# International Humanity Foundation

The International Humanity Foundation (IHF) is an international non-religious, non-political, and non-profit organisation that provides education and safe children's homes to impoverished children in Indonesia, Kenya, and Thailand through their five centres.

They function entirely through the efforts of volunteers, sponsors, donors, and an Executive Leadership team from all over the world, and with this remit, they needed a website that would deliver to this promise.

be inspired
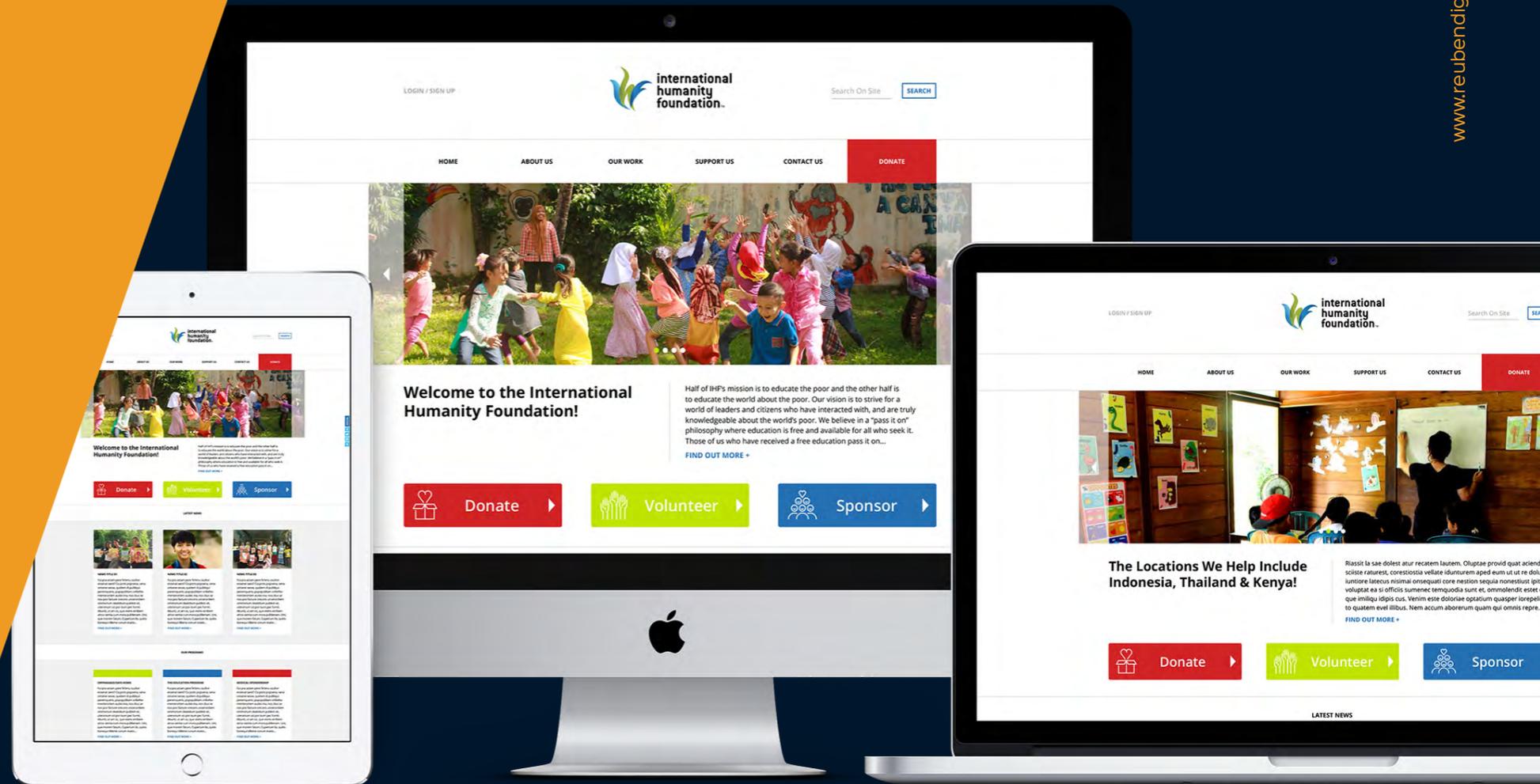
A Data Rescue Operation.

Reuben Digital's journey with IHF begun with a rescue mission. When their hosting company went bust, having lost touch with their original developers, IHF were left with a dead website and no access to the database sat behind it containing all of their donor, sponsor and other business-critical data.

Thankfully, our database experts were ready to take on the challenge. Getting to work on making sense of the data structures and relationships to migrate safely, preserving key attributes such as sponsorship renewal dates – which were key to funding and continued support of the children and young people they support – we were able to migrate to a robust MS SQL platform and futureproof the system.

Reaching a global sponsorship base.

The real success of this project was to provide a small team with the ability to reach a sponsorship base worldwide. Streamlining processes through automation and implementing bespoke technology,

Reuben Digital has been instrumental in enabling International Humanity Foundation to expand their charity and continue their incredible work around the globe.

A Ground-Breaking Digital Presence.

Following the successful recovery of data, Reuben Digital were able to design and build a website that would revolutionise IHF's capabilities online. Designed with brand new sponsorship functionality, including systems to drive sponsorships for everything from Tsunami Recovery to Medical Aid, it gave the IHF the opportunity to help more people in more places.

The website also included a fully automated system to recruit volunteers, featuring a full database and application process, which massively reduced admin time for the small IHF team. We also developed an automated sponsorship reminder programme, linked with legacy data and new data, to drive subscription renewals – a hugely important way for the charity to maintain and increase their revenue.