**CASE STUDY:**

Toronto Foundation: #TorontoStrong Donation Page Interface



## CHALLENGE

Toronto Foundation is an organization that seeks to connect philanthropy to community needs in order to create meaningful change within the city. When Toronto was rattled by the deadly North York van attack in April 2018, Toronto Foundation partnered with Mayor John Tory and the City of Toronto to establish the #TorontoStrong Fund to accommodate the outpouring of support and compassion from across the city and around the world. They required a 24-hour turnaround to set-up a secure donation page that could handle a high volume of transactions. As IT and software development partners with Toronto Foundation we were afforded the privilege of applying our expertise to this cause.

## SOLUTION

As a long-term technology partner with Toronto Foundation, JIG had setup a web solution that was flexible, scalable and could support to changing needs. This allowed JIG to quickly define the requirements and implement secure implementation of a donation page interface within a day.  How end users would interface with the page, how it would be accessed, and how the transaction could be quickly and securely conducted were determined.

## RESULTS

JIG was able to build a secure, dynamic donation page interface for Toronto Foundation with a very quick turnaround. Having taken into account the variety of Torontonians and people world-wide that would be visiting this page JIG created a simple, clean, functional interface that made interacting with the forms as easy as possible. The #TorontoStrong Fund page has received and processed a very high volume of secure, successful transactions raising over $3.4 million to date. Our success can be attributed to JIG team's motivation to rise to a challenge and provide our strategic partners with the assurance we're always prepared to prioritize their needs.