



POINT ALLIANCE

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JF&CS

JEWISH FAMILY AND CHILD SERVICE WEB SITE



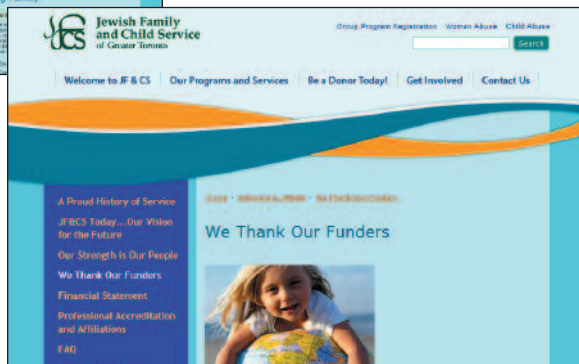
AGENCY INFORMATION:

Jewish Family and Child Service has a staff of more than 110 and a budget of over \$13 million, and is the Children's Aid Society and social services agency for the Jewish community in the Greater Toronto Area (GTA).

With four dynamic locations, JF&CS supports the healthy development of individuals, families and communities in the GTA through prevention, protection, counselling, education and advocacy services, within the context of Jewish values.

STATISTICS

- JF&CS offers some 30 programs and services to meet the needs of the Jewish population in the GTA, now approaching 200,000.
- Over 25,000 people are annually served by the agency.
- Over 650 volunteers actively support the professional staff.



“ We are delighted with our new web site. It meets the needs of our various audiences by being easy to navigate and by providing features that are now expected by web users, such as online donations and program registration. LP4W makes it easy for us to update the site as often as we need to. The feedback from our staff, our board of directors, and our users has been overwhelmingly positive. It's been a pleasure working with Point Alliance on this major project.”

KAREN PAIKIN
Manager of Communications

JEWISH FAMILY & CHILD SERVICE

THE BUSINESS ISSUE

Jewish Family & Child Service of Greater Toronto (JF&CS) wanted to give their web site a fresh new look and feel to be consistent with their ongoing re-branding effort. Since its inception, the web site had only been a small brochure-ware site, waiting for the development of the full-service web site.

JF&CS had the following goals & objectives:

- Improve their communications with the community
- Facilitate the process of registering for programs & services
- Attract and recruit new volunteers
- Educate the public about the legal obligation to report child abuse
- Offer the ability to make on-line donations

THE SOLUTION

Point Alliance worked with JF&CS to implement the new web site design and centralize the web content using Point Alliance's Launch Pad for Web (LP4W) product. By using LP4W, Point Alliance was able to greatly reduce the time and cost involved in completing this project. JF&CS is also now able to extend the solution to assist with all of their communication to their user community in significantly less time and effort because of the new solution architecture.

THE OUTCOME

www.jfandcs.com is the new Jewish Family & Child Service web site. When launched, the web site received great praise from both the board of directors and the user community.

The original brochure-ware web site has now been expanded to a full-service site, meeting all of the goals and objectives.

Web site content management has been distributed throughout the organization and the Information Technology department only supports the underlying infrastructure.