

# Hope and Homes for Children website

DBA DEA Awards 2013

Category: Digital

Sub-category: Websites

Client: Hope and Homes for Children

Design consultancy: Positive

Date: July 2012



**“Imagine growing  
up not knowing  
what a family is...”**



Hope and Homes for Children (HHC) is an international children's charity working across Africa and Central and Eastern Europe. They work to ensure all children have the chance to grow up within a family network and are leading experts in closing children's institutions and reforming childcare systems. The charity relies heavily on voluntary income from supporters, donations and grants to continue the work that they do – their website is their only marketing tool.

Since inception HHC have become leaders in their field, closing 52 institutions in ten countries and preventing over 20,000 children from entering or re-entering institutions. They are recognised as best practice by many governments and organisations, including UNICEF and the World Health Organisation.

Positive were invited to tender for HHC's new website in 2010, with a brief to deliver a site that would encourage more people and companies to support the charity by getting involved or making a donation.

As the only marketing tool they have, getting their website right was critical in supporting the work they do.

**£240,000**  
new grant awarded

Website  
visits  
**+69%**

Newsletter  
subscribers  
**+342%**

Individual  
donations  
**+122%**

Regular  
giving  
**+162%**

The new website went live in November 2011 and here are just some of the results over the last five months.



## Project overview

### Outline of project brief

Hope and Homes for Children had recently redefined their identity, clarifying a clear set of values and messages. Their new website needed to bring these to life, creating immediate impact, clarifying the HHC message and improving user experience. In doing so, this would help raise the profile and credibility of the charity and increase donations.

In late 2010, having seen our previous charity work, Positive were approached to tender for the new website.

### Our task for 2011

- ▶ Create a website that would act as the core marketing channel for the charity
- ▶ Clearly communicate the values of the HHC brand and the work that they do
- ▶ Increase interaction
- ▶ Increase donation levels and volume
- ▶ Ultimately:

## Inform / Educate / Engage / Inspire

### Description

In 1994 having watched a news report about a shelled children's institution in Sarajevo, retired British UN Commander Mark Cook and his wife Caroline felt they had to help and decided to fly out, posing as journalists. On locating the institution they discovered that babies and older children still remained within this shelled out 'home'.

On returning home, Mark and Caroline set up Hope and Homes for Children.

Over time, their focus changed from re-building institutions to closing them down – reuniting children with their birth families, placing them with foster or adoptive families, or moving them into small family homes.

HHC are world leaders in the field of Deinstitutionalisation, however in the UK the charity is considered niche, and they are not a household name as the institutionalisation of children is not a high profile problem in this country.

Despite the importance of the previous website, over time it had become confused. It was complicated to navigate and difficult to update due to an outdated CMS, and the communication team were unclear where to include any updates or news stories, losing the motivation to do so.

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Project launch date  
14th November 2011



## Overview of market

In the context of a difficult economic situation in the UK and the worsening Eurozone crisis, raising funds from individuals, corporates and trusts is increasingly difficult.

The challenge for HHC was to stand out from the other **162,365 registered charities\*** based in the UK, who are all looking for a slice of the **£52.5 billion** given to charities each year.

A quarterly survey from the National Council for Voluntary Organisations states that charity leaders are reporting the financial situation of charities has worsened over the past 12 months, and the situation is expected to get even worse over the coming year.

With an overwhelming majority of people in the UK (96%\*\*) believing charities should provide the public with information on how they spend their money, it was crucial this message would be delivered clearly throughout the website.

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### Sources

\* The Charity  
Commission

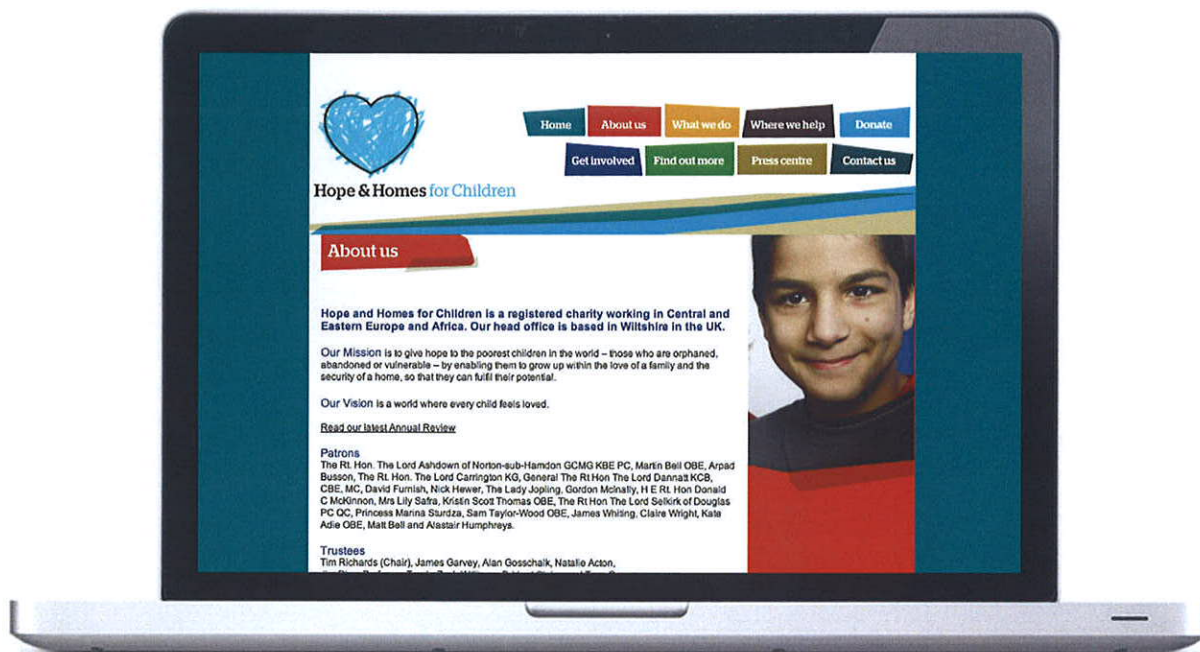
\*\* IPSOS MORI on  
behalf of the Charity  
Commission



## Project overview continued

### Outline of design solution (264 words)

The previous HHC website (below) was welcoming and bright, however it didn't feel dynamic and the key messaging about the charity was lost. Though there was some great information, this was buried, which made for a poor user experience when navigating the site, unlikely to compel potential supporters to donate or sign up to help.



### Commercial results

**122%**

YOY increase in individual donations

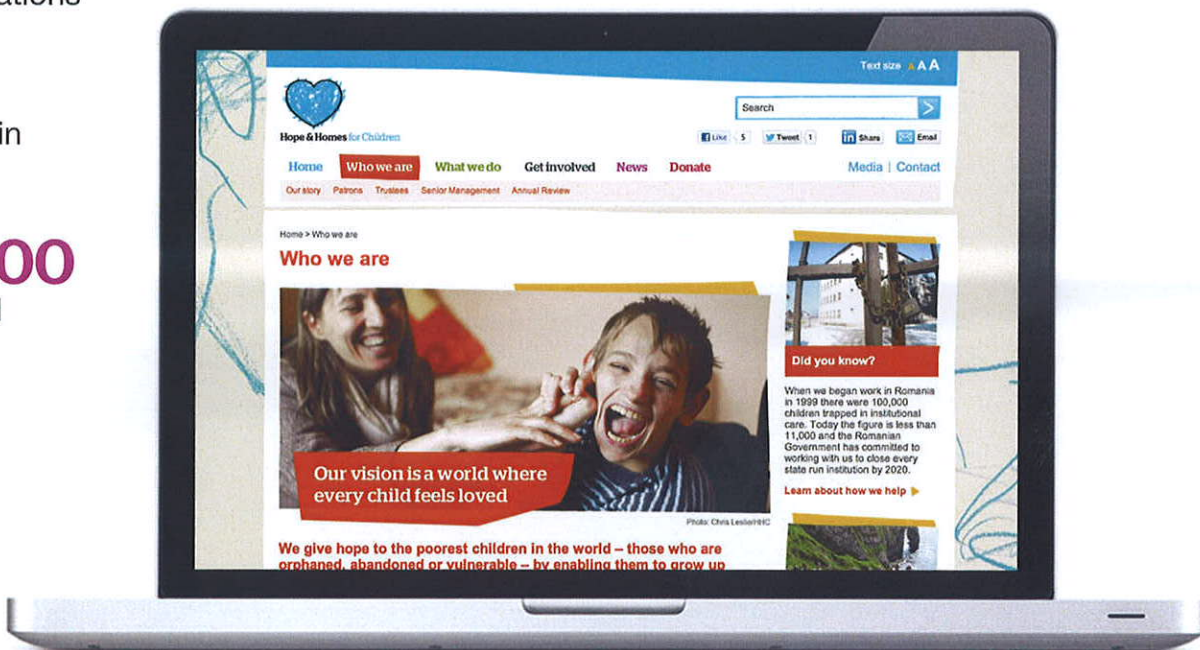
**162%**

YOY increase in regular giving

**£240,000**

grant awarded

For the new website (below) we undertook a thorough information architecture phase, mapping the user journeys, considering content that would motivate and ensuring we consistently balanced 'the ask' with news and updates.





The new website has taken cues from the brand identity to create a dynamic and engaging site, with a CMS that allows the charity to keep information updated and relevant, and for their communication to spread through social media channels.

## Latest news

13 July 12  
**Making history in Rwanda**

[Read more](#) ▶

**Sign up for updates** 

[Sign up](#) ▶

Follow us:



## Latest tweet

Great news - Mpore PEFA Institution for children is officially closed. We're making history in Rwanda  
<http://t.co/WC9sf1Ns>

about 2 hours ago



[Follow us](#) ▶

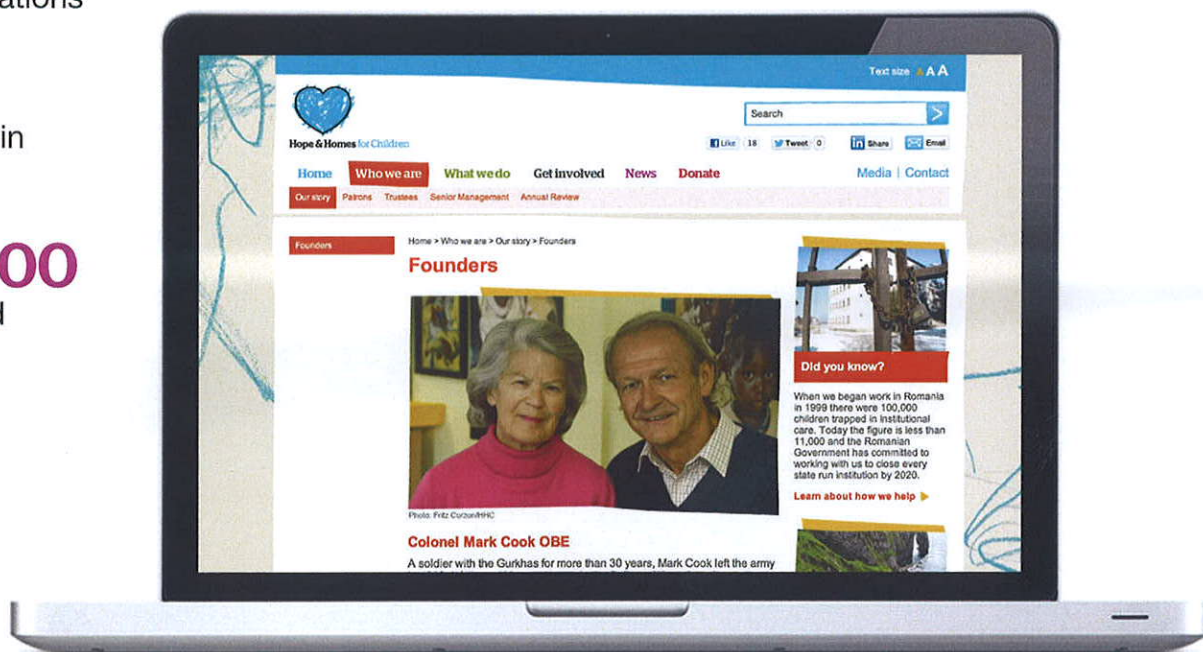
## Commercial results

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YOY increase in individual donations

**162%**  
YOY increase in regular giving

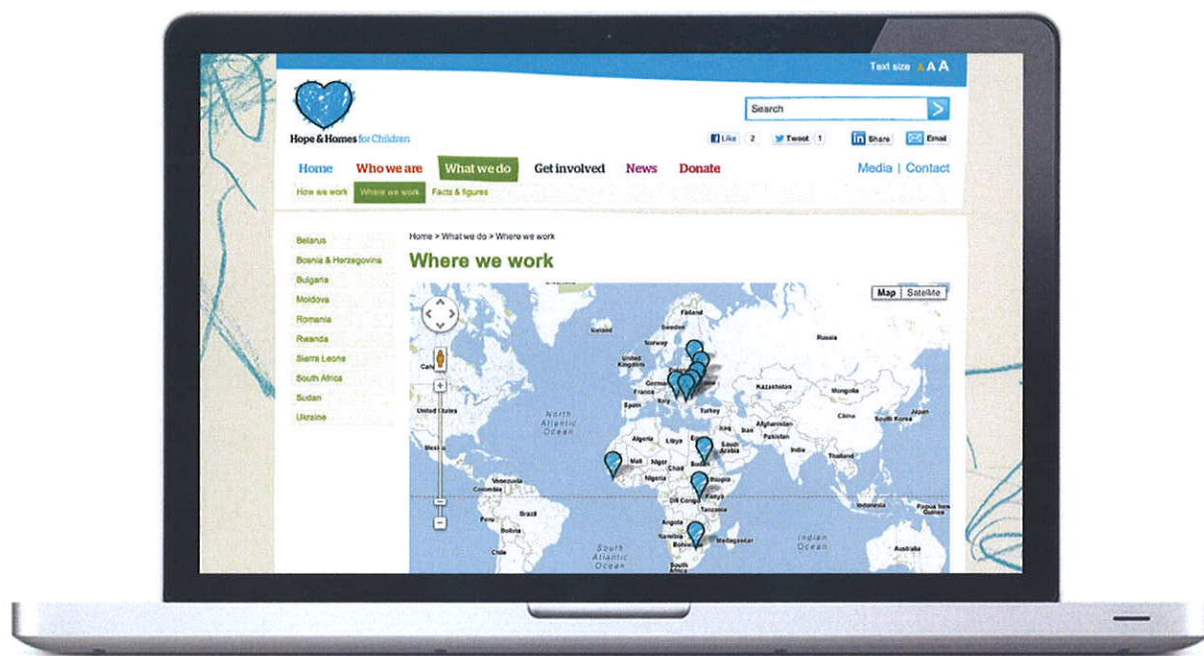
**£240,000**  
grant awarded

The emotional appeal of the charity is balanced with rational arguments for donating, such as 'Where your money goes' and the founders' unique story.





Promos are used throughout the website to encourage donations and develop a greater awareness of recent news and events – frequent visitors to the site are then reassured that the charity is incredibly active. Interactive maps make it easy to see where the charity works around the world and for supporters to find their nearest fundraising group in the UK.



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**£240,000**  
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### How you can help

There are lots of ways to help us make sure that children grow up in the love of a family.

[See how you can support us](#)



### Local fundraising groups

Why not join a local fundraising group or start one where you live?

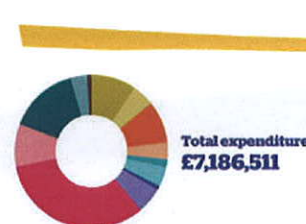
[See how you can support us](#)

The UN estimates that up to **8 million** children around the world are living in care institutions

### Facts & figures

Learn more about the issues we're tackling and see the evidence of our impact.

[Read more](#)



### Where your money goes

Find out what difference your support made in 2010.

[Read our Annual Review](#)



### Deinstitutionalisation

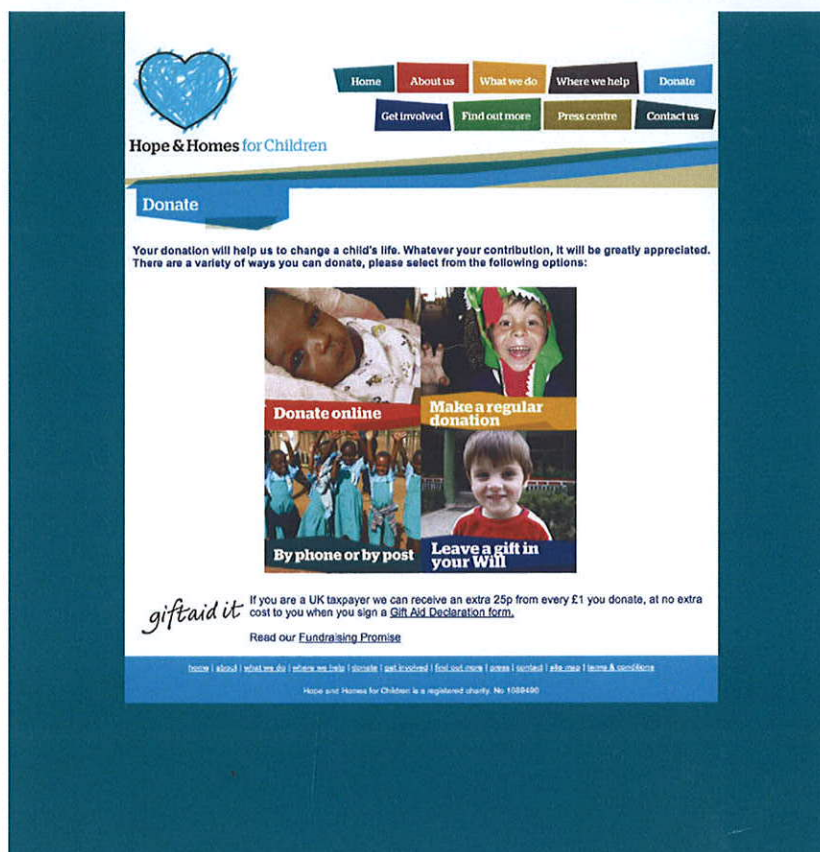
What is Deinstitutionalisation? Why is it necessary? Find out more about our pioneering work to transform the lives of children.

[Learn more](#)



By refining the donate pages and forms, the process is streamlined to make the user experience as quick and simple as possible.

Top: old donation landing page. Bottom: new integrated donation page.

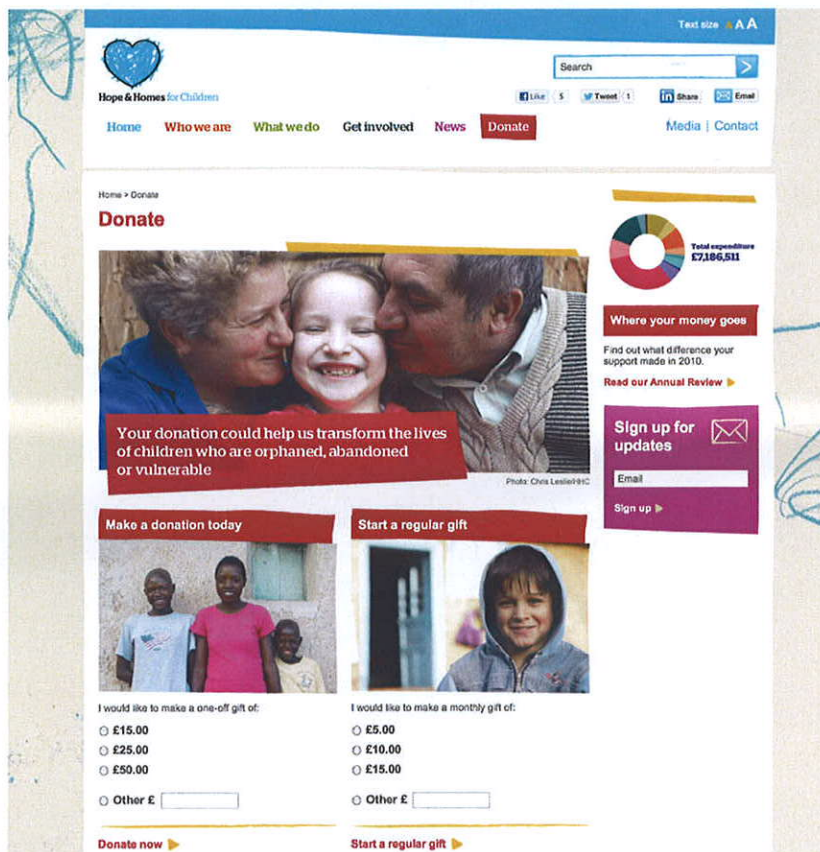


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## Summary of results

### Proactive enquiries

Within three months of the new website going live, HHC were approached by The Charities Aid Foundation, representing a family trust. The trust was looking for an international development organisation to support and found the charity via their website. Having explored the site the trust was impressed by the work and clarity of message, plus the ability to contact the right person directly from the Grants and Major Gifts page. HHC were then asked to pitch and subsequently won the grant worth £240,000. In HHC's eighteen year history, this was the first time they have ever received a proactive grant tendering opportunity via the website.

### Improvements in donations

	Nov '10 - Apr '11	Nov '11 - Apr '12	% +/- Year-on-year
Individual donations	136	302	+122%
Regular giving	17	45	+162%

### Staff morale

As a consequence of the website redevelopment project, HHC now enjoy improved cross-team working. With Positive's help, a company-wide development team was set up to help steer the project, ensuring it met everyone's needs and those of the charity's supporters.

Understanding how much easier content creation would become resulted in a heightened awareness and ownership of the information. Additionally, as donations began to grow and the tender opportunity arose so quickly, this increased awareness and excitement in all areas of the organisation (where previously there had been cynicism) for what the website and digital communication could do.



## Increase in site visits

The first quarter of 2012 (in comparison to the first quarter of 2011) has seen an increase in site visits from 17,134 to 28,968 – **up 69%**

With higher traffic to the site and a team fully confident in using the system, video content has proved hugely popular. Prior to the new website there had been **891** video views: between the launch of the new site and July of this year **YouTube views currently stand at 10,189 (+1,043%)**



## Increased supporter numbers

One of the website's main objectives was to increase supporter numbers.

As well as facilitating online sign up to events and volunteering opportunities, signing up to the email newsletter is more prominent and instinctive for the user. The design of the site has also ensured that enquiries now reach the right people straight away, and encourages social media usage.

Newsletter subscribers

**+342%**

Twitter followers

**+27%**

Facebook likes

**+39%**

## Growing numbers

Online activity on the website and social networks has increased dramatically. News updates on the site used to average one or two stories per month, which has now increased to two per week.

This has been an important factor in the web traffic growth, with numbers growing organically as the site is more frequently updated and as stories are shared across users' social networks.

Social media activity has increased with far more content to share – updates on Facebook alone have increased by 56% since the website went live.



## Other influencing factors

HHC did not market the website on launch. They have always used Google Adwords and investment in this has remained at the same level as with the previous site.

The only real change is that HHC has subsequently increased their use of social media as a direct result of the ease of use from the new site. These were channels previously used, however with their new site they are now able to update the content far more regularly and therefore are increasingly active on Facebook and Twitter with more to say.

**“Positive’s technical and creative expertise were crucial deciding factors in selecting them as the agency to redevelop our website. We needed an agency that would challenge our ideas and give us sound guidance to produce a website that would meet our objectives. Our goal was to produce a website that would engage and educate the public, would be accessible and easy to update, and would bring the children and families whose lives we transform to the forefront. The end result is a website we’re really proud of.”**

**Ann Tate, Director of Fundraising and Communications,  
Hope and Homes for Children**



**“... We believe that, above all else, children need a loving family and a place to call home.”**

