

## Promoting the life-changing work of a charitable foundation

# The Adsum Foundation

### The Challenge

- Promote the work of the foundation to attract new donors
- Share information with existing donors about the value of their financial support

### The Benefits

- Conveys information about the foundation in an engaging way, creating a strong impact
- Is expected to help the foundation attract new donors
- Provides an efficient and effective way to share information with existing donors about projects
- Gives donors an easy way to raise awareness of their corporate social responsibility



Children at an outdoor school in Madagascar.

**Struggling communities in one of the poorest countries of the world are receiving desperately needed help thanks to the actions of a Belfast-based charitable foundation. The family-run organisation uses Esri's ArcGIS Online solution to raise awareness of the value of its projects and help it attract new investment from donors.**

### The Challenge

The [Adsum Foundation](#) makes funds available to support projects that improve education, water and sanitation, sustainable livelihoods and health in Madagascar. Despite being established only 6 years ago, by the end of 2015 Adsum and its supporters will have funded the construction of 24 schools, brought clean water to numerous communities and reached over 10,000 people through an adult literacy programme. For every pound invested, the Adsum Foundation donates a pound of its own, and its administration costs are privately funded. Consequently, donors can be confident that every penny they give goes straight to the projects on the ground.

To enable it to continue its vital work in Madagascar, the Adsum Foundation needs to be able to promote its work and encourage individuals and corporations to donate money for additional projects. At the same time, the organisation needs to share engaging information with its existing donors to keep them informed about the progress of the life-changing projects that they have facilitated.

### The Solution

Gavin Lonergan, director of the Adsum Foundation, found out about geographic information system (GIS) solutions through a chance conversation with a friend. "I didn't know that technology like this existed," he admits. "But once I discovered GIS, I realised it was exactly what the Adsum Foundation needed to show people what we do in Madagascar."

With a little initial support from Esri Ireland, the organisation subscribed to Esri's ArcGIS Online solution and used it to create a series of story maps for its web site, taking advantage of Esri's pre-developed templates. "Even with no prior experience of GIS, I found the ArcGIS Online story map templates straightforward to use," says Lonergan. "Once I had learnt how to do one, I could create more maps very easily."

The organisation's web site now features an eye-catching, introductory story map that presents past and current projects. Fully interactive, this map shows, at a glance, where projects are located in the country and gives a brief overview of each. Web site visitors can then click on a category (such as 'education' or 'health') to look at specific types of projects or zoom into any particular initiative for full details, illustrated with recent photography.

These 'layers' in the story maps make information accessible to different groups of people, depending on where their interests lie. Lonergan explains: "In this day and age, you don't want to bombard people with information. People who are only interested in seeing what we do in general can look at the overview maps and see that there are a lot of different projects happening in many locations. Others, who want to know more, can click onto individual projects to find specific details."

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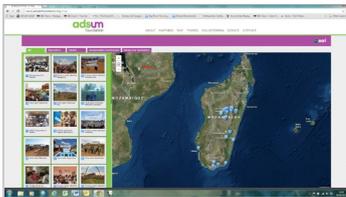
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Gavin Lonergan, director, Adsum Foundation



Story map promoting the aid projects in Madagascar.

### Benefits

ArcGIS Online has given the Adsum Foundation a highly engaging means of promoting its work in Madagascar on its web site. The interactive story maps clearly show the scope and locations of the projects supported by the foundation and its track record in making a measurable improvement in the quality of life for people in these areas. The maps tell the stories of how the projects came to be, how they are progressing and who is benefiting, in a visual format that has far greater impact than text alone.

The foundation anticipates that its new web maps will help it to encourage corporations to invest in its projects, as part of their corporate social responsibility (CSR) initiatives. “Our next goal is to try to fund 100 wells to bring clean water to rural communities in Madagascar where, sometimes, as little as 8% of residents have access to safe drinking water,” says Lonergan. “Our ArcGIS Online story maps enable us to draw attention to the vital importance of our aid projects in Madagascar and will hopefully inspire new donors to join us in our campaign to alleviate the challenges of poverty.”

The ArcGIS Online story maps also help the Adsum Foundation to communicate with existing donors and share information with them about the progress of the specific projects they have co-funded. “With the click of a mouse, donors can see the difference they are making to people in Madagascar,” Lonergan says. “Corporates can also embed a link to our web maps on their web site and use it in their own marketing and social networking campaigns to promote awareness of their charitable activities and CSR achievements.”

In the future, the foundation believes that ArcGIS Online will save directors' time by gradually replacing other more labour-intensive forms of communication with donors, such as emails and reports. The story maps provide a simple and efficient way to get a message across to many different project donors, potential new donors, partners and other interested parties, all via one channel of communication.

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