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Helping small social enterprises achieve big things

The Good Registry is a social enterprise focussed on sustainable gift giving. Founded in 2017, The Good Registry works with everyday kiwis, corporates and small businesses to increase charitable donations while reducing the environmental impact of unwanted gifts going to landfill.

CEO and founder Christine Langdon has always felt driven to make a positive difference in the world, working on projects and in roles with social and environmental impact.

THE Good REGISTRY

NOW NOBODY IS HARD TO BUY FOR

Help good causes

THEGOODREGISTRY.COM

One day, while decluttering her house, she couldn't help but notice the number of unwanted gifts she'd set aside to either re-gift - or worse - throw away. "I felt sad at the thought of the money that had been spent and the resources used on gifts I had no need for", says Christine. "And then I had a birthday and got even more gifts that I didn't want or need. And that's when I thought to myself - wouldn't it be perfect if the money and resources spent on these gifts could go to causes that are important to me instead."

It was from this idea that The Good Registry was born.

Today, The Good Registry supports 65 charities across New Zealand. Charities range from the SPCA, Women's Refuge, cancer charities, Plunket, Men's Health, Maori Literature, Habitat for Humanity NZ and many, many more. Through The Good Registry's gifting platform, about 20,000 kiwis have given more than $1.4 million in charity donations.

This represents 36,000 unwanted gifts that have been replaced with donations - a significant environmental impact that has saved tons in waste production, packaging, wrapping, transportation and carbon emissions.

Fixing data challenges in charitable gift processing

Running a small business that works with so many kiwis and corporate businesses to process charitable donations doesn't come without data challenges.

The most popular way to gift on The Good Registry platform is through the corporate gifting programme: Businesses can buy gift cards of any value. Each card is a donation. When employees or clients receive these cards, they visit The Good Registry's website to choose charities and donate the card's value.

"We knew we had a customer data problem. Our gift card functionality was set up in Shopify. Shopify isn't a gift card platform - it's an eCommerce platform. The Good Registry has bulk-issued gift cards as its core product offering. Being able to track and report back to our corporate partners on how their gift cards were being used was an incredibly manual, time consuming process," says Christine. Prior to working with AgileData, it was taking Christine one to two days to be able to produce this information for corporate orders ranging anywhere from 200 to 1000 gift cards.

"Our customers value knowing what percentage of their cards had been redeemed, and the charities that these donations were supporting. We wanted to tell them that. We saw the need to be able to report to businesses on the impact they were having."

Founder and CEO Christine Langdon

LESS GIMME GIMME MORE GIVEY GIVEY

Transforming data into impact

The AgileData team worked with Christine to figure out what data was sitting in Shopify, how to extract it, and how to get it into a report format. Within 12 weeks, this data extraction and processing work had been completed, dashboards created and reports were being generated for Christine's team.

This has given Christine the ability to be able to go back to businesses and provide them with progress updates on the percentage of cards being redeemed and the charities that their clients and staff are choosing to donate to.

Making things simple with easy to use dashboards and reports

The ability to reduce waste and increase impact has been amplified with the visibility of unused cards. Businesses can choose charities that funds from unredeemed cards can go to, while at the same time get insight into the causes that their people care about. "It's so nice that I can go back to businesses and tell them '60% of your gift cards have been redeemed, and here are the top 10 charities your people are gifting to'.

The ability to quick run reports for businesses on usage, donations made, and to which charities has streamlined internal operations and made what used to take days happen in a few mouse clicks.

"We are a really small team of three. All of us came from communications backgrounds, drawn to the kaupapa as it aligned with our values and sense of purpose.

"For a small social enterprise that runs really lean, the ability to tap into customer insights fast has given us an additional layer of integrity. Our customers know that we can give current and fully transparent reports on how the cards they have purchased are being redeemed."

Adapting to a changing donation landscape

The Good Registry is not just for corporate partners. Anyone can jump online and give a Good Gift Card or create a registry for their chosen charity for any occasion - a birthday, wedding, anniversary or just because. A unique landing page is created, and friends and family are able to donate.

When COVID hit, the team noticed a change in consumer spending habits. "We saw kiwis sitting at home not spending money on coffees and lunches. They were interested in donating that money instead." When the team saw increased demand to be able to gift without a gift card or individual registry, the team responded by adding a new donation method to the site. The Good Registry wanted to track this separately, distinct to gift cards and individual registries.

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"AgileData were able to respond to our changing reporting requirements in step with how we as a social enterprise have been meeting the changing needs of kiwis who want to give on our platform". The AgileData team monitor how The Good Registry is using reports and spot opportunities to create new reports or make improvements to existing ones to give better insights.

What's next for The Good Registry

The way that kiwis want to contribute is constantly evolving. The Good Registry has seen shifts happening in people wanting to waste less and contribute more of their time and skills. Locally and internationally, charities across the board are doing it tough - reporting far fewer monetary donations, a direct result of the increased cost of living and rising interest rates.

"Charities are struggling. They've got higher costs, and a lot of their regular donors are pulling back. The desire to give is as strong as ever; however the capacity to give is more tightly constrained. That's one of the things that The Good Registry

can help solve for. Instead of spending more, we are taking money that would ordinarily be spent on gifts and shifting that existing cost."

The team have been overwhelmed by the number of volunteers and pro bono partners like AgileData who believe in the kaupapa and want to provide their skills for positive change. "I still don't know what we would be doing now or how we would be meeting customer needs if we didn't have the data extraction and reporting capabilities that AgileData have put in place for us, that give us the ability to report back to businesses on the impact of their donations.

Founder and CEO Christine Langdon

"**AgileData has enabled us to effectively measure and communicate our impact. This ability to showcase the results of people's contributions has been a game-changer for us as it has driven increased engagement which has led to more involvement, and ultimately, more donations. It's something we wouldn't have achieved without their expertise.**"