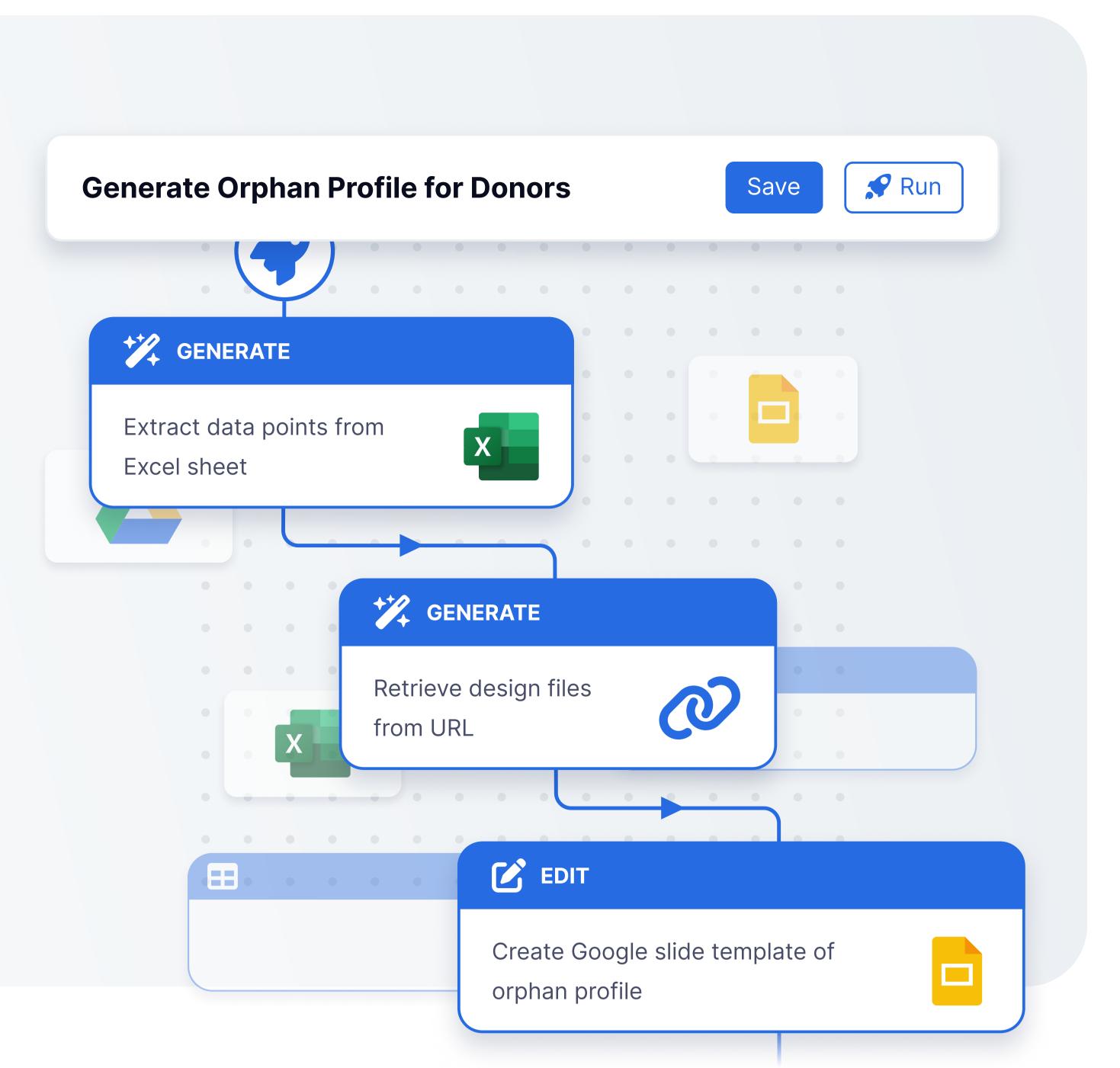


Fast to launch. Fast to deploy. Fast to results.

pennyappeal

How Wrk Helped Penny Appeal Streamline Donor Engagement and Increase Sponsorships

Penny Appeal is a critical example of how our automation experts can create Wrkflows that handle the simple, the complex, and everything in between.



Who is Penny Appeal?

Penny Appeal Canada is a CRA-registered charity that provides aid and development support to some of the world's most vulnerable and disadvantaged communities. Their approach includes sustainable, long-term solutions alongside immediate aid.



The Challenge

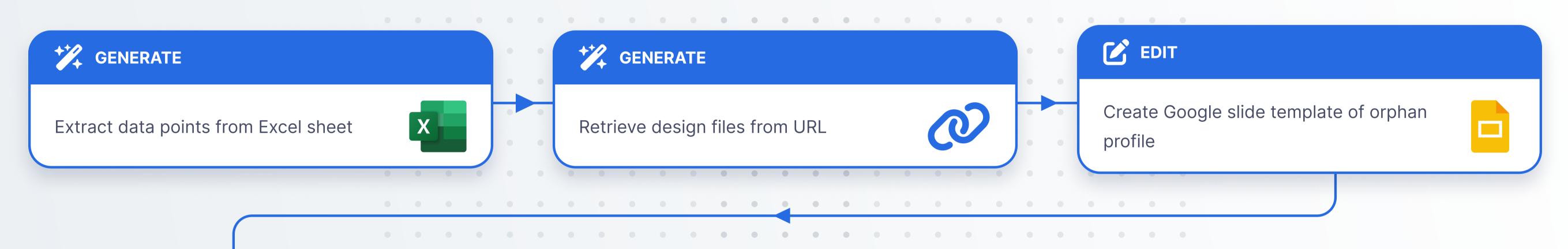
Penny Appeal's OrphanKind program is one of its key initiatives. Profiles for this program introduce children to potential sponsors and share their stories. However, creating profiles had significant challenges, leading to delays and backlogs.

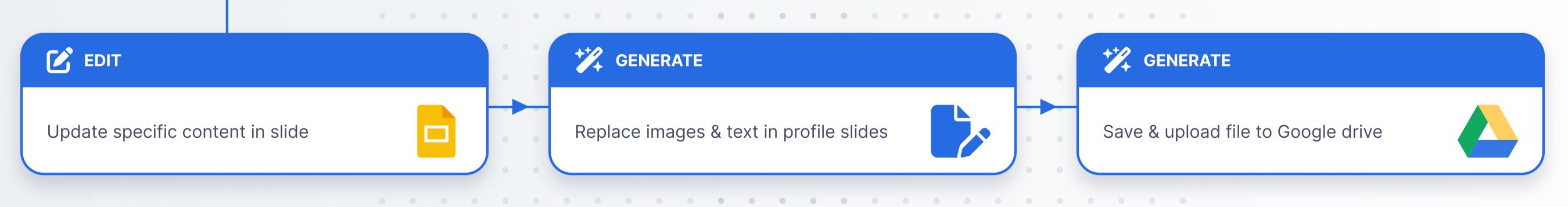


The Solution

Penny Appeal successfully automated its profile creation process using our Hybrid Automation. This new process integrates automation bots with our global Wrkforce to quickly generate personalized profiles for orphans, reducing time and labor.

Our Workflow

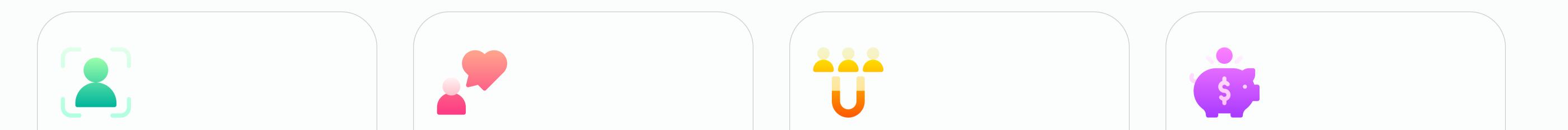




For each task, we evaluated the most effective method of execution—the result is a tailored solution that maximizes efficiency and minimizes manual effort.

Key Results

This Wrkflow created greater value, enhanced cost efficiencies, and empowered the Penny Appeal team to focus on strategic initiatives.



Increased sponsorships

66 profiles created in2 weeks

Improved donor satisfaction

Report turnaround time reduced from 2 weeks to less than 24 hours

Better donor retention

Time rededicated to scale operations

Cost efficiency

Staff redeployed to other higher-value initiatives

Don't Just Take Our Word For It

We chose Wrk because we wanted to automate our data against our systems in an efficient and accurate manner. Wrk enabled us to create a unique and customized workflow that increased our efficiency for reporting and analysis.



Fawad Kalsi CEO



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Let's Automate

Kickstart your automation journey with the Wrk all-in-one automation platform

Schedule a demo

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