The Power of Possibility

Case Study — Asthma + Lung UK | Digital Mailroom | Outbound Printing & Distribution Services

Background

Asthma + Lung UK is a dedicated charity which looks after people with lung conditions, the third biggest killer in the UK. Lung conditions affect 1 in 5, with around 12 million people in the UK having one in their lifetime. Operating throughout the UK, they have regions including Wales, Scotland and Northern Ireland.

The charity delivers focused research, impactful campaigns, and dedicated efforts in tackling critical issues like air pollution, smoking and asthma care.

Asthma + Lung UK provides a dedicated helpline, group support and patient led activities. Every year they take around 19,000 calls to the helpline and have 7 million website visits.

They committed £5.2 million to a life changing research campaign which provides better outcomes for people with lung conditions. The charity raises around £14.8m every year through fundraising efforts with voluntary donations and grants from individuals, trusts, corporates and statutory bodies.

Digital Mailroom

During the Covid Pandemic the organisation were challenged with handling incoming paperwork due to lockdown restrictions and employees working from home. SPS, formerly Cleardata , were selected through a competitive process to provide digital mailroom services. This involved:-

- Diverting incoming paperwork via PO Box to SPS's mailroom.
- Mail being sorted by category on arrival, this included donation forms, CAF Gift Aid forms, fundraising, donations via Cheques, financial and general documents.
- Incoming cheques are processed and directly banked with a payment report provided to the charity.
- Paperwork is scanned on arrival using the latest Opex Falcon scanning technology. These scanners feature automatic envelope opening and sorting technology.
- All paperwork is scanned in line with BS 10008 for legal admissibility.
- Digital files are uploaded to SPS's EDM document management system with structured folders by document type for the charity to review and process.
- Physical files are securely stored in line with retention policies in SPS's secure storage facility.

Outbound Print & Distribution

Following the success of the digital mailroom project, Asthma + Lung UK approached SPS to see how else we could support their organisation.

Outbound print was identified as an opportunity and this led to SPS delivering a project for print, data management, distribution & postage including:-

Several one-off print projects including creation, printing and postage of thank you letters to supporters, following donations.

- Checking address data via the PAF service to check for any irregularities and feed back to the charity.
- Printing and postage of packs to supporters interested in leaving a gift in their wills to Asthma + Lung UK.

Case Study — Asthma + Lung UK | Digital Mailroom | Outbound Printing & Distribution Services

Client Feedback

Benefits

“SPS’s digital mailroom services have freed up a significant amount of time for Asthma + Lung UK.

This process typically took two staff members a few hours every day to manually open, sort, scan, and distribute mail. At peak fundraising times, additional resources were also required due to an increase in incoming mail following a fundraising appeal.

Those staff members have now been freed up to focus on delivering supportive care instead of manual administration tasks, which is beneficial for the charity and the people we support.

We’ve also reduced our costs for the maintenance of scanners and licensing costs, and the quality of images provided by SPS is excellent. We no longer spend time scanning and re-scanning images due to our infrastructure and technology.

The company processes all our incoming cheques and provides a payment report, which is helpful in terms of reporting income on our CRM system. They also bank any cash donations on our behalf.

The outbound printing, data, and postage services deliver a much more efficient and cost-effective way of sending mail. Our time spent franking mail was significant, and this service has allowed us to spend time on more productive tasks.

The SPS team works with us in a responsive way. When we have appeals approaching, they allocate resources efficiently to ensure our print work is produced and delivered in line with our timescales.

The SPS team is very friendly, approachable, and always quick to come back on any issues. They’re incredible to work with. I’d like to give a big thank you to Joey in the Projects Team for all his support.

We would recommend SPS’s digital mailroom, outbound print and distribution services to other organisations in the charity sector. Their services have made our administrative tasks much more efficient, allowing us to focus on supporting people with lung conditions.”

— Supporter Care Manager, Asthma + Lung UK

“I’ve visited their bureau and was absolutely blown away by their efficiency and scope of operations. I’ve been really impressed by the services offered by SPS, and their team has been a dream to work with.”

