Avast Business

Case study

Charity Digital helps keep charities safer online with powerful cybersecurity from Avast Business

Charity Digital was established in 2001 to help other charities accelerate their missions using digital technology. They partner with leading technology providers to deliver the UK's only software donation platform, Charity Digital Exchange. Their services improve digital awareness and access, connect charities to the digital expertise and talent they need, and raise the bar for digital skills and understanding for non-profit organisations of all kinds.

To date, Charity Digital has:

- Helped over **400,000 charity professionals** learn about digital transformation through their media platform, Charity Digital

- Enabled **77,000 charities to save over £284 million on technology investments**

- Provided **income of over £300M** for their charity customers with payment processing and fundraising services (since 2002)

- Sent an average of **six million emails per month** via their bespoke charity email service

Lisa Chomette is Head of Partnerships at Charity Digital and has been with the non-profit organisation since 2019. She and Joel Hogan, Programmes Manager at Charity Digital, sat down with Avast to share their experience with our suite of cybersecurity products and talk about the role Avast has played in helping their non-profit customers keep their sensitive data protected online.

Tell us about the charities you support

Lisa: We serve a broad range of non-profit organisations, mostly registered charities with a charitable mission, but also public libraries, as well as non-profit organisations like associations or membership bodies. We also support organisations that we call "Community Interest Companies" in the UK, like community amateur sports clubs, etc.

CHARITY DIGITAL

WEBSITE:
charitydigital.org.uk

INDUSTRY:
Non-profit

SECURITY NEED:
To help protect the sensitive data of the non-profits and charities they support

SOLUTION:
CloudCare, Avast Business Hub, CCleaner

RESULTS:
Delivered cybersecurity that's powerful yet easy to use, helping provide peace of mind for their charities

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What are their biggest needs?

Lisa: Their biggest need is definitely remaining sustainable. COVID hit charities and non-profits especially hard, as they rely heavily on donations. Not to mention, the global cost-of-living crisis has also led to what is called "the cost of giving crisis," leaving charities with less funds - and less money for overhead expenses.

Joel: With charities, it's all about impact, and when overhead winds up coming in second, it can mean cutting out things like cybersecurity.

Why is cybersecurity so critical for these charities?

Joel: The charity sector is obviously a big target for cybercriminals, due to the amount of sensitive information they handle and store. Furthermore, a small charity will have the mindset that a breach can't happen to them due to their size, and that is the misconception that we try to overcome. In fact, the smaller guys can tend to be even more of a target, as hackers know they may not have the resources in place to stop an attack.

How do you help educate these organisations on the importance of cybersecurity?

Lisa: We create a lot of educational content for our charities – in general, we create 40-50 blog articles in a month, with 3-4 covering cybersecurity topics. Many of them include stories about how Avast is helping charities (like this article). We also do 2 podcasts and 2 webinars per month. And, over the last 4 years, we've been working closely with the National Cybersecurity Center here in the UK, a government organisation whose mission is to make sure that businesses and non-profits in the UK are cybersecure.

What topics do you tend to cover for non-profits?

Lisa: Our goal is to really drive home the point of, 'What is the cost of not being protected? What happens to the data that you're handling as a charity?' We want them to understand how vulnerable they are and if there's a cyberattack, what happens if you get locked out of your systems and are unable to deliver services. Those are topics we touch on that can resonate with any non-profit, wherever they are.

Charities are often volunteer-run, and people don't have time to be good at IT or cybersecurity. So, we really try to put it into layman's terms for everyone, to help them be more cybersecure.

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> The charities we support love how simple it is to install and use Avast Business solutions, and their reputation in the industry provides peace of mind.

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How do Avast solutions help meet your charities' needs?

Lisa: Avast provides a great partner discount and additional discounts for non-profits, which helps us with our rates, so we can better support charities in helping them implement the online protection they really need - even if they have limited funds to invest in cybersecurity. The charities we support love how simple it is to install and use Avast Business solutions, and their reputation in the industry provides peace of mind.

Joel: We really value how Avast Business solutions are award-winning, that's always nice to showcase to our charities. Not to mention, the platform is really nice to use. We rarely get any complaints or issues about the Avast products that we offer, people just don't come back with problems.

Which Avast Business solutions do you provide for your charities, and what are the biggest benefits that these products have provided for you and your customer?

Joel: We use CloudCare, Avast Business Hub, and CCleaner. Avast is one of our top-selling products by far.

Lisa: We like Avast solutions for the value they provide, and because of the fact that they're so easy for people to implement. At the end of the day, people just want to be protected, with something that works quietly in the background, and that's what Avast does.

Do you find it easy doing business with Avast?

Lisa: Yes, very much so. We've loved working with Avast for all these years, the team has so many wonderful staff members. Avast has great people and it just makes the partnership even stronger.

Joel: There are no blocks or walls, and there's nothing that we can't do as a team. 'Let's just work together,' that's the vibe I've always received. Avast is one of my favorite partnerships.

What are your main priorities for your business heading into next year? Do you anticipate any changes to security delivery?

Lisa: Just like the non-profit organisations we support, our biggest priority in this market is to remain sustainable. And charities are even more impacted right now, as they have a lot of demand for their services, whilst possibly struggling with fundraising. This results in a reduced budget to spend on technology like software and hardware. We've had some tough months in the past few years, but we're continuing to look forward so we can keep on delivering for our charities.

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Joel: In terms of security delivery, we're currently exploring the world of IT services and looking into possibly creating wraparound services that would be suitable for charities. This is also definitely something we could partner with Avast on.

Our strongest audience are the charities who can't afford IT services. We really want to help the little guys, the ones who maybe a team of 10 people working for the charity. So we're currently exploring if we have the resources to do something like that.

Would you recommend Avast to other partners?

Lisa: Yes, we would absolutely recommend Avast to other partners.

Want to see how the Avast Business product portfolio can help you grow your business, unlock additional revenue streams, and win new customers?

Visit **avast.com/business/partners** today

About Avast Business

Avast delivers easy-to-use, affordable, and award-winning cybersecurity solutions for small and growing businesses. Avast provides integrated security services to protect your devices, data, applications, and networks. Backed by 30 years of innovation, we have one of the largest, most globally dispersed threat detection networks in the world. Our cybersecurity solutions are built to provide maximum protection so that you can worry less about cyberthreats and focus more on growing your business. For more information about our cybersecurity solutions, visit **www.avast.com/business**.