



# SINGLE MOTHER'S OUTREACH EMPOWERED WITH FAYE




singlemothersoutreach  
of Santa Clarita



Some eat steak.  
We eat software.

WE EAT  
SOFTWARE

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# **SINGLE MOTHER'S OUTREACH: EMPOWERING SINGLE PARENTS AND THEIR CHILDREN BY PROVIDING HOPE, SUPPORT, AND RESOURCES**

Single Mothers Outreach (SMO) empowers single parents and their children by providing hope, support, and resources so that families can become self-sustaining and thrive. SMO connects single parents to vital community resources and provides emergency stabilization for families who are in real danger of losing everything.





# CHALLENGES

Single Mothers Outreach (SMO) empowers single parents and their children by providing hope, support, and resources so that families can become self-sustaining and thrive. SMO connects single parents to vital community resources and provides emergency stabilization for families who are in real danger of losing everything.

SMO provides families with donated food, emergency housing referrals, donated clothing, school book subsidies for children, free backpacks filled with school supplies, and critical social service resources for parents struggling with basic living skills or mental illness. SMO provides Training Programs to facilitate low-income parents getting a job, stopping a financial free-fall, and attaining the life skills necessary to raise their families alone.

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**SINGLE PARENTING IS CHALLENGING AT BEST.  
SMO PROVIDES REWARDS TO FAMILIES WHO ARE  
ON A PATH TO INDEPENDENCE, AND INCENTIVES TO  
PARENTS TO MOVE FORWARD.**

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Outreach for SMO is about connecting with people in need, and then staying connected to them. How to track all of the families in need in an organization staffed by both full time team members and by volunteers, and do it on a shoe string budget? Many would think that modern tools and technology would always be out of reach.



# SOLUTIONS

One of the blessings in a world of challenges for non-profits is Salesforce.com. Salesforce has a passion for philanthropy.

Through their Power of Us program, Salesforce gives Non-profit organizations and Higher Ed institutions access to Salesforce products and resources to help expand their collective impact.

The Power of Us Program includes 10 donated subscriptions and deep discounts on additional subscriptions, products and/or services from Salesforce.

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Salesforce's 1-1-1 model has always been an inspiration for Faye. Salesforce donates and advocates building a culture of giving back – 1% of time, profit, and profit.

SMO has always been near and dear to our hearts, so it has been our honor to support them with our donated time and expertise.

SMO continues to grow their reach based on the data management provided by Salesforce.com.



# LASTING RESULTS





At Faye, we love software. We eat it, breathe it, and build it. Our mission is to make the best software in the world even better by helping clients lead the way with software strategy, deployments, integrations and technical support.

With us is better than without us. As an Inc 5000 award winner 8 years in a row, we help mid-market and enterprise clients globally achieve up to 10x productivity returns by leveraging the hidden potential within Zendesk, SugarCRM, Salesforce, HubSpot, and more.

There is no ceiling to what we can achieve with a lot of caffeine and an uncompromising commitment to make software better. We are intensely passionate about eating your software complexity and challenges, so that you don't have to.

Our flagship offering, AXIA by FayeTM bundles our IP, capabilities and pre-built software enhancements into one monthly or annual subscription. The result - A partnership that drives lasting value and optimization even as you grow.

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