

Success Story

# Global NGO accelerates grant reporting 98%

The White Ribbon Alliance

“One of the benefits of Sage Intacct is that I can focus on more strategic, visionary work.”

**Celine Okoh**  
CFO, The White Ribbon Alliance



**The challenge**

With over 150 countries in its international coalition and an increasingly diverse funding portfolio, The White Ribbon Alliance outgrew its Intuit QuickBooks system and needed a cloud-based solution to meet its fund accounting and compliance requirements, and to optimize international operations, reporting, and remote access for its distributed workforce.



**The solution**

Sage Intacct helped The White Ribbon Alliance finance team to eliminate manual work and slash the time they spent on currency conversions by 95%, project tracking by 98%, and the financial close by nearly 90%. With time saved they guide advances in the NGO's mission.



**Executive Summary**

Previous software:  
• Quickbooks

**Results with Sage Intacct**

- Eliminated duplicate, manual data entry to easily scale finance amidst 5% growth
- 95% faster currency conversions freed team for more strategic work
- Sped multi-dimensional grant and donation tracking by 98%
- Slashed financial close nearly 90%



**Company**  
The White Ribbon Alliance

**Location**  
Washington, US

**Industry**  
Nonprofit

**Sage Products**  
Sage Intacct



**About The White Ribbon Alliance**

The White Ribbon Alliance is a nonpartisan, nonprofit, non-governmental membership organization that aims to decrease maternal and newborn death globally.



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**Celine Okoh**

Chief Financial Officer, The White Ribbon Alliance

#### **In search of a multi-entity, multi-currency cloud financial application**

The White Ribbon Alliance is a global network of maternal health advocates campaigning for resources and policies to reduce mortality rates for mothers in developing countries. With over 150 countries in its international coalition and an increasingly diverse funding portfolio, the nonprofit non-governmental organization (NGO) outgrew its Intuit QuickBooks system and needed a cloud-based solution to meet its fund accounting and compliance requirements. “As a global organization with different entities in the United States, United Kingdom, Nigeria, and Tanzania, QuickBooks and Excel were no longer meeting our needs when it came to international operations, reporting, or remote access for our distributed workforce. After a wide-ranging evaluation process, we narrowed our options down to Sage Intacct or Oracle NetSuite,” shared Celine Okoh, chief financial officer at The White Ribbon Alliance. “Sage Intacct’s cloud-based system ended up as a clear choice over Oracle NetSuite because of its impressive multi-entity and multicurrency capabilities, as well as the great experience we had with the Sage Intacct team, who listened to our needs and delivered.” With Sage Intacct, the finance team eliminated vast amounts of manual work, enabling them to easily keep up with funding increases and global expansion, while providing more strategic guidance to help advance White Ribbon Alliance’s mission. For example, they slashed the time they spent on currency conversions by 95%, project tracking by 98%, and the financial close by nearly 90%.



The White Ribbon Alliance mobilizes citizens to demand that all women and their children are safe and healthy before, during, and after childbirth.

### **Streamlined fund accounting increases productivity 25%**

The White Ribbon Alliance worked with CliftonLarsonAllen, a Sage Intacct business partner, to implement Sage Intacct, migrate its QuickBooks files into the new system, and adopt best practices and improve the finance team's efficiency by 40%. The nonprofit quickly automated business processes such as fund management, foreign currency conversions, employee timekeeping, expense reporting, payroll allocation, and its monthly close—cutting a two- to three-month lag by almost 90%. As a result, the organization eliminated manual data entry for its payroll and allocation journals, a process that used to take at least a full day and is now just a click-of-a-button between Sage Intacct and Nextep, The White Ribbon Alliance's outsourced payroll provider. In addition, Sage Intacct replaced a multi-day process of managing and documenting multi-currency travel expense reimbursements, bill payments, donations, and other transaction conversions in Excel. Now, with built-in currency conversions, the whole process takes less than 30 minutes. For fund accounting, White Ribbon Alliance used to rely heavily on tedious Excel manipulation and multiple journal entries. With Sage Intacct, this effort is also automated and provides increased confidence that the revenue recognition matches monthly grant allocations. The finance team now easily meets all the distinct grant reporting requirements of USAID, the Bill and Melinda Gates Foundation, and other funders in one day, rather than spending two months struggling to update multitab workbooks littered with circular reference errors. All of these process improvements enabled The White Ribbon Alliance to grow, without adding any additional financial headcount.

### **Visibility into key program metrics improves mission-driven agility**

"Sage Intacct's ability to streamline our financial processes and deliver real-time financial data and business metrics in an intuitive dashboard is a huge benefit to our management team and our program," said Okoh. With Sage Intacct, all of The White Ribbon Alliance's key stakeholders have easier access to organizational and project metrics, and each international entity can seamlessly produce reports in its local currency and share them with their stakeholders and donors. The organization leverages the system's flexible dimensions capability for helpful insight into how projects are tracking as a percentage of each grant's timeline, as well as into the breakdown of various funding sources, such as government, foundations, private individuals, or corporations. By using Sage Intacct reports and dashboards, program managers now have real-time financial data and better visibility to make informed decisions, determine whether they need to change course, and explain why they might need additional funding. "The best-in-class combination of Adaptive Insights for budgeting and Sage Intacct for actuals empowers us to design our budget-versus-actuals analysis in whatever way our donors, management, or other users need, so we can help them understand our organization better and show what we've accomplished – with reports that are 50% more accurate and 85% faster to prepare than when we were using Excel," noted Okoh. "For example, our labor planning in Adaptive Insights spans the life of our grants, and we can easily compare that against each person's Sage Intacct timesheets to see how their utilization is actually distributed across projects, move people around if appropriate, and better plan labor for new grants.



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