

**CHILDREN WITH CANCER UK  
CLIENT VIEW**

**Children with  
Cancer UK**  
Keeping families together



## INTRODUCTION

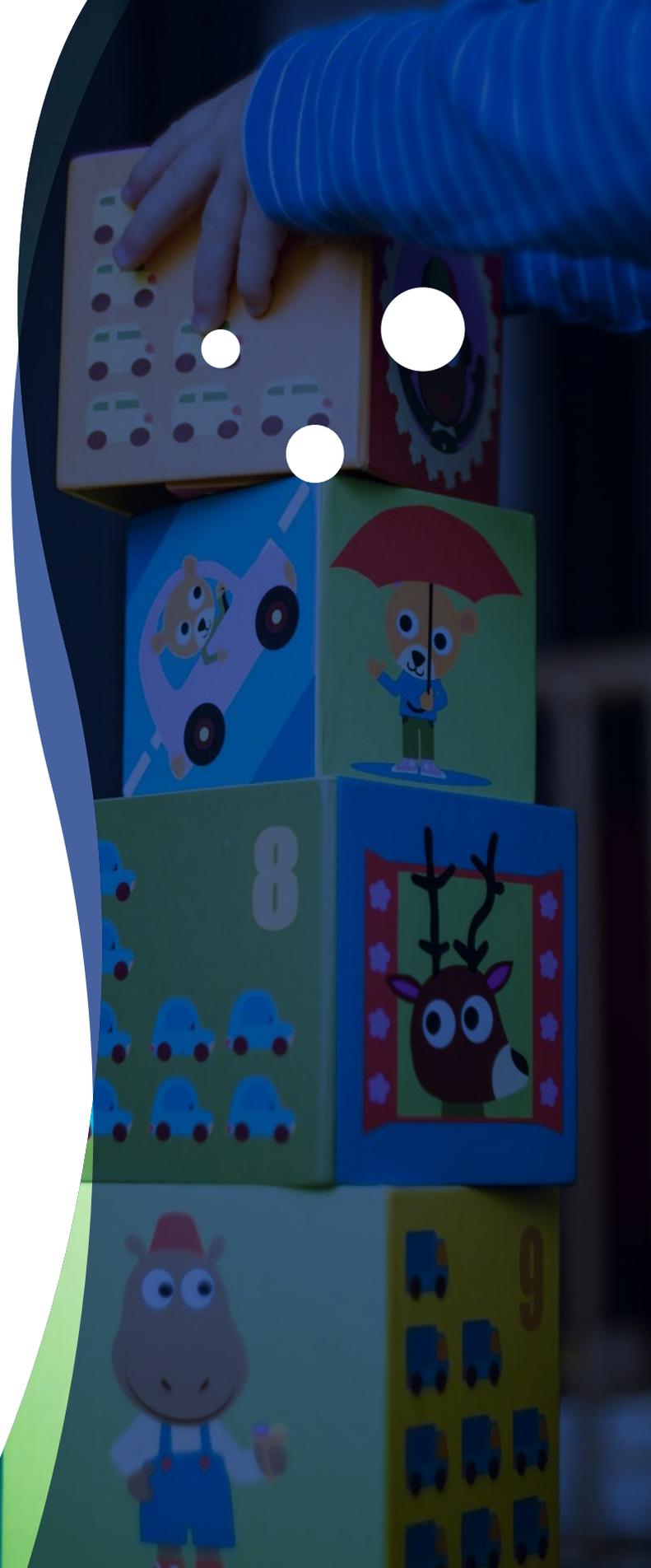
*Children with Cancer UK, based in London, is the UK's leading national charity focused on fighting childhood cancer. The organisation was founded in 1988 and works to provide care for children with cancer, as well as identifying causes and finding cures for cancer. In its 30-year history, the charity has raised over £220 million and has funded over 200 projects.*

## ISSUE

CwCUK's goal is to advance the treatment and care of children with cancer and, as a charity with a vitally important mission, the organisation must make the most of its resources, ensuring that the time of its 34 team members is used as effectively as possible.

In the modern world, a high-quality digital offering is an essential part of any programme reaching out to the public and is perhaps even more important in the charity sector. In the event that pages or features are broken or the site goes down, then the charity's services will be disrupted – and potential donors may leave and not come back. As such, delivering a high standard of digital governance is critical for CwCUK, ensuring that pages are accessible, that information is correct and up to date and that the site is performing as intended.

Sitemorse works with charities to provide a discounted rate to help them with their delivery of digital governance.





## **SERVICE & BENEFITS OF USING SITEMORSE**

***Effective communications are absolutely critical in the charity sector. CwCUK must ensure that stakeholders (including donors, patrons, aid recipients and staff) understand its mission, are easily able to make contact and are able to make donations. What's more, if the site is down or inaccessible, then the organisation effectively becomes unreachable – potentially cutting off donations. Because of this, a high standard of digital governance delivery is key.***

Through continuous monitoring, supporting a process of iterative improvement, Sitemorse is able to provide confidence in online performance. Sitemorse provides comprehensive, easy-to-use reporting as well as actionable recommendations that enable organisations to drive rapid improvement. Sitemorse reviews whether links and email addresses work; tests that the site is live and that pages are loading within an acceptable period; and makes sure that accessibility requirements are followed across the site. Doing this can ensure that the site is compliant and meets industry standards, but it is also crucial to making sure that the site is fully accessible to all. Furthermore, this is effective in testing both internal work and pages and content created by third-party suppliers.

Perhaps most importantly for small teams looking to make the most of their budget, Sitemorse removes the endless reporting that is dispatched by other monitoring systems. Instead, Sitemorse provides prioritised shortlists of actions targeted for specific individuals in the organisation – so they are only given information that is useful for them. All of this saves time and effort, so CwCUK can focus on its core mission.

### **WHAT IS SITEMORSE BEST FEATURE?**

***One key feature of Sitemorse is the granular level of detail provided in its reporting, highlighting critical issues so that they can be isolated and quickly fixed. This means that it's relatively simple to make major improvements in a short period of time – which is invaluable for a team with a great deal on their plate. Sitemorse's reporting gives organisations confidence that they're rapidly identifying issues and resolving them, to provide ever-improving delivery.***

Looking ahead, Sitemorse will assist CwCUK with the management and monitoring of its site, both to develop and optimise new content and to maintain existing pages.

## RESULT

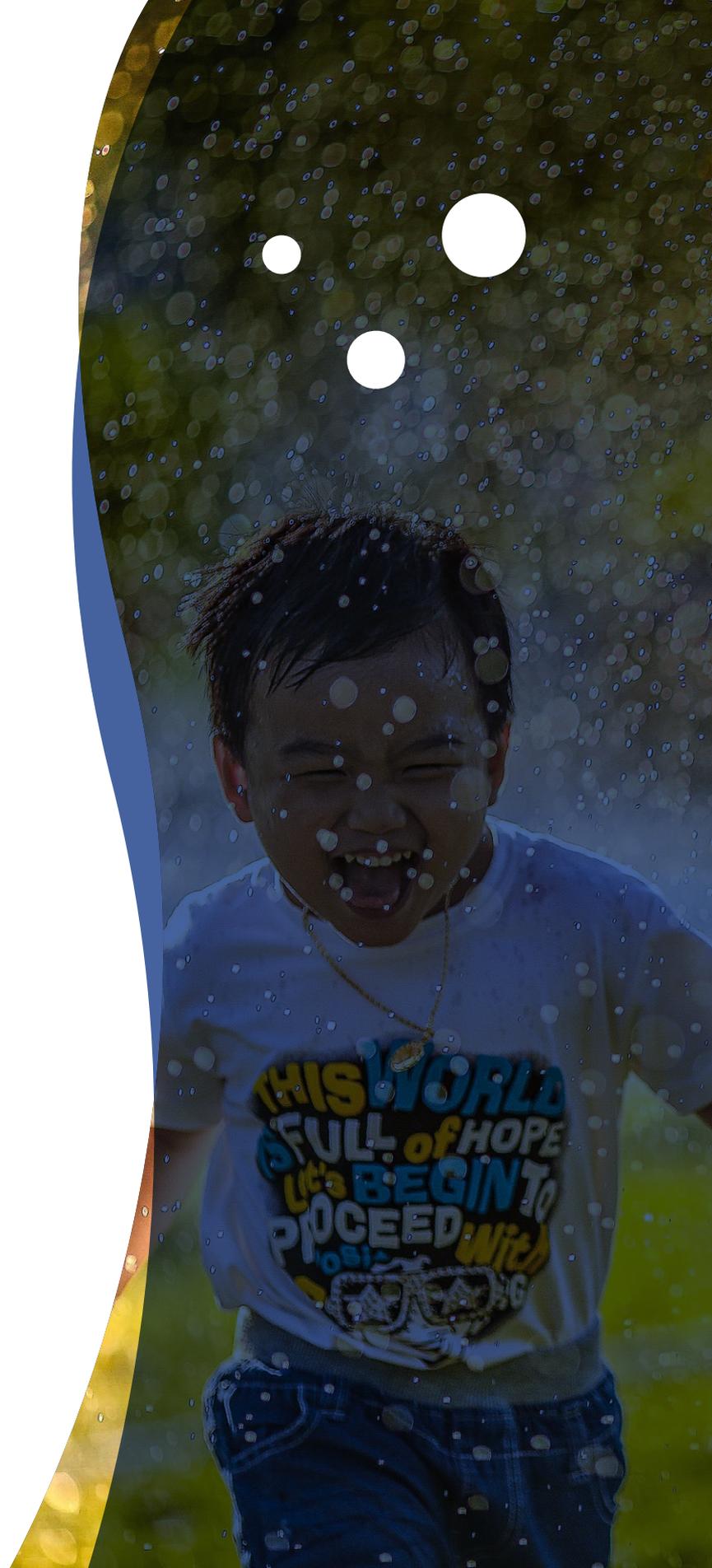
Sitemorse VP Client Experience, notes:

*“Strong digital delivery is absolutely critical for a public-facing organisation like CwCUK. Broken links and email addresses can cost a business money and credibility, but for a charity the price is far higher – so it’s great to work with a team with a real commitment to performance and accessibility.”*

*“We’re always working to make it simpler and easier for organisations to improve their digital performance and, with automated management, digital governance is fast, comprehensive and straightforward.”*

*“Something that we focus on is making our reporting as direct and as targeted as possible. We set out to ensure that our system does precisely what our clients need it to do, by providing a prioritised shortlist of actions, rather than an endless barrage of reporting – meaning that monitoring digital governance delivery is hassle-free. And, given the urgency of their work and their need to make the most of their resources, that’s something that is particularly important for organisations like CwCUK.”*

*“Improving digital performance can be an uphill struggle, but Sitemorse can provide a roadmap for progress.”*



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