



University Business Challenge

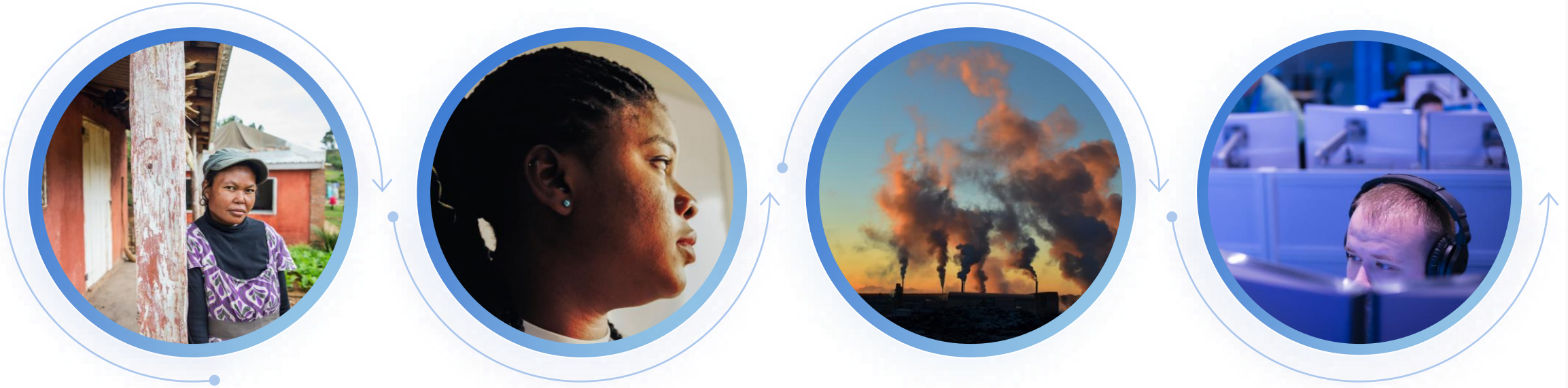
Semi Final
11 Feb 2025



TECH FOR SOCIAL IMPACT



The pace of change is raising challenges and intensifying existing inequities



Support inclusive
economic opportunity

Protect
fundamental rights

Commit to a
sustainable future

Earn trust

Worldview: Rapidly changing global landscape



Worldview: Nonprofit Fundraising Trends and Challenges



Generative AI

Changes in donation and giving: The volume of giving has gone down **10%** YoY and the value of reoccurring donors has gone up.

– *Fundraising Effectiveness Project*

Generative AI revolutionizes nonprofit fundraising by personalizing donor communications, optimizing campaign strategies, and enhancing engagement through tailored content and storytelling.

– *NxtStep*



Rising Costs of NI

Service Reduction: The financial strain from increased National Insurance contributions may force some nonprofits to scale back their services.

– *Civil Society*

Staffing crisis: **33%** or more of nonprofits report that at least **20%** of job vacancies go unfilled. This is double (**40%**) for fundraising roles.

– *The Independent Sector*



Security Threats

AI is reshaping the landscape of cybersecurity, arming defenders with powerful tools to pre-empt and counteract evolving threats with unprecedented precision. 80% of organizations have attack paths that expose critical assets

– *Microsoft Digital Defense Report 2024*



Customer

The Contingent

Industry

Nonprofit

Partner

Wipfli

Size

Medium (50 – 999 employees)

Country

United States

Products and services

Azure

Constituent Marketing Journey

Dynamics 365 Customer Service

Dynamics 365 Marketing

Dynamics 365 Sales

Microsoft 365

Power BI

[Read full story here](#)



We're going to get back in the lab in the next six months and ask what we can do using the Microsoft platform to keep kids with their parents and leverage all our learnings for what we built after children are removed to serve them well. We're trying to skate to where the puck is going.

— Ben Sands, CEO, The Contingent

Situation

The Contingent needed to connect the more than 11,000 foster children with families. Their success in mobilizing Oregonians led to a nationwide expansion opportunity. They needed more technical capabilities and infrastructure to consider local needs and relationships to scale their operations and deliver impact.

Solution

Using Dynamics 365, Power BI, and Azure, they developed a CRM to understand the supporter journey and connect volunteers and foster families, powering community mobilization. They also evolved their technology architecture development, created predictive models that integrated community engagement, and leveraged data visualizations to track performance and support resource allocation.

Impact

Their community engagement model, which resulted in trusted relationships and better placement for children, is expanding nationwide. The Contingent's enhanced data tracking and constituent insights has increased speed and accuracy to identify, recruit, and match foster families, improved communication amongst stakeholders, and ultimately reduced time in search activities and duplication of agency touchpoints.



Customer
[UNICEF Netherlands](#)

Industry
Nonprofit

Size
Medium (50 – 999 employees)

Country
Netherlands

Products and services
Azure
Dynamics 365 Customer Insights
Dynamics 365 Marketing
Power BI

[Read full story here](#)



Dynamics 365 Customer Insights really helps us to segment the right audiences, to focus on them, to engage them in a very relevant way, and to retain them.

—Astrid van Vonderen, Director of Fundraising and Private Individuals, UNICEF Netherlands

Situation

UNICEF Netherlands wanted to build stronger relationships with its donors to better retain long-term contributors. But personalizing its interactions at scale was a challenge, since donor data was housed in disparate data silos.

Solution

UNICEF chose Dynamics 365 Customer Insights because it offered a fully connected platform with which UNICEF can segment and engage audiences in highly effective ways. It uses Dynamics 365 Marketing to test and run donor campaigns at scale while delivering precise and personalized communications. The unified solution provides a single data source, essential to turning information into insight.

Impact

Speeds the delivery of insights about donors so nonprofits can act more quickly, providing high impact around donor conversions. Broadens possibilities to innovate, such as developing a customer lifetime value model.



Customer:
Amref Health Africa

Industry:
Nonprofit

Size:
Large (1,000 – 9,999 employees)

Country:
Kenya

Products and services:
Microsoft Cloud for Nonprofit
Microsoft Dynamics 365
Microsoft Power BI
Microsoft Technology for Social Impact

[Read the full story here](#)



We are committed to taking bold steps to make our organization a global leader in health. Microsoft technology is a part of that.

— Oliver Mwalo, Head of Business Systems, Amref Health Africa

Situation

Amref Health Africa works to improve healthcare in countries across Africa. The organization's broad mandate and geographic distribution require flexible and powerful technology to keep its work moving, connected, and secure.

Solution

Amref deployed Microsoft Dynamics 365 as its customer relationship management software, which is part of Microsoft Cloud for Nonprofit, as well as Power BI for more powerful data presentation, visualization, and analysis.

Impact

With its Microsoft solutions in place, Amref can better track and manage donor outreach, understand how individual departments are succeeding, streamline communications, and meet the health needs of communities across Africa.



Customer

WaterAid

Industry

Nonprofit

Partner

Kerv

Size

Medium (50 – 999 employees)

Country

United Kingdom

Products and services

Dynamics 365

Microsoft 365

Power BI

[Read full story here](#)



One of the brilliant benefits of using Microsoft Cloud for Nonprofit is how the system fosters more aligned and uniformed work practices. Working in a similar way makes it far easier to streamline and automate common processes.

— Gous Uddin, Head of Global CRM Transformation, WaterAid

Situation

WaterAid is an international nonprofit organization dedicated to providing clean water, sanitation, and hygiene education through a global federation. They sought to connect data for collaboration, fundraising, engagement, and impact analysis on a centralized platform.

Solution

WaterAid implemented Microsoft Cloud for Nonprofit, together with partner Kerv, to create a collaborative and unified approach to drive operational efficiencies at scale. They leveraged tools like Dynamics 365, Power BI, and Microsoft 365 to automate manual and time-consuming activities, promote collaboration and best practice sharing, and facilitate data-driven decision-making.

Impact

With the help of Microsoft Cloud for Nonprofit and the platform's scalability, adaptability, and data analytics capabilities, WaterAid has transformed its operations, strengthened its fundraising approach and donor relationships, and improved global collaboration around program development, communication, and reporting structures.

Your Challenge

“Create an innovative solution that charities and nonprofits can use to help with fundraising.”

Objectives

- Illustrate and articulate the vision for your solution. What is the story, concept or message? Be clear.
- Showcase an understanding of your audience and the business value behind your campaign.
- Demonstrate how technology capabilities can truly revolutionise the fundraising experience.

Judging Criteria

- **Creativity** – How imaginative is your idea/solution?
- **Critical Thinking** – What are the potential limitations of your vision? How could you address these?
- **Research** – How well founded are your ideas? Can you demonstrate an understanding of the technology?
- **Presentation** – How effectively do you communicate the vision?



Health and Medical Research

Arts and Culture

Environmental Conservation

Human Rights and Advocacy

Education and Training

Social Services

Animal Welfare

Community Development

Youth Services

International Aid and Development

Resources

[Nonprofit Solutions & Technology | Microsoft Nonprofits](#)

[Search Customer Success Stories | Microsoft](#)

[Key Fundraising Trends for 2025 - Nonprofit Resource Hub](#)

[\(35\) Nonprofit Fundraising Trends for 2025 | LinkedIn](#)

[2025 Nonprofit Technology Trends: Staying Ahead in a Digital Era](#)

[Digital Fundraising Trends Nonprofits Need To Know For 2025](#)

[Microsoft 365 Nonprofit Solutions | Microsoft Nonprofits](#)

Charity and Nonprofit websites

Your own research!

Good Luck!

