

Expanding Digital Access: Connecting Parents and Partners to Child and Family Services

Client Overview

A dedicated organization committed to improving the lives of children and families sought to expand digital access to vital support programs and funding opportunities. With a mission to partner with the community, plan strategic investments, and advocate for child well-being, the organization needed a user-friendly, inclusive digital platform to better serve both parents and community partners.

The Challenge

The organization required a website that could effectively serve two distinct user groups:

- **Parents** looking for support programs across early childhood, youth development, health, and special populations.
- **Community partners** exploring grant opportunities to fund essential child and family services.

Additionally, the platform had to be fully compliant with WCAG accessibility guidelines to ensure inclusivity for users of all abilities. The organization also needed a content management system (CMS) that allowed for easy updates and scalability as its services evolved.

The Solution

Vastly's Technology team created a WCAG-compliant, user-friendly website using Wagtail CMS. The new platform was designed to be engaging, straightforward, and intuitive, providing tailored tools for parents seeking programs and partners managing funding applications.

Key Features:

- **Accessibility Compliance** – Fully adheres to WCAG guidelines, ensuring inclusivity for all users.
- **Customizable Layout Templates** – Four structured templates designed to present information clearly and effectively.
- **Customization Blocks** – 50+ configurable content blocks to tailor pages for parents and partners.
- **CMS Functionality** – Built with Wagtail CMS for easy content management and future scalability.

This solution transformed the website into a centralized, easy-to-navigate resource, reinforcing the organization's mission to connect families with essential services and support partners in delivering impactful programs.

The Results

The website now serves as an inclusive and trusted digital hub, simplifying access to family programs and grant opportunities:

- **For Parents** – Intuitive navigation allows easy access to support services, youth programs, health resources, and community engagement initiatives.
- **For Partners** – Streamlined access to grant funding opportunities, investment areas, and partnership tools.
- **For the Organization** – The new customizable CMS structure enables seamless updates, ensuring the platform stays relevant as needs evolve.

The transformation enhanced user accessibility, strengthened program visibility, and increased engagement, ensuring families and partners can easily find the resources they need.

Next Developments

The organization and Vastly are actively collaborating to enhance the platform further, with future developments including:

- **Expanded digital tools** – Additional interactive features to enhance user engagement.
- **Data-driven insights** – Improved analytics for better tracking of program reach and impact.
- **Enhanced partner resources** – New tools to support grant applicants and community service providers.

This ongoing innovation ensures the platform continues to evolve and serve the community effectively.