




# HeartKids

## Customer Spotlight

HeartKids is an Australian national charity dedicated to helping the families of children born with Childhood Heart Disease (CHD) and supporting world-class research. Dropbox Business helps HeartKids stay in sync with its team so it can remain focused on delivering care and support to the families that need it most.



### Key results

-  Greater visibility of team workflows
-  Centralised storage to help keep everyone in sync
-  Secure access to client files

“Any calls from families that need help are logged by our Family Support Coordinators in Dropbox Business, so everyone on the support team has access to the most up-to-date client notes. Dropbox Business is our central platform for almost everything we do, from basic filing, right up to event planning.”



Pam Collocott,  
Business Relationship Manager,  
HeartKids

### The challenge

#### Meeting a growing demand for support services

HeartKids provides emotional and financial support to the families of children born with Childhood Heart Disease (CHD). The charity works with health professionals to provide lifelong support to children with heart disease and their families, helps to fund lifesaving research, and advocates for the needs of those impacted by CHD in Australia. With 8 out of 100 babies born each day with CHD, the demand for support services saw HeartKids quickly grow from a voluntary group of parents and individuals to the largest CHD charity in Australia. This growth reinforced a need for better collaboration between regional and state offices, support staff, and fundraising and events teams. As Pam Collocott, Business Relationship Manager at HeartKids explains, “When families approach us it’s a highly stressful time for them. Part of our work is to let them know that we’re here for them

and to connect them with a strong support network. To do that effectively, means we need to be coordinated as an organisation.” She explains, “As we typically have many people involved in events across different regions, we need to be working together as a team to get the best outcome. Before Dropbox Business we had no linked system or shared drive, making it much more difficult to coordinate our efforts. We were emailing files to each other and to our sponsors, which often resulted in overlapping or missed information creating delays and frustration for all involved who were working on events or other marketing activities.”

### The solution

#### Keeping track of the things that matter

With any charity, keeping track of calls to and from current and prospective sponsors, event planning, and follow-ups are

a must. With Dropbox Business, HeartKids' fundraising efforts are centralised. Team members know exactly where to go to stay abreast of each fundraising initiative. Collocott explains, "We run a lot of large-scale fundraising events with multiple sponsors, so it's vital that all of our event planning and marketing materials are stored centrally. Everyone, especially our design team, needs to be able to access the most up-to-date files and marketing materials." Dropbox Business is also a key support tool that provides a centralised location for client notes, meaning all support staff, even those that work part-time, have access to the client information they need to respond quickly. "Any calls from families that need help are logged by our Family Support Coordinators in Dropbox Business, so everyone on the support team has access to the most up-to-date client notes. Dropbox Business is our central platform for almost everything we do, from basic filing, right up to event planning."

## The results

### Streamlined coordination for greater efficiency

Dropbox Business has streamlined the way HeartKids works day-to-day, improving efficiencies, while keeping everyone in sync. The platform also allows for greater flexibility. HeartKids employees can work remotely or from home while having access to all their important files. "Most people in the office work from home one or two days a week. It makes a big difference to our working culture, having the option to work flexibly," said Collocott. She continues, "With Dropbox Business we can stay focused on being far more efficient as a team and in delivering the holistic services that our charity provides. We're not losing time trying to locate a file or find the latest version of a document, we're just getting on with the job," said Collocott.

## Use case

## How Dropbox Business helps

Sharing	Marketing and events teams can easily find and share design and marketing materials for fundraising events.
Collaboration	Family Support Coordinators are able to easily keep track of client history.
Storage	Centralised storage keeps everyone is on the same page.

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