



Saving Grace Animal Rescue of Maryland

MISSION SNAPSHOT

Saving Grace Animal Rescue of Maryland is an all-volunteer 501(c)(3) non-profit animal rescue, whose mission is to end the neglect of animals across the East Coast by rescuing animals in need and helping them find permanent homes. The rescue does not have a facility and is reliant upon volunteers and donations to support its important work.

CASE STUDY

THE TRANSITION FROM PAYPAL

When IT professional Diana Maddox joined Saving Grace's board of directors, she spearheaded automation improvements in a variety of areas, including donations. As part of this initiative, donations have transitioned almost entirely from PayPal to Paya's EGS solution.

By using a solution specifically designed for non-profits, the rescue was able to take advantage of specialized features such as enabling donors to select a specific fund, select a donation reason, donate in memory of someone, register for events, and more. Further, the Paya solution offered superior reporting, which was easier to use, and facilitated entry into their QuickBooks system.

In addition, with the Paya system, the rescue found that many of their supporters have been willing to cover the administrative costs, further improving the results they achieved.

ONBOARDING AND LONG-TERM SUPPORT

"Getting started was very simple," commented Ms. Maddox. "We were supplied credentials and login information, as well as the training we needed to run smoothly. The tools are easy to use and any questions we had were answered very promptly."

FUNDRAISING SUCCESS WITH PAYA

Fundraising has been difficult during COVID, so online options have become critical—including the adoption of online payments and donations. In addition, Saving Grace has successfully used QR codes for several events, and plans to continue using these in the future.

FUTURE OF FUNDRAISING IN THE RESCUE INDUSTRY

In the rescue industry, it is important for donors to actually be able to visualize the impact they have. Ms. Maddox noted, "We're hoping to have more in-person events again since people are more likely to support us when they get to see the animals they're supporting."

The Results

Increase in recurring donors and donations

Increased operational efficiency and ease of use



Paya (NASDAQ: PAYA) is a leading provider of integrated payment and frictionless commerce solutions that help customers accept and make payments, expedite receipt of money, and increase operating efficiencies. The company processes over \$40 billion of annual payment volume across credit/debit card, ACH, and check, making it a top provider of payment processing in the US. Paya serves more than 100,000 customers through over 2,000 key distribution partners focused on targeted, high growth verticals such as healthcare, education, non-profit, government, utilities, and other B2B goods and services. The business has built its foundation on offering robust integrations into front-end CRM and back-end accounting systems to enhance customer experience and workflow. Paya is headquartered in Atlanta, GA, with offices in Reston, VA, Fort Walton Beach, FL, Dayton, OH, Miamisburg, OH, Mt. Vernon, OH, Dallas, TX and Tempe, AZ.