



# CLIENT SPOTLIGHT

Royal Flying Doctor Service -  
Queensland Section

"A grants management system that integrates directly with Blackbaud Raiser's Edge NXT is a game changer. No longer do we have to cross-check two separate systems — at a click of a button, our grant funding opportunities are synced automatically from GEMS to RE NXT."

Bill Maddock, Royal Flying Doctor Service - Queensland Section

The Royal Flying Doctor Service (RFDS) in Queensland provides excellence in, and access to, primary health care and aeromedical services across the state.

Their emergency retrieval service operates 24 hours a day, seven days a week, delivering the finest care to more than 330,000 Australians each year — that's one person every two minutes.

In addition to aeromedical retrievals of the critically ill or injured, the RFDS also delivers a broad range of essential primary and preventative healthcare services, including telehealth, mental health, oral health and health promotion.

## Strategic Grants & RFDS

Strategic Grants and RFDS Queensland Section have a long-term relationship going back more than seven years.

"Strategic Grants have been an integral part of the growth of Trusts and Foundations at RFDS," said Bill Maddock, Philanthropy Associate, RFDS Queensland Section.

"They advise us on everything from strategy, relationship management, and Case for Support creation for capital campaigns, to reviewing and writing grant applications and funder report acquittals."

With the rapid growth of, and clear need for services by, RFDS Queensland Section to support Queenslanders in need, it became apparent to the Philanthropy Team that a clear strategy to grow their fundraising income through grant funding was needed.



## Grant opportunities without the hours of research

The solution was a subscription to GEMS — the Grants Expertise Management System that provides more funding opportunities, enables pipeline planning, and fosters better donor stewardship. The Strategic Grants research team put in over 80 hours of research a week to ensure all funder and grant information is up-to-date and relevant for each client.

“Because GEMS is customised, it contains only those grant funding opportunities that align with our priorities and geographic areas of operation, saving enormous time on grants prospect research,” says Bill.

## Seamless grant funder relationship management

The integration between GEMS and Blackbaud Raiser's Edge NXT (RE NXT) means it has never been easier to integrate grant funding and funder data directly to your CRM.

“We love how easy the integration makes syncing our grants data from GEMS to RE NXT,” explains Bill.

“Once we identify a grant opportunity we want to apply for, all we need to do is click a button to either create a new Opportunity or Constituent record, or update an existing Constituent record in RE NXT. Everything else just follows on from there. It could not be easier.

“When the Strategic Grants team update grant or funder information in GEMS, this is automatically carried across to our synced Opportunities or Constituents in RE NXT — there is nothing that we need to do.”

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**Watch how the integration works here.**

## Integrations made easy

RFDS Queensland Section have been using GEMS for over three years now but say that adding the integration was made simple and easy to understand, thanks to the Strategic Grants team.

“Strategic Grants made sure that we received additional training when we added the integration, to ensure that the entire team knew what to expect, both from a GEMS perspective and from an RE NXT perspective.

“The fact that Strategic Grants work closely with Blackbaud to ensure that the integration runs smoothly for clients means there are no unanswered questions. We can get on with it, knowing that everything is running seamlessly in the background.”

## Increased funding support for Queenslanders in need

“GEMS has most definitely identified new sources of grant funding opportunities for us,” says Bill.

“From Private Ancillary Funds to corporate to government grants, we are pleased with the range of opportunities available to us.

**“For anyone looking to invest in a grants management system — the solution, without a doubt, is GEMS. And for RE NXT users, the fact that the integration exists is a bonus.”**

