

## Case Study

### Innovation Excellence

#### USING TECHNOLOGY TO UNCOVER IMPACTFUL INSIGHTS AT CURE BRAIN CANCER FOUNDATION

NFP organisations know that they need to adapt to survive and thrive in the digital economy. While many are using technology to promote their cause, innovative NFPs are using it to gather information, to analyse trends and to collaborate.

This year's most innovative NFP, Cure Brain Cancer Foundation, sees technology as instrumental in taking the guess-work out of what they do. Head of Communications, Luke Alexander says, "Before we start any program or campaign, we ask the question "why?". Why do we exist? Why are we putting forward this program? Why is this the right approach? Why don't we do it a different way?"

Cure Brain Cancer Foundation is using digital technologies to gather evidence-based insights. For example using social media and search monitoring tools to learn what the brain cancer community is talking about and searching for. This data lets them design programs, strategies and content based on the needs and behaviour of the brain cancer community.

These technologies are significantly faster and more efficient than relying solely on phone calls or face-to-face conversations with community members. "Because our mission is so time-critical we can't afford to waste time on guesswork - we must base what we do on insight. Why would you drive blind when you

can use technology to get you to where you need to be using the quickest possible route?" says Luke.

Technology is instrumental in the development of Cure Brain Cancer Foundation's strategy. They use data analytics to identify and make sense of the important trends in the field of brain cancer, research and the NFP sector. These trends guide strategic efforts. "The disruptors are becoming disrupted themselves, so if you're not using insights to future-proof your organisation, you run the risk of being left behind" says Luke.

The Foundation aims to not just to improve the status quo, but fundamentally change it. Luke says, "Rather than solely funding individual brain cancer research projects, how can we actually change the way research is done in the first place? How can we re-engineer the entire brain cancer research system?"

The Foundation's organisational culture gives permission for current approaches and ideas to be challenged in a safe and constructive environment. The digital economy has opened up the doors for the NFP sector to have greater influence on the outcomes of research, advocacy and community engagement. An approach that aims to challenge and influence will drive more innovative and impactful results.



**"When we put an idea on the table, we say: 'let's challenge the idea and leave egos at the door'"**

Luke Alexander, Head of Communications  
Cure Brain Cancer Foundation