



## SUCCESS STORIES



WINTHROP ROCKEFELLER FOUNDATION FINDS INSIGHTS THROUGH DATA  
with **Andrea Dobson**, Chief Financial and Operating Officer, Winthrop Rockefeller Foundation.



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### THE FOUNDATION

The mission of the Winthrop Rockefeller Foundation is to improve the lives of Arkansans in three interrelated areas: education, economic development, and economic, racial, and social justice.

### THE NEED FOR SOMETHING BETTER

For 16 years, the Winthrop Rockefeller Foundation had been using a widely respected software solution to help keep track of the grantmaking process, but Andrea Dobson, Chief Operating & Financial Officer at the foundation found it tedious and inefficient. The solution of the 1990s hadn't developed along with the foundation. She knew there had to be a better way. In the Spring of 2014, Dobson sat in on a peer-led discussion at a Grants Managers Network conference in San Diego where she learned that other leading grants managers were using Fluxx. She was intrigued and decided to learn more. Within a year WRF was using Fluxx.

### INCREASED WORKFLOW EFFICIENCY

"Before using Fluxx, we were using a server-based software solution that couldn't support our staff on the road. Our tracking included check-lists and workarounds. The process was very manual," Dobson said. "It was hard for us to find information because everything was scattered and the search feature was not intuitive. Automating any part of our process with grantees required special coding by the vendor, a costly and slow process. Even though we had a technology solution in place, we still depended on paper files, and tracked things outside of the system because it was so hard to find anything."





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“Fluxx makes it super easy. It used to take me 20 to 30 minutes to find one piece of information with our old software, but with Fluxx I can quickly and easily find any information I need within seconds.”

**Mike Castens**  
Grants Manager, Winthrop Rockefeller Foundation.

Mike Castens, another grants manager at WRF noted that seemingly small tasks would take hours with their previous software solution. “Fluxx makes it super easy. It used to take me 20 to 30 minutes to find one piece of information with our old software, but with Fluxx I can quickly and easily find any information I need within seconds,” Castens said.

### BUILT BY THOSE WHO “GET IT”

One of the main reasons that Dobson finds incredible value in the Fluxx platform is because it was created by people with experience in the philanthropy space.



Dobson added that now she has access to data insights like never before. “Because of the increased visibility into important data, and the ease of being able to access important data quickly, Fluxx has allowed us to make better decisions and to serve our grantees better,” she said.

“You can tell that the creators of Fluxx have experience in grants management. They have thoughtfully designed a product that considers the day-to-day workflow of a grantmaking foundation. The previous software we used felt as though it was designed by people who had never made a grant. The workflows in Fluxx make sense, and I can collaborate and share any grant quickly and easily with other team members.” Dobson said. “More importantly,” she added, “we designed our workflow to reflect WRF’s process, not a generic process that needed to fit all Fluxx users.”





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**Andrea Dobson**

Chief Financial and Operating Officer, Winthrop Rockefeller Foundation

Not only has Fluxx proven to be an incredibly efficient workflow system for WRF grants managers, but the entire WRF team has been able to find value in the benefits. “Our consultants are able to access all of the information they need right in Fluxx, and our grantseekers are able to enjoy a streamlined process. Everyone in our organization uses Fluxx. We have only been using it for six months and we have realized incredible value,” Dobson said.

**Andrea Dobson** is the chief financial and operating officer at the Winthrop Rockefeller Foundation. “Arkansas is one of the best kept secrets around. It’s full of enormous potential, committed people, and great natural resources. Why not Arkansas?”



Founded in 2010, Fluxx is a San Francisco-based technology company focused on innovation within the grants management ecosystem. Armed with the support and collaboration of many large grantmakers, Fluxx has re-invented the new standard for grants management – empowering both grantmakers and grantseekers to rise above the time consuming day-to-day tasks and focus on their core missions. Fluxx is venture backed by leaders in both Silicon Valley and the Foundation world, Felicis Ventures and the Kresge Foundation, and count hundreds of the leading foundations as customers. To learn more, visit [www.fluxx.io](http://www.fluxx.io).