How digital experiences powered by Contentful are impacting communities in need

Content

Introduction

The rise of the digital-first era has transformed everyday life, as companies rush to deliver digital experiences that meet the demands of modern consumers. Certain sectors, however, are not benefiting from the promise of cutting-edge digital experiences.

For nonprofit organizations, the desire to use the latest technologies and provide immersive experiences to their communities is often limited by lack of time, money and access to technical resources and talent..

At Contentful, we believe that digital experiences can be a driving force behind powerful, effective campaigns. Contentful's pro bono program empowers nonprofit organizations with the tools and resources they need to achieve their goals.

This collection of short stories highlights organizations who are committed to giving back to the community and how Contentful's content platform and expert support helps them go the distance.
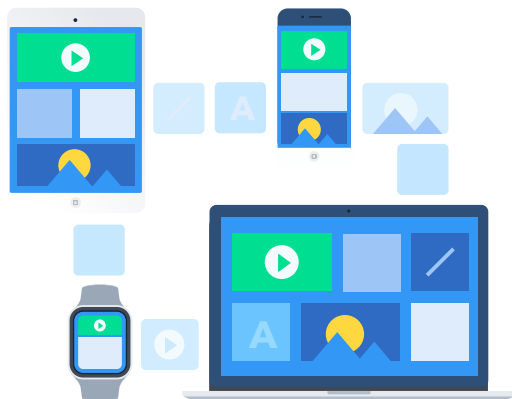
Building better lives for those in need

Modern sites powered by Contentful don't sacrifice speed or performance

Founded in 2007 in Germany, Afara provides support and resources to orphanages in Africa. The company began as an idea brought to life through a group of law students from Windhoek. When these students completed an internship at the Maria's Place of Safety orphanage in Namibia, they wanted to improve the living conditions for the children. This mission has continued to be passed down to new members and new generations of law students, who carry on the mission of building a better life for those living at Maria's Place of Safety.

The mission

As a nonprofit, Afara is highly dependent on the generosity of others. Awareness, above all, drives philanthropic engagement. In order to broaden their reach and help more orphanages, Afara needed a more efficient way to increase awareness of their work.
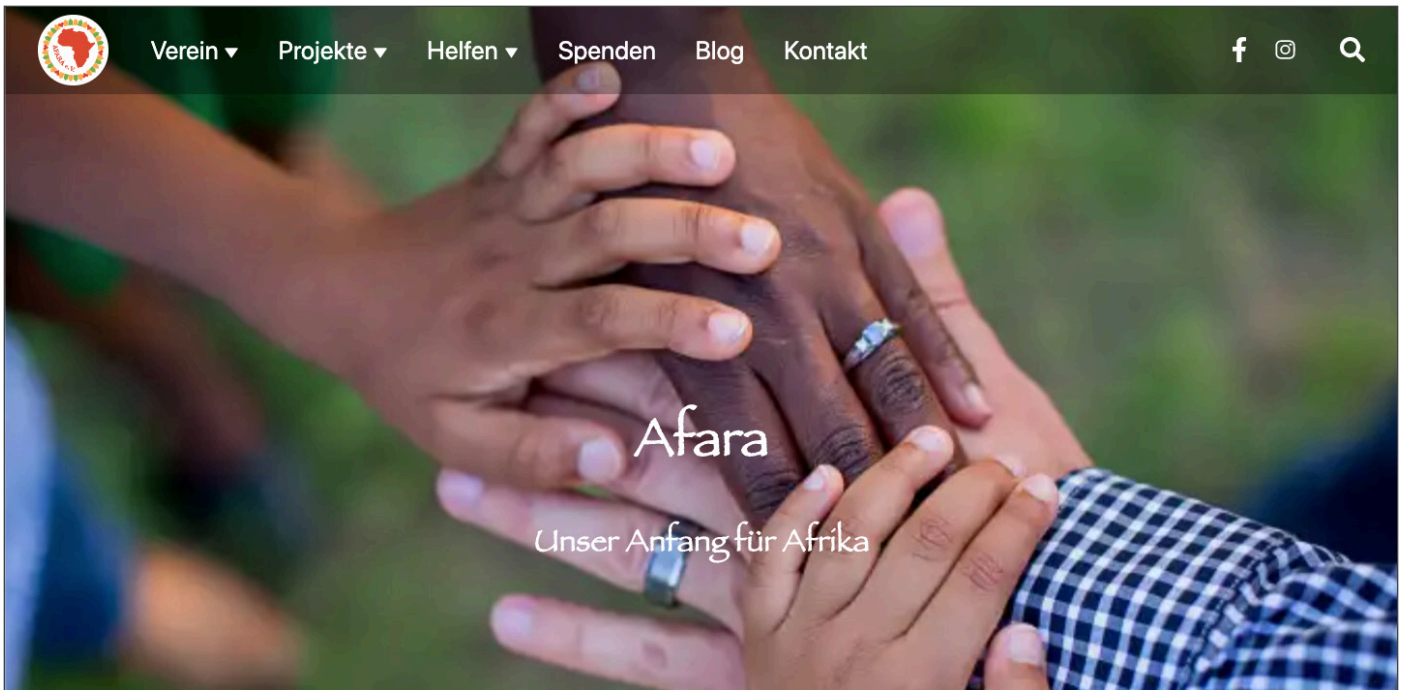
Afara

Unser Anfang für Afrika

Technical limitations block reach

Redesigning an entire website can be daunting, particularly for a small organization with limited technical resources. Afara initially struggled with building a successful and stable site to promote their work. Without a scalable platform and ample expertise to build an efficiently performant website, their website experience was hampered by low bandwidth and slow page load times.

Content unlocks ability to help orphanages worldwide

Contentful enabled a small team of developers and marketers to build a modern global website that could scale to meet rising demand. With Contentful, Afara is now able to achieve the reach and influence they need to make a meaningful impact on a global scale.

Read the full blog

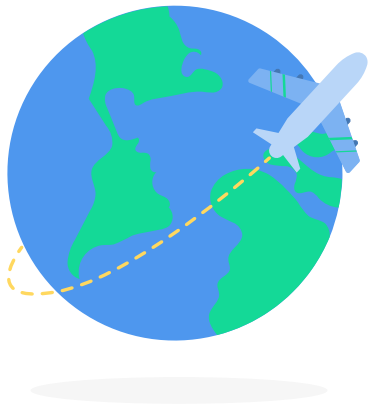"Our new homepage is now live and proudly powered by Contentful."

– Kaja Riebesell, Afara

Putting people on the fast track to citizenship

An omnichannel digital learning platform built with global reach in mind

Certell is a nonprofit company that develops, markets and distributes online courses in the United States and around the world. Certell's courses focus on essential knowledge for good citizenship, starting with basic economics. By combining resources for both teachers and students, Certell strives to use education to enable individuals to make positive contributions towards a free society.

The mission

Certell prides itself on its content. The company is constantly seeking ways to improve, being mindful of scalability and ensuring both students and teachers have easy access.

Legacy technology unable to support localization

Certell needed to scale its content effectively and efficiently to support growth into other

countries. Their legacy infrastructure was complex to scale and lacked the ability to support multiple languages. The company required a platform that could not only host a growing library of courses and educational content in multiple languages, but also deliver a stellar learning experience across both desktop and mobile devices.

Contentful helps aspiring citizens realize their dreams

Contentful's content platform removed the complexities of building a digital experience platform that could scale to support multiple regions and languages. This unlocked opportunities for Certell to focus their efforts on creating high-quality content across numerous countries without having to incur additional technical overhead.
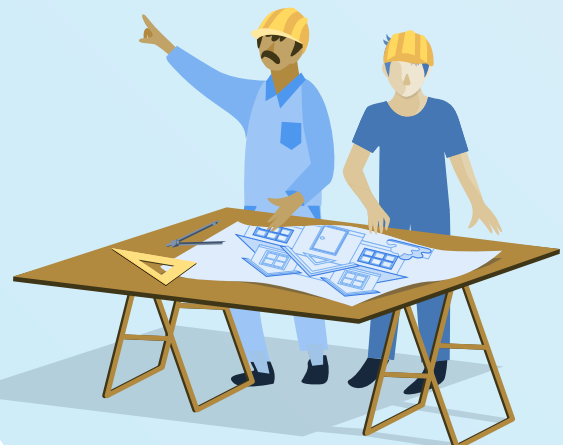
Now that they are able to translate their educational content to multiple languages, they are more able to help those around the world more easily achieve their goals of citizenship.

Read the full blog

"Contentful gives you total flexibility as to how the website itself is constructed."

– Dan Kass, co-founder, JustFixNYC

Protecting the rights of tenants in NYC

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**Eviction Free
NYC uses digital
experiences to
better support
tenants in need**
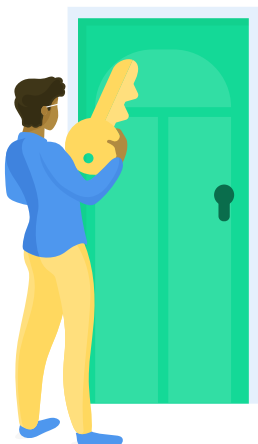
The mission

Eviction Free NYC is a website managed by the Right to Counsel Coalition. Eviction Free NYC strives to secure free legal representation and support for any tenants facing eviction. Eviction Free NYC wanted to build a new website that took into account user accessibility and needs.

Based on prior data and analytics, the team knew a majority of its users accessed the site through a mobile device, typically with a very poor internet connection. That being said, whichever content management solution they chose needed to be easily managed and adaptable for users, including those on older web browsers.

Custom coding slowed ability to support the tenant community

Prior to Contentful, Eviction Free NYC relied on an inflexible CMS that was rigid

An Eviction Moratorium is in place in NY State due to the Covid-19 public health crisis. This means you cannot be evicted **for any reason**. All courts that hear eviction cases are closed. **Learn more**

Are you facing an eviction? You may have the right to a free lawyer!

Learn how to respond to an eviction notice and connect with available resources.

Get Started →

En español →   En francés →   Nan kreyol →

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and complex. Delivering new content required custom coding which was slow and labor intensive.

Faster time-to-market for critical content helps tenants in need

What drew Eviction Free NYC to Contentful was its modern approach to building digital experiences. Through the platform, they streamlined development — making it easy for their team to personalize their site. Now Eviction Free NYC are able to build new pages and sites much faster, as they can construct both content on the site and the structure of the site in tandem while, with faster site load times.

With Contentful as the backbone of their website, Eviction Free NYC can now deliver the right content to the right people with minimal effort. Now thousands of tenants in NYC can rely on Eviction Free NYC to help them navigate the eviction process.

Read the full blog

> "Contentful gives you total flexibility as to how the website itself is constructed."

– Andrej Verity, Digital Services, OCHA Information Management Branch

Improving humanitarian efforts with real-time content

Contentful powers OCHA's online hub, delivering critical content when it matters most

The Office for the Coordination of Humanitarian Affairs contributes to principled and effective humanitarian responses through coordination, advocacy, policy, information management and humanitarian financing tools and services. OCHA calls on global leaders to simultaneously stand up for humanity and reduce humanitarian suffering.

The mission

OCHA wanted to help anyone involved in humanitarian operations to easily access information, including flash updates, situation reports, and humanitarian bulletins. Based on a user survey, OCHA discovered that users desired more real-time and targeted information on worldly events. Ultimately, the company needed a flexible, well-designed content platform. And so they turned to Contentful.

> "We are extremely grateful that the team at Contentful, who has supported our journey to make this website the global hub for information on acute malnutrition"

> ● ●

> "Our reporting staff want[ed] a more dynamic way of sharing information — something that is flexible, well-designed and modern. So we outsourced to Contentful, an industry-leading provider of content infrastructure."

— Andrej Verity, Digital Services, OCHA Information Management Branch

Lack of real time content delivery hurts humanitarian efforts

It's critical for global human rights activists to stay connected and informed. But with various organizations spread globally, delivering critical information in a timely manner is difficult. Further complicating matters, OCHA struggled to serve data that was highly detailed in real-time. They also lacked a CMS that offered the flexibility, control and usability they needed to move fast.

Providing human rights activists with the information they need to make a difference

In striving to provide users with what they wanted, OCHA introduced the Digital Situation Report, an online hub where OCHA offices could upload verified information as it becomes available. The company knew they needed to partner with a vendor that could deliver a modern content platform that could support their current digital experience requirements, while being flexible and powerful enough to support the ongoing expansion of their portfolio of services..

With Contentful, OCHA is now able to automate the delivery of digital reports in real time. Furthermore, the added flexibility and robust functionality has allowed them to develop content that is more dynamic, visual and analytical. As a result, they have been able to minimize long-term maintenance costs while increasing operational efficiency and content scalability.

They are now able to reach human rights activists with the critical information they need to stop humanitarian suffering around the world.

Read the full blog

Helping reduce preventable patient deaths

## Proactive patient care: effectively navigating hospital care with Contentful

The Patient Safety Movement Foundation is a global nonprofit which creates free tools for patients and hospitals. The Patient Safety Movement Foundation was established through the support of the Masimo Foundation for Ethics, Innovation, and Competition in Healthcare to reduce the number of preventable deaths to zero. The Patient Safety Movement Foundation works with all stakeholders to address the problems with actionable solutions for patient safety.

The mission

In 2019, the Patient Safety Movement Foundation and the Taiwan Patient Safety Culture Club made a public commitment to helping eliminate preventable patient harm and death by empowering patients to take a more active role in their healthcare. To successfully implement this decision, they turned to Contentful to help power digital experiences that save lives.

Taiwan Patient Safety Culture Club

EMAIL

**PREVIOUS**   **NEXT**
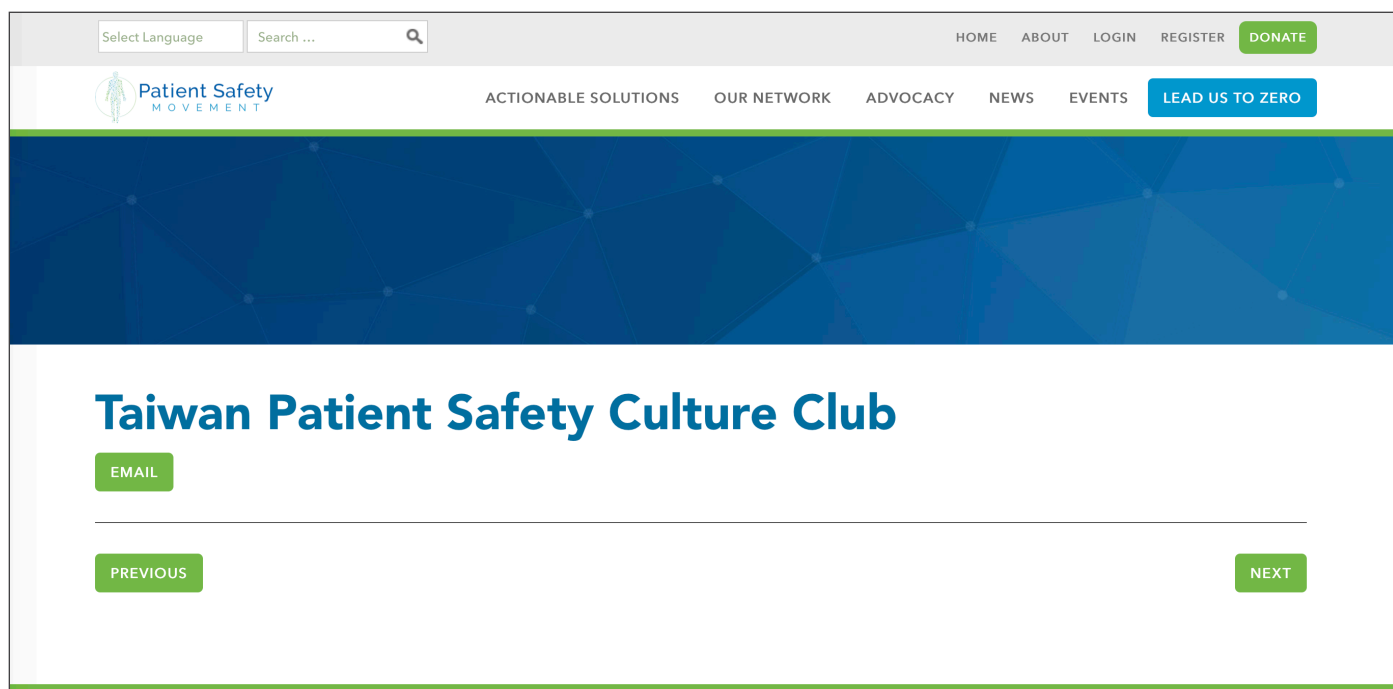
Complexities of delivering mobile experiences

Easy access to the data and relevant insights is key to helping patients make smarter healthcare decisions. TPSCC developed the PatientAider mobile app to cut through confusing medical jargon and provide an easy to understand explanation of medical terms, protocols and risks that hospital patients may encounter. However, serving content through the app proved challenging, as data was stored in various disparate sources and content was highly decentralized.

Empowering patients to take a more active role in their healthcare

Contentful provides TPSCC with a digital experience platform that serves as a centralized hub for all of their medical data and resources. This greatly simplified content management, allowing their small team of developers and content managers to build experiences that deliver important medical information that can help patients and their loved ones navigate their hospital care.
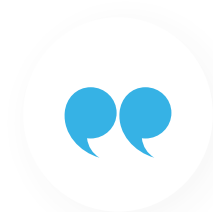
"I believe this will help empower patients in Taiwan to take a more active role in their healthcare."

– Andrej Verity, Digital Services, OCHA Information Management Branch

Read the full blog

The State of Acute Malnutrition

Helping save lives with digital content

Revolutionizing the role localized digital content plays in reducing acute malnutrition in children

The State of Acute Malnutrition and its website provide an overview of all available information related to severe and moderate acute malnutrition in multiple languages. In bringing this information together for the first time, it aims to:

- Provide a single platform for coordinated data sharing for acute malnutrition;
- Improve the data quality of programs;
- Identify gaps in data; and,
- Support improved the use of data and evidence for programs and policies for acute malnutrition.

The State of Acute Malnutrition website is supported by the No Wasted Lives Coalition, an interagency effort between Action Against Hunger, the Children's Investment Fund Foundation, the European Commission Directorate-General for Humanitarian Aid

> "We are extremely grateful that the team at Contentful, who has supported our journey to make this website the global hub for information on acute malnutrition."
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> "Action Against Hunger was looking for a flexible solution for a CMS to build their own user interface, and Contentful was the perfect solution. The API was very easy to integrate, and the management application was simple enough for our content team to use. It saved us a lot of time, money and maintenance work."
>
> — Andrej Verity, Digital Services, OCHA Information Management Branch

and Civil Protection (ECHO), Innocent Foundation, the International Rescue Committee (IRC), UNICEF, and World Food Programme (WFP).

The mission

With nearly 50 million children affected by acute malnutrition, it is imperative that The State of Acute Malnutrition's website is able to track progress, share resources and connect individuals that are working to solve this problem. With thousands of resources hosted on its site, the company needed complex materials to not only be easily accessible but also translated into a multitude of languages.

Inability to localize massive amounts of content

The State of Acute Malnutrition website lacked the foundation to support the vast amounts of information and resources which were highly decentralized and difficult to manage. It also lacked the required flexibility and capabilities to support language localization, content versioning and customization.

Reducing acute malnutrition with digital content

The State of Acute Malnutrition was searching for a solution that would offer flexibility, easy integration,and excellent technical support as they embarked on localizing their website for other countries. When they came across Contentful, the team knew it would be the perfect fit, as it simplified content management and delivery — allowing their content teams and developers to focus on higher-value projects. With Contentful, their management and content teams have increased operational efficiencies. Processes are more streamlined as teams are able to manage, upload and track thousands of resources across localized websites.

With Contentful as the foundation of their digital experience platform, they are able to more easily track progress, share resources and connect individuals that are working to help children affected by acute malnutrition.

Read the full blog

Schweizerisches Rotes Kreuz

# Protecting human lives in the digital-first era

Swiss Red Cross delivers a modern global website with localized content powered by Contentful

The Swiss Red Cross unites a variety of strengths in the areas of health, integration and rescue under one roof. As a member of the International Federation of Red Cross and Red Crescent Societies, which has its headquarters in Geneva, the SRC is part of a worldwide network of 188 national societies. The purpose of the SRC's activities is to protect the lives, health and dignity of human beings.

The mission

A few years ago, the internal digital marketing department of the Swiss Red Cross was searching for a content platform that could seamlessly integrate with other key systems and was robust enough to scale to multiple websites in order to help people across the world.
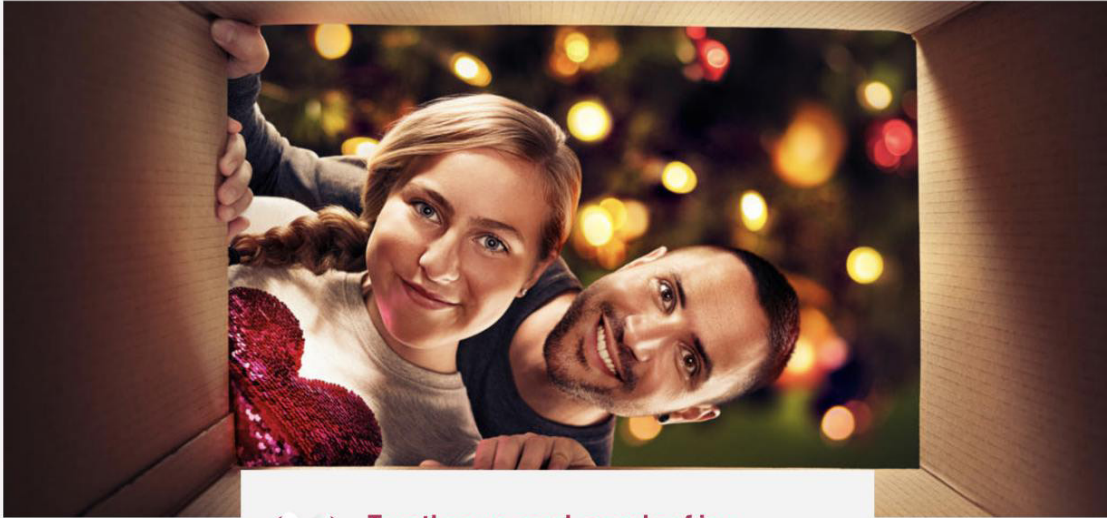
Rigid infrastructure slows ability to deliver localized websites

The Swiss Red Cross technical infrastructure was outdated and unable to effectively support their requirements around flexibility and scale. They lacked a central approach to managing both the website and the content that was served on the site. They were also highly dependent on security updates and end-of-life cycles of their legacy systems, which added another layer of complexity that slowed their ability to deliver new sites and updates.

Extending the helpful hand of The Swiss Red Cross

The Swiss Red Cross had a goal of modernizing its global portfolio of websites and went into their partnership with Contentful due to its ease-of-use for both marketers (intuitive UI and seamless workflows) and developers (API-first approach). This allowed their various teams — from development to marketing and content operations — to get up and running quickly and start to deliver new modernized websites with localization without breaking a sweat.

Read the full blog

> "Contentful stood out as the most complete solution on the market."
>
> — Thomas I., head of web office in the marketing department, Swiss Red Cross

Reducing poverty through a better digital experience

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Contentful accelerates the food stamp application process through content localization at scale

mRelief is a US-based nonprofit startup working to help people gain access to social services. More specifically, mRelief strives to help make the food stamp application process more efficient without adding to the stressful circumstance of poverty.

The mission

As mRelief focused on reaching those in underserved and impoverished communities, the company knew it needed to structure its website to be mobile-friendly, browser compatible, and multilingual.

Legacy technology unable to support mobile and localization

mRelief's legacy CMS lacked the capabilities to support multiple languages. Without the ability to localize their website and the food stamp application process, they were greatly under serving a large community in need.
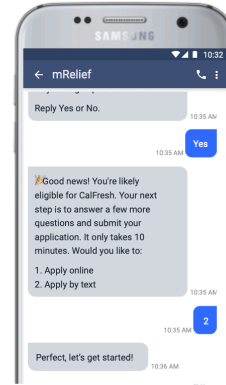
Helping keep underserved communities nourished

mRelief realized that by having an English-only website, it was missing out on reaching a huge portion of their target audience. Knowing they were missing out on nearly a million potential users, mRelief turned to Contentful's content platform for its ability to easily support multiple languages. Through the integration of a chatbot, mRelief was able to empower visitors to select the language of their choice during the application process — making it easier for impoverished communities to navigate and successfully complete the food stamp process.

Opening up the application process to non-English speakers allowed them to increase their overall reach by nearly **one million users.**

Read the full blog

"With this framework through Contentful, we can seamlessly add at least 10 more languages to expand the reach of our work."

— Genevieve Nielsen and Dize Hacioglu

Contentful is the content platform of choice for businesses building digital experiences. From the Fortune 500 to nonprofits, powering content at scale is in our DNA, and so is our commitment to giving back to the community. We are honored to be able to partner with these organizations to empower their builders to become digital experience heroes and shine a spotlight on the vital work they're doing for their communities.

We hope that you found these short stories both inspiring and interesting. If you would like to learn more about Contentful's content platform, please contact us for a demo today.

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