's Tech for Social Good teams to overhaul its back-office operations and improve how it connected with donors. Leveraging Microsoft Dynamics 365 Customer Experience and Customer Insights, UNICEF NL's financial, operational and marketing data is now integrated into one cloud-based platform that provides real-time insights to give a better view of its donors. It also enables the creation of personalized communications to encourage people to become lifelong supporters and assist UNICEF with the roll-out of its programs.

"We were looking for a solution that would enable us to engage with our donors in a more personal way. Their vocal support, time and donations are very welcome and critical to serve the interests of children," says Bart de Ruigh, Director of Operations & Finance, UNICEF NL.

"At Avanade, our purpose is to make a genuine human impact and I couldn't be prouder of the work our teams have done, in collaboration with UNICEF Netherlands and Microsoft, to help change things for the better for children all over the world," says Pam Maynard, CEO of Avanade. "It's even more gratifying to know that the solution we've developed together can enable other nonprofits to make stronger, lasting connections with their donor base."

"UNICEF Netherlands works to transform the lives of millions of children around the world. By using Microsoft Dynamics 365 built on established nonprofit sector standards like the Common

Data Model, it not only helps it achieve its mission, but also contributes back to the community as a replicable solution. It's both humbling and incredibly inspiring to be a part of it," said Erik Arnold, CTO for Microsoft's Tech for Social Impact group.

This solution, based on Microsoft's Common Data Model for Non-profits, is available 'off the shelf' to other nonprofits, presenting an affordable way for organizations to get the latest Microsoft technology at a fraction of the price. "All industries benefit from reusable and repeatable solutions. It allows them to quickly deploy and scale at a lower cost," explained Ralf van den Ham, UNICEF NL Client Lead, Avanade. "This is even more important for nonprofits, who have budgets that have to work much harder than most private companies. We are privileged to partner with UNICEF Netherlands to create a solution that encourages donations and thereby improves the lives of children around the world,"

Avanade launched its Tech for Social Good initiative in 2018 with the goal to become a trusted partner to nonprofits, to bring about systemic change through the strategic delivery of Microsoft technologies. It has since completed over 100 projects for more than 50 nonprofits.

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About UNICEF

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. Across 190 countries and territories, we work for every child, everywhere, to build a better world for everyone. For more information about UNICEF and its work for children, visit www.unicef.org. For more information about COVID-19, visit www.unicef.org/coronavirus. Find out more about UNICEF's work on the COVID-19 vaccines here, or about UNICEF's work on immunization here.

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a genuine human impact for our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 50,000 professionals in 26 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

About Microsoft

[Microsoft](https://www.microsoft.com) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organisation on the planet to achieve more.