



CUSTOMER CASE STUDY / FAMILY SUPPORT

Family House delivers support when families need it most

Family House in San Francisco supports families of children with cancer and other life-threatening illnesses. With TruCentive, staff can send gift cards for everyday needs from anywhere, while administrators maintain clear program oversight.

THE OPPORTUNITY

Make everyday support easier to deliver

Food, gas and children's birthday gifts help families during difficult stays. Staff needed a way to provide that support without repeated trips to buy plastic gift cards or the work of handing them out.

THE APPROACH

Give staff access with clear responsibilities

Family House assigns roles to create, approve, send and view gifts. Authorized staff can respond to a family's needs from any location, with delivery by email or text available 24/7.

Personalized messages make each delivery caring and relevant. Administrators and finance teams can download reports to track and audit the program, bringing everyday support and oversight together.

THE EXPERIENCE

Put more attention into helping families

Digital delivery removes store trips and manual handoffs, freeing staff time for families. The value of gift envelopes that are never opened returns to Family House's account, preserving funds for support.

Less time on errands. More time for families.

Make everyday support easier with TruCentive.



Support with oversight

24/7 delivery

Send by email or text from anywhere.

Staff roles

Control who creates, approves and sends.

Downloadable reports

Give administrators and finance visibility.