



FAMILY HOUSE

TruCentive™



## BACKGROUND

Family House, located in San Francisco, CA, since 1981, serves as a home away from home for families of children with cancer and other life-threatening illnesses by providing physical comfort and emotional support, free from financial concerns. TruCentive enabled Family House to instantly send patients and families via email and text the support items they needed from anywhere 24/7

## Case Summary

### The Goals:

- Digitize the purchase and delivery of gift cards
- Efficiently manage reporting
- Minimize staff time in managing this important family support program
- Purchase when need arises and only pay for what is used

### Approach:

- Initiate staff roles for all purchase and delivery of gifts to families
- Enable administrators and finance to easily access program reports
- Provide staff creative ways to deliver gifts with personalized messaging

### The Result:

- Zero trips to the grocery store to purchase plastic gift cards
- Only pay for what is opened eliminating wasted, up-front costs
- Families will never lose their envelopes eliminating double purchases
- Family House is now able to track, audit and understand their support program through easily downloadable reporting

## Instant and Convenient Delivery System to Family House

Family House has provided families with food, gas, birthday presents for kids, and other day-to-day support families need during a difficult stay. To date, the Family House staff has been walking to the grocery store to purchase plastic gift cards and handing them out to their families. Tickets to events are donated and handed out as well. Their current system has been time-consuming taking staff away from more other important duties without an efficient system to track the gift cards once purchased and distributed. TruCentive was brought in to digitize their compensation system enabling tracking and visibility into this important element of their work. Digitizing Family House's current system of manually purchasing and distributing gift cards to their families was meant to minimize time spent on this program and create an efficient system available to most employees working with their families. TruCentive provides role-based abilities to create, approve, send and view all items sent. Roles were determined by Family House so any employee, from any location, could provide a needed gift card to a family member.

TruCentive eliminated the need to walk to the store to purchase gift cards, paying up front for any purchases, and manually distributing to families. Family House now has an account to draw from only paying for items when needed and if never opened, the value of what was in the envelope is returned to their account.

TruCentive™  
415.386.8600  
www.TruCentive.com