



flo2cash

KidsCan Charitable Trust, based in Rosedale Auckland, supports New Zealand children living in hardship by providing them with food, clothing and basic healthcare so that they can achieve higher educational outcomes and reach their potential in life.

Founded in 2005 by Julie Chapman, KidsCan's programmes now reach many of the 305,000 Kiwi kids living in hardship. This is quite an achievement made possible by motivated team members like Lizette Louw, KidsCan Database Manager, who is passionate about helping disadvantaged children. "Knowing that we are helping kids that live in hardship in our own backyard is very rewarding and it warms our hearts to know we are making a difference in so many children's lives", she says.

"We are really happy with the service Flo2Cash provides. We have a very helpful and knowledgeable Account Manager who looks after us well, and we feel that Flo2Cash understands our needs. As a charity, recurring giving is one of our biggest income streams and we feel that Flo2Cash excels in this area"

Lizette Louw,
Database Manager.

KidsCan started out as a conventional charity, largely raising funds through events. Back in 2010, when KidsCan wanted to explore online fundraising, they got in contact with Flo2Cash who then proposed setting up a cloud based donation page which could be linked to their main website.

As per KidsCan's requirement they wanted to process recurring payments through both credit cards and direct debits. A customized online donation page was set-up to reflect the KidsCan brand values and maintain a clean user experience. Today more than 80% of total donations are received online of which the majority are recurring donations.

KidsCan finds Flo2Cash very helpful in receiving online donations. "It's a user friendly system and saves a lot of time. It easily integrates with our plug ins and we are saving money on transactions fees," says Lizette.