# LiDA Meeting

## 8 October 2015

We were very fortunate to have James Goodridge as our guest speaker for this meeting. James is CEO of Waysact, which provides face to face fundraising solutions for charitable organisations. The growth of Waysact has been extraordinary, having grown into a global market-leader.

James explained to us how the business commenced as a startup — just a couple of enterprising young people with an idea. After exploring the minefield of external investment, they decided to proceed using their own resources. They were fortunate to bring on board an early customer who provided the business input and assisted with co-funding. The success of the prototype system soon attracted additional customers, many of which operate internationally. Before long, Waysact was delivering services globally to many of the world’s best known charities.

The Waysact service is a cloud-hosted application that enables the electronic capturing of donor information far more accurately than paper-based systems, and provides for the automatic processing of regular donations. The charities using the system have registered substantial improvements in donor retention, processing of pledges, and hence, revenue. A significant part of the investment has been in system security, data privacy, and legal compliance.

Of particular interest to the LiDA group is the way that Waysact operates with no formal office or premises. The team is dispersed throughout the globe, and communicates constantly via sophisticated networking tools. The members are free to live in the location of their choice, and provided that they deliver their contribution on-time, they work under their own steam. The “global office” approach also provides a 24/7 customer support capability.

The meeting stimulated lively discussion both during the meeting, and afterwards over dinner. Our thanks to James and all attendees for a great evening.