



United Way  
of the Inland Valleys

## Lives touched. Lives changed. Lives Inspired.

With compassion, dedication and generosity, the United Way envisions a community where all individuals and families can achieve their potential through education, financial stability, and housing. By switching to SurveyMonkey Apply, they can easily accept, assign, and manage applications, freeing up more time for other projects.

### THE CHALLENGE

#### Working with an inefficient tool

United Way of the Inland Valleys was challenged with a frustrating and complicated online system that was slowing down their grant management process and did not meet program needs.

“It was frustrating trying to meet deadlines and get things out because the system took so long. Sometimes I’d even have to do research on the system to understand how to make a change. Little features that would make our process easier just weren’t available when we needed them,” explains Jennifer Thornton, Program Manager at the United Way of the Inland Valleys.

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“We were spending a lot of time navigating the site instead of working on the application. It didn’t make sense. I thought, if I’m struggling on this end, I’m sure it’s just as frustrating for other people when they’re applying.”

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#### THE SOLUTION

## Making the switch to something new

By moving to SurveyMonkey Apply, United Way of the Inland Valleys is able to leverage a modern, online solution with an easy-to-use interface, allowing administrators, applicants and reviewers to complete their tasks quickly and efficiently, saving hours of time.

“As we started using SurveyMonkey Apply, the process was so easy. Not being very tech savvy, I was able to get up to speed quickly and get everything implemented,” Jennifer mentions.

“Sharing and distributing applications to reviewers was really tedious and time consuming with our other system. That’s hands down the biggest improvement that SurveyMonkey Apply has given us. With SurveyMonkey Apply it took me so little time, and I couldn’t believe it was that easy. In the past I had spent weeks and weeks assigning applications. With Apply it took me probably 10 seconds.”

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“Switching to SurveyMonkey Apply and being able to easily distribute applications to my reviewers saves me a week’s worth of time.”

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#### THE TAKEAWAY

## More time dedicated to community impact

A streamlined and efficient application and review means that Jennifer can take back time to grow each grant program and connect with local organizations on a level that increases the overall community impact; a mission that Jennifer holds close to her heart.

“The best part of my job is being able to make a positive impact on people’s lives. I know that people have so much potential but it’s not always seen because of their circumstance. When basic needs are met, people can succeed,” Jennifer says.

“We’ve also seen an incredible 50% increase in applications after switching to SurveyMonkey Apply and that’s because of the overall user friendliness.”

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#### Company

United Way of the Inland Valleys

#### Use case

Grants

#### Product

SurveyMonkey Apply

#### Success factor

Easy, intuitive online access and a streamlined workflow