



**Organization Uses Thawte
SSL Certificates with EV to
Help Community Groups
Secure More Than 13.7 Million
Dollars in Online Donations**

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An organization working with non-profits based in Melbourne, Australia, Our Community provides advice, tools, and training that enable almost 600,000 community groups and schools across the country to operate more effectively. Through its website, OurCommunity.com.au, the organization offers resources grouped into 16 knowledge centers that span every aspect of non-profit management, including fundraising, marketing, and board relations. Our Community also operates GiveNow.com.au, an online portal where people can donate money, clothes, blankets, and other goods and services to a wide range of affiliated community groups.

Challenge

SECURE ONLINE DONATIONS TO HELP COMMUNITY GROUPS THRIVE

When Denis Moriarty founded Our Community in 1999, he envisioned an organization that would enable every Australian to join a group or cause that aligned with his or her passions. “All of the work we do at Our Community is guided by the belief that a flourishing non-profit sector is vital not only to the Australian economy, but to the well-being of our citizens and society as a whole,” says Moriarty, now the organization’s Managing Director.

Since fundraising is essential to helping community groups thrive, Our Community decided to launch an online donation website, GiveNow.com.au, that would make it easy for people to support their favorite groups. “Web-based giving is much more convenient for both donors and the organizations they want to support, but people won’t donate unless they’re absolutely sure their financial information is safe,” Moriarty says. “We simply couldn’t operate without using the best encryption technology available.”

SOLUTION SUMMARY

Industry:

- Non-profit training and fundraising

Key Challenges:

- Enable people to securely donate money, goods, and services online to organizations across Australia
- Build trust in web-based donation portal with both donors and community groups
- Underscore commitment to developing best practices for nonprofit management by using a best-in-class SSL solution

Solution:

- Thawte® SSL Web Server Certificates with EV

Results:

- Enabled community groups to raise more than 13.7 million dollars AU from 58,000 individuals and corporate donors
- Accepted largest web-based donation ever, an AU\$100,000 gift made by credit card
- Allowed online donation portal to meet security standards required by banking partner



“After we upgraded to Thawte EV SSL certificates, we accepted our largest web-based donation ever, a \$100,000 gift that was made using a credit card. When people see the green bar, there’s definitely a tendency to give more, and Thawte SSL security gives us the confidence to know that we can accept large donations on behalf of community groups without getting scammed.”

—Denis Moriarty, Managing Director, Our Community

To encourage online giving, Our Community began looking for an SSL technology that would not only build trust in GiveNow.com.au, but would also demonstrate the organization's commitment to developing best practices in every area of non-profit management, including online security.

Solution

DONORS WORLDWIDE RECOGNIZE THE GREEN BAR

Before launching GiveNow.com.au, the Our Community IT team explored several SSL providers, but recommended Thawte SSL certificates based on their affordability and international reputation for strong security. "Even though we're based in Australia, we collect donations from people all over the globe," says Moriarty. "Thawte is well-known around the world, so we were confident that international donors would recognize that the site is secure."

Given the organization's dedication to offering the strongest security available, Our Community decided to upgrade to Thawte® SSL Web Server Certificates with EV (extended validation). "We wanted to take a leadership position and make sure that we were doing everything in our power to protect donor information," Moriarty says. "There's also an extra degree of comfort when people see the green bar, giving our donors a clear sign that their data is safe and putting them at ease."

With EV SSL certificates from Thawte, Our Community has also been able to meet key security standards required by one of its most important partners, Westpac Bank. "We work with Westpac Bank to process online donations, and if our security failed, it would compromise their reputation," says Moriarty. "Westpac Bank has always required the absolute best in security and professionalism, and using Thawte shows that we take these concerns very seriously."

Results

COMMUNITY GROUPS RAISE MORE THAN 13.7 MILLION DOLLARS AU ONLINE

With Thawte SSL certificates, Our Community has been able to provide a secure, convenient way for people to give online, transforming the way that community groups raise money and receive donated goods. "Many small organizations simply don't have the resources to accept web-based donations," Moriarty says. "With Thawte, we've created a safe online portal that gives every group the ability to fundraise online. In fact, almost 58,000 individuals and corporations have used GiveNow.com.au to donate more than 13.7 million dollars AU to groups across Australia, and those numbers continue to grow."

As Moriarty points out, EV SSL has also given people the confidence to donate larger amounts of money online. "After we upgraded to Thawte EV SSL certificates, we accepted our largest web-based donation ever, a \$100,000 gift made by credit card," he says. "When people see the green bar, there's definitely a tendency to give more, and Thawte SSL security gives us the confidence to know that we can accept large donations on behalf of community groups without getting scammed."

Future

INCREASING DONATIONS WHILE EDUCATING THE PUBLIC ABOUT ONLINE SECURITY

In the future, Our Community plans to continue to use Thawte SSL certificates to safeguard web-based donations, helping groups raise even more money while educating the general public about the importance of online security. "Some people are still hesitant to donate online, so the fact that we can point to Thawte and say that we use the highest level of security from a trusted provider is very important to us," says Moriarty. "With Thawte, we've been able to facilitate a lot of success for community groups, and we're looking forward to seeing even more great results."

To learn more, contact our sales advisors:

- Via phone
 - US toll-free: +1 888 484 2983
 - UK: +44 203 450 5486
 - South Africa: +27 21 819 2800
 - Germany: +49 69 3807 89081
 - France: +33 1 57 32 42 68
- Email sales@thawte.com
- Visit our website at <https://www.thawte.com/log-in>

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