

Breast Cancer Now Aligned Data Across Two Merged Charities with Kleene.ai

Breast Cancer Now is the UK's leading breast cancer charity, combining research, support, and campaigns.

Results

 **£0 spend**

on internal engineering resources

 **100% alignment**

across merged charities

 **20x faster**

reporting through automated dashboards

Challenges

After merging with another charity, Breast Cancer Now needed a unified data foundation to support fundraising, finance, marketing, and operations.

- Two CRMs, different data structures, and manual reporting made it hard to get a single view of performance.
- The legacy warehouse couldn't scale to support both systems, and limited internal resources made rebuilding in-house unrealistic.

Solution

Kleene delivered a cloud-based warehouse and automated pipelines that fully integrated both CRMs.

The team now has:

- Up-to-date reporting across the charity and faster insights.
- Reliable, unified data that improves decision-making across teams.
- A scalable setup where new datasets can be added easily as they grow.



Merging two charities meant merging two completely different data systems. The complexity of aligning CRMs and reporting structures made it clear we needed a scalable, external solution. Kleene.ai lets us connect the dots. Marketing, finance, operations — everyone now sees how their work fits into the bigger picture.

Ruth Rogers, Data Warehouse Manager