



# Free The Children Transforms More Young Lives Worldwide with DocuSign

## Summary

- Kept administrative costs under 10% of incoming revenue
- Eliminated faxing, printing, scanning, and overnighting
- Increased efficiency and transparency of signing process
- Reduced carbon footprint

Free The Children is a domestic and global charity that operates in more than 45 countries and maintains 12 global field offices. The charity's domestic operation, We Act, delivers education programs and service-learning opportunities to 8,000 schools. Each year, We Act culminates in We Day, a 14-city tour that unites 160,000 children at venues in the United States, Canada and the United Kingdom to celebrate the power of service. Free The Children's global initiative, Adopt A Village, works to bring sustainability to villages around the world. To date, Adopt A Village has erected more than 650 schools globally, has brought clean drinking water to more than one million people, has delivered \$20,000,000 worth of medical supplies to the needy and has helped some 30,000 women attain economic self-sufficiency.

## Challenge

Free The Children is committed to ensuring that at least \$0.90 of every dollar raised goes directly into its current and future service programs. This means that only 10% of incoming revenue is reserved for supporting administrative costs. As Free The Children has grown, however, so too has the demand on its administrative resources. One of the major drains on administrative resources has come in the form of paper-based spending for contracts and documents. From completing paperwork for procuring medical supplies to filling out forms that allow it to operate internationally, faxing, scanning, printing, signing and document chasing weigh down the day-to-day workflow at Free The Children – and negatively impact the organization's ability to do good.

“

Time is our most precious commodity, and with DocuSign, we can put the time we used to spend chasing paper back into doing what we do best: driving solutions that transform kids' lives around the world, every moment of the day ”

Craig Kielburger,  
Co-Founder Free The Children

In a move to reduce paper-based spends and enable a secure and quick document workflow, Free The Children sought a solution that would streamline contract processes while allowing for continued global growth and impact.

## Solution

After examining the market, Free The Children selected DocuSign's Digital Transaction Management (DTM) platform to help cut its paper-based spending while reducing the demand on its administrative resources. The charity integrated DocuSign into its operations seamlessly and is reporting positive results.

## Results

Since implementing DocuSign, Free The Children has successfully eliminated paper processes and, in so doing, has kept administrative costs low. Craig Kielburger, co-founder at Free The Children, says, "In the nonprofit world, pennies and dollars add up to change lives. With DocuSign, we're lowering our internal costs so those



dollars go where they're supposed to go — to schools, clean water, health — and not to toner, overnighting and filing cabinets.”

Additionally, Kielburger notes that by eliminating paper-based processes, DocuSign keeps Free The Children environmentally friendly, a vital message for the charity: “One of our goals is to inspire young people to be socially responsible, and we do that by being socially responsible ourselves. DocuSign reduces our carbon footprint and shows the kids we work with that being paperless is feasible. That’s important to us.”

Kielburger also appreciates the efficiency and transparency DocuSign brings Free The Children’s signing processes: “We are a global charity. On any given day, we might sign for a package in Sierra Leone, fill out a visa form in Japan, or onboard a volunteer in Toronto. How are we supposed to coordinate all that? DocuSign is our solution there. With DocuSign, we get those signatures quickly, we know instantly where a process is in the signature cycle. DocuSign has eliminated the paper chase for us. Whenever we can, we just DocuSign it!”

DocuSign has returned valuable time to Free The Children staff that was once lost to physical document tracking. Kielburger adds that now, we can do what really matters: “Time is our most precious commodity, and with DocuSign, we can put the time we used to spend chasing paper back into doing what we do best: driving solutions that transform kids’ lives around the world, every moment of the day.”

#### About DocuSign

DocuSign® is the Global Standard for Digital Transaction Management™. DocuSign accelerates transactions to increase speed to results, reduce costs, and delight customers with the easiest, fastest, most secure global network for sending, signing, tracking, and storing documents in the cloud.

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