



Document Solutions to Fit Every Business

## Non-Profit Organization in East Michigan Increases Communication and Productivity with Applied Imaging Partnership

### Who is Kids Kicking Cancer?

Kids Kicking Cancer is an international non-profit, founded in 1999. The Michigan-based organization uses martial arts therapy for children with cancer and other diseases. This method helps empower children to fight through unconventional circumstances. The organization began with 12 children at the Children's Hospital of Michigan. Today, Kids Kicking Cancer helps over 7,000 children each year in 90 hospitals and program locations in 7 countries.

### Key Challenges in the Kids Kicking Cancer Environment

The organization depends heavily on its printers and copiers to create valuable marketing material - such as flyers, program materials, and even financial reports and statements. Their previous machines were slow and had various technology issues, which meant their productivity suffered. CFO, Marc Cohen, decided it was time for a change, after reviewing six different companies. He chose Applied Imaging.

### How Applied Imaging Helped

Applied Imaging's experience with non-profit organizations and their culture was a key part of Kids Kicking Cancer's solution. Applied Imaging understood that the money being saved on the administrative side would translate to more of the public donated dollars being spent on the children. Applied Imaging's I.T. professionals worked alongside with the organization's I.T. to transition them seamlessly with on-going performance using multifunction products. This has resulted in better communication between the locations. In addition, Applied Imaging employees have developed a relationship with Kids Kicking Cancer outside of work, volunteering to help with the annual golf tournament and other activities.

### The Benefits

- *A higher percentage of donations are used to help children overcome their pain, fear, and different challenges they have related to cancer and other diseases.*
- *Increased productivity, quality of work, and quality of printing*
- *Better communication between multiple locations due to improved connectivity*
- *Applied Imaging's employees getting involved at a deeper level, supporting the organization and helping the children*

### About Applied Imaging

For over 30 years, Applied Imaging has helped businesses across the Midwest be more efficient. Our products and services help you to better communicate and manage the flow of information. From document creation to destruction - and everything in between; Applied Imaging has your back. As a locally owned and operated business, headquartered in Grand Rapids, Michigan, we have the experience and resources to exceed your expectations in every aspect of your business.

- 12 locations in Michigan and Northern Ohio, serving nationwide
- LIVE Customer Loyalty Center to take your calls
- Over 14,000 clients and a 98.8% Client Satisfaction Rating
- Over 44,000 copiers and printers on contract and over 3500 endpoints managed

Customer

Kids Kicking Cancer

Industry

Non-Profit

Services Used

Copiers & Printers

"We're the source of public money, so when people make donations, they expect it to go toward our programming. Applied Imaging really checked all the boxes; the price, the quality, their local team members. Of all the things we've created this year, I have to say the move to Applied Imaging and the printing and technology we have with them was the best decision we've made."

- Marc Cohen  
Chief Financial Officer  
Kids Kicking Cancer



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