



## Digital Foundations & Long-Term Stewardship



### A Case Study

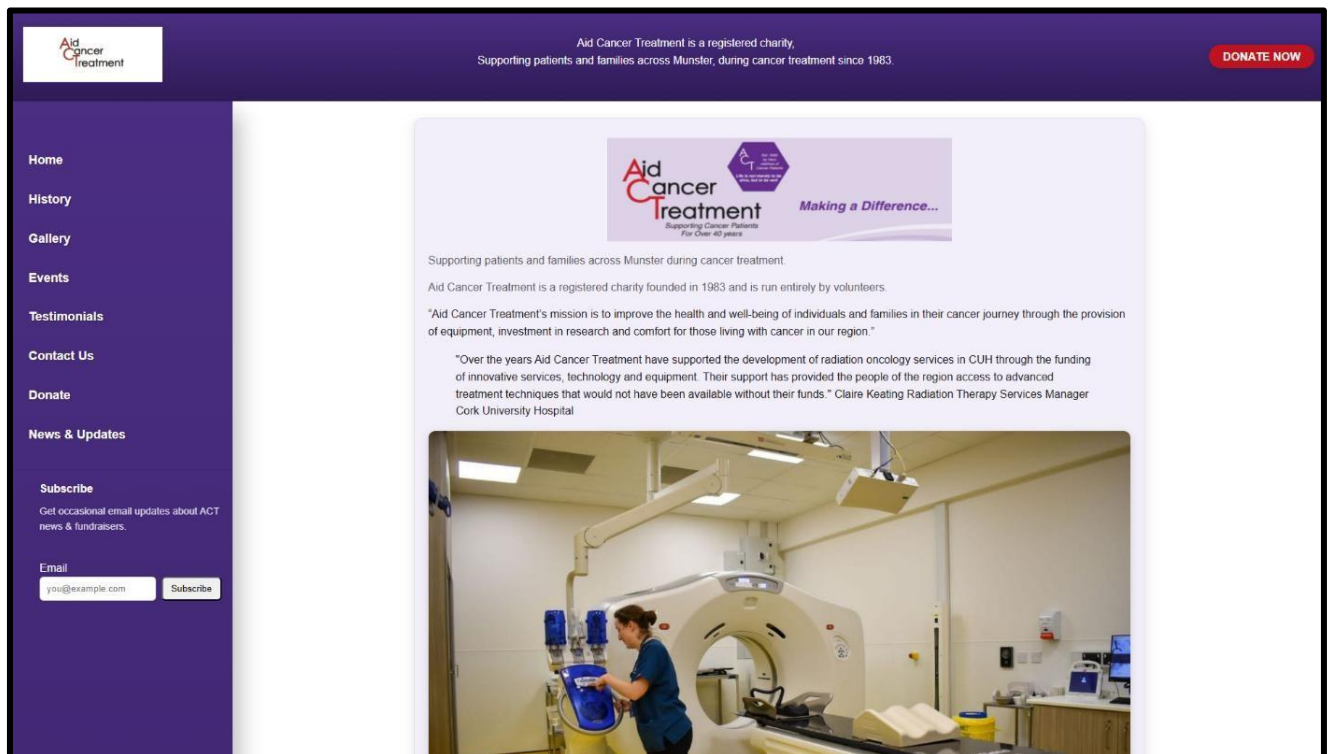


Figure 1 - Aid Cancer Treatment Home Page

The Aid Cancer Treatment website rebuild resulted in a clean and professional website with communication at its centre

Produced by ASR Web Services

[www.asrweb.ie](http://www.asrweb.ie)

## Evolution of a Relationship

Some projects begin with a brief.

Others begin with a relationship.

Aid Cancer Treatment (ACT) belongs firmly in the second category.

While many case studies focus on the delivery of a website, a software platform or a discrete technical solution, the story of ACT is better understood as a long-term partnership built around continuity, communication and stewardship.

Over several years, the relationship between ACT and Karl Murphy evolved, eventually continuing through ASR Web Services as the organisation's digital presence expanded. Websites, fundraising campaigns, communications systems, content publishing and platform development all formed part of that journey. The resulting work cannot be reduced to a single launch date or a single project milestone. Instead, it represents a sustained effort to support a charitable organisation whose mission extends far beyond technology.

The ACT story is therefore not simply the story of a website.

It is the story of how a charity's digital presence matured through long-term support, organisational trust and a commitment to ensuring that communication, fundraising and public engagement could continue to serve the people who depended upon them.

## The Mission Behind the Platform

Before discussing websites, fundraising campaigns or digital systems, it is important to understand the organisation those systems were created to support.

Aid Cancer Treatment (ACT) is a volunteer-led charity founded in 1983 by relatives of cancer patients. Since its formation, the organisation has worked to improve cancer treatment services, patient care and patient comfort across the region. Over the decades, ACT has helped support major treatment developments, specialist services, research initiatives, patient facilities and equipment that have directly benefited patients and families throughout Munster.

The charity's mission is straightforward but significant: to improve the health and wellbeing of individuals and families throughout their cancer journey through the provision of equipment, investment in research and support for those living with cancer.

For an organisation with this history, communication is not simply a marketing activity.

Supporters need to understand where donations go. Fundraising campaigns need visibility. Events need participation. Patients, families and healthcare professionals need to see the impact that charitable support continues to make.

The challenge was therefore larger than creating a website.

The challenge was creating and maintaining a dependable digital presence capable of helping a long-established charity communicate its work, engage supporters and continue building upon more than forty years of impact.

## **A Charity Built Around Support**

Aid Cancer Treatment was established to provide support for cancer treatment initiatives and awareness activities. Like many charities, its effectiveness depended not only on the work taking place behind the scenes but also on its ability to communicate with the public, promote events, engage supporters and share the impact of its activities.

For organisations operating within the charitable sector, communication is not a secondary concern. It is an operational necessity.

Supporters need to understand the organisation's mission. Fundraising campaigns need visibility. Events need promotion. Success stories need to be shared. Volunteers, donors and beneficiaries all depend upon accurate and accessible information.

Without an effective digital presence, these activities become significantly more difficult.

When digital support for ACT began, the charity's online capabilities were limited. Like many community-focused organisations, its priorities understandably centred on delivering its mission rather than maintaining digital infrastructure. As a result, opportunities existed to improve communication, strengthen visibility and establish a more dependable online presence.

The objective was never to introduce technology for its own sake.

The objective was to help the charity communicate more effectively with the people it served.

## **The Beginning of the Relationship**

Long before ACT V2 was conceived, the relationship between ACT and Karl Murphy had already begun.

Initial involvement centred on supporting the charity's digital presence and communication efforts at a time when ACT had limited online infrastructure.

As the charity's activities continued to grow, so too did the need for dependable digital support. What began as practical assistance gradually developed into an ongoing relationship built around communication, continuity and trust.

This history would later become important. When larger platform decisions eventually needed to be made, they were not being made by an external supplier learning about the organisation for

the first time. They were made by someone who already understood the charity's objectives, activities and history.

## Establishing a Digital Presence

One of the earliest challenges involved creating and maintaining a meaningful public presence online. A website is often viewed as a technical asset. In practice, however, it functions as a communication platform.



Figure 2 – ACT V1 Website (2022)

*The original Aid Cancer Treatment website established a central online presence for supporters, fundraising initiatives and organisational communications, providing the foundation for future digital development.*

For ACT, the website became a central location through which supporters could learn about the organisation, understand ongoing initiatives, access information about fundraising activities and remain connected to the charity's work.

The creation of this presence represented more than a design exercise. It established a foundation for future communication. The original platform is shown in Figure 2.

Information that had previously been difficult to distribute could now be published and accessed more easily. News updates could be shared with greater consistency. Events could be promoted through a dedicated platform rather than relying exclusively on external channels.

Most importantly, the charity gained a dependable digital home capable of growing alongside its activities.

This early work laid the foundations for everything that followed.

What began as the establishment of an online presence would gradually evolve into a broader programme of support involving publishing, fundraising promotion, communication infrastructure and long-term stewardship.

## **From ACT V1 to ACT V2**

The relationship that would eventually continue through ASR Web Services did not begin with the current platform. Long before the ACT V2 rebuild, Aid Cancer Treatment was already working with Karl Murphy to establish and support its digital presence.

When discussions first began in 2021, the objective was straightforward: provide Aid Cancer Treatment with a credible online presence capable of supporting communication, fundraising, and public awareness activities. The result was a lightweight static website that provided supporters with access to organisational information, fundraising updates, contact details, testimonials, and donation facilities.

For several years, this platform successfully fulfilled its purpose. It helped establish ACT's online identity, supported fundraising campaigns, provided a central source of information for supporters, and created a foundation upon which future digital activity could be built.

As the organisation's online activity expanded, however, the limitations of the original structure became increasingly apparent. Fundraising campaigns became more frequent. Community events generated larger volumes of content. News updates, photo galleries, awareness campaigns, and supporter stories required a more flexible publishing system than a traditional static website could comfortably provide.

The decision to move towards ACT V2 was therefore driven not by dissatisfaction with the original platform, but by the success of what it had already achieved.

ACT V2 was designed to support the organisation's next stage of growth. The rebuild introduced structured publishing systems for news, events, and galleries, improved navigation and accessibility, strengthened mobile usability, and created a more maintainable foundation for long-term communication and fundraising activity. The redesigned publishing environment can be seen in Figure 3.

Rather than replacing the work that came before it, ACT V2 represents the continuation of a digital journey that began several years earlier. The platform evolved alongside the organisation itself, adapting to changing needs while preserving the continuity of the charity's mission and public presence.

# Supporting Communication and Fundraising

As the relationship developed, the focus expanded beyond maintaining a website.

The charity's ability to communicate effectively became an increasingly important area of support.

Every fundraising event, awareness initiative and community campaign depended on ACT's ability to communicate with supporters. Whether promoting the Bluebell Lunch, supporting marathon fundraisers, sharing patient-impact stories or highlighting new developments in cancer care, visibility mattered. The website increasingly became a central platform through which these activities could be organised, promoted and preserved.

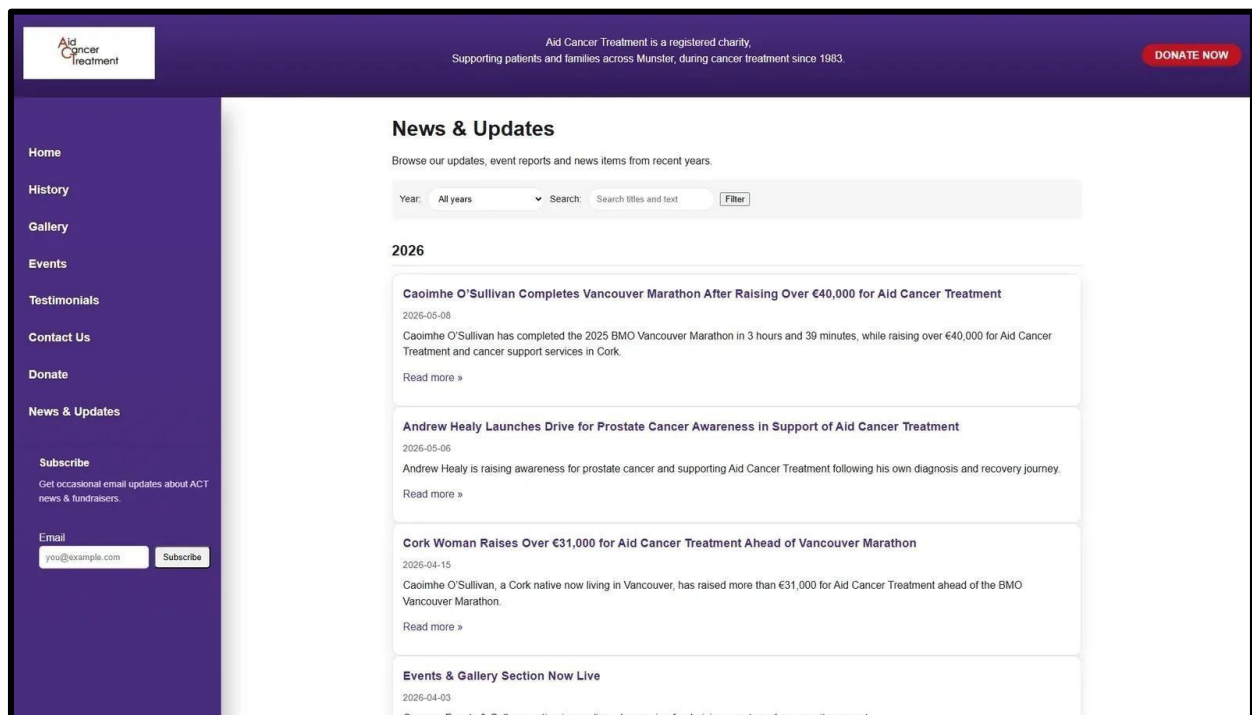


Figure 3 – ACT V2 News & Updates Platform

The ACT V2 platform introduced structured publishing capabilities, allowing news, fundraising updates and organisational announcements to be managed through a dedicated content system.

Fundraising initiatives, awareness campaigns and community engagement activities all rely upon visibility and effective communication.

Digital systems therefore needed to support not only information sharing but also participation.

Throughout this period, ACT continued to organise events, campaigns and awareness initiatives designed to further its mission. Digital channels provided a mechanism through which these activities could reach wider audiences and maintain stronger connections with supporters.

The impact of these efforts became visible through measurable fundraising outcomes. Online fundraising activity generated significant support for the charity's work, demonstrating the practical value of maintaining an accessible and effective digital presence.

Technology alone does not create charitable impact.

People create charitable impact.

However, technology can help organisations communicate their work more effectively, connect with supporters more efficiently and remove barriers between a cause and the community that wishes to support it.

That principle remained central throughout the relationship.

## **Communication in Practice**

The importance of communication became increasingly visible through ACT's day-to-day activities.

Events such as the Bluebell Lunch, fundraising initiatives, awareness campaigns and community engagement activities all depended upon the organisation's ability to reach supporters and communicate effectively. The website increasingly became the central location through which these activities could be promoted, documented and preserved.

As the platform evolved, publishing capabilities made it easier to share news stories, campaign updates and organisational achievements. Rather than existing as isolated announcements, these activities became part of a growing record of the charity's work and impact.

This created value beyond individual events.

Supporters could see how fundraising activities translated into meaningful outcomes. Awareness campaigns could continue reaching audiences after completion. Organisational history became easier to preserve and communicate.

The website therefore became more than a communication channel.

It became a living record of the charity's ongoing work.

## **Fundraising and Community Engagement**

While the website itself has evolved over time, its most important contribution has never been technical. Its true value lies in supporting the people, events, and fundraising activities that make Aid Cancer Treatment possible.

Over the years, the organisation has relied on a diverse network of supporters, volunteers, businesses, sporting communities, and fundraising champions. The digital platforms developed and maintained through this partnership have provided a central location through which many of these activities could be promoted, shared, and documented.

Recurring community events such as the annual Bluebell Lunch, local fundraising presentations, sporting initiatives, and community support activities have all benefited from a stronger online presence. Event information, photographs, fundraising stories, and supporter acknowledgements can now be published and preserved in a structured and accessible format, creating a lasting record of the generosity shown by communities across Munster and beyond.



Figure 4 – Community Fundraising in v1

Community-led initiatives such as the Mickey Hourihane Festival of Football demonstrate the local engagement that supports ACT's mission and highlights the importance of effective digital communication.

The impact extends beyond local events. International fundraising efforts have also demonstrated the reach of ACT's growing digital ecosystem. Campaigns supported through online fundraising platforms and promoted through the organisation's digital channels have generated significant support for cancer patients and their families. One recent example saw an ACT supporter raise more than €40,000 through a marathon fundraising campaign, demonstrating the scale of engagement that modern digital fundraising can help facilitate.

Importantly, these successes are not isolated achievements. They form part of a broader pattern of ongoing community engagement that has developed over several years. The website, social media channels, fundraising integrations, and communication systems work together to ensure

that supporters can discover events, follow campaigns, celebrate milestones, and remain connected to the organisation's work.

The result is not simply a website, but a communications platform that helps strengthen relationships between Aid Cancer Treatment and the communities that continue to support its mission.

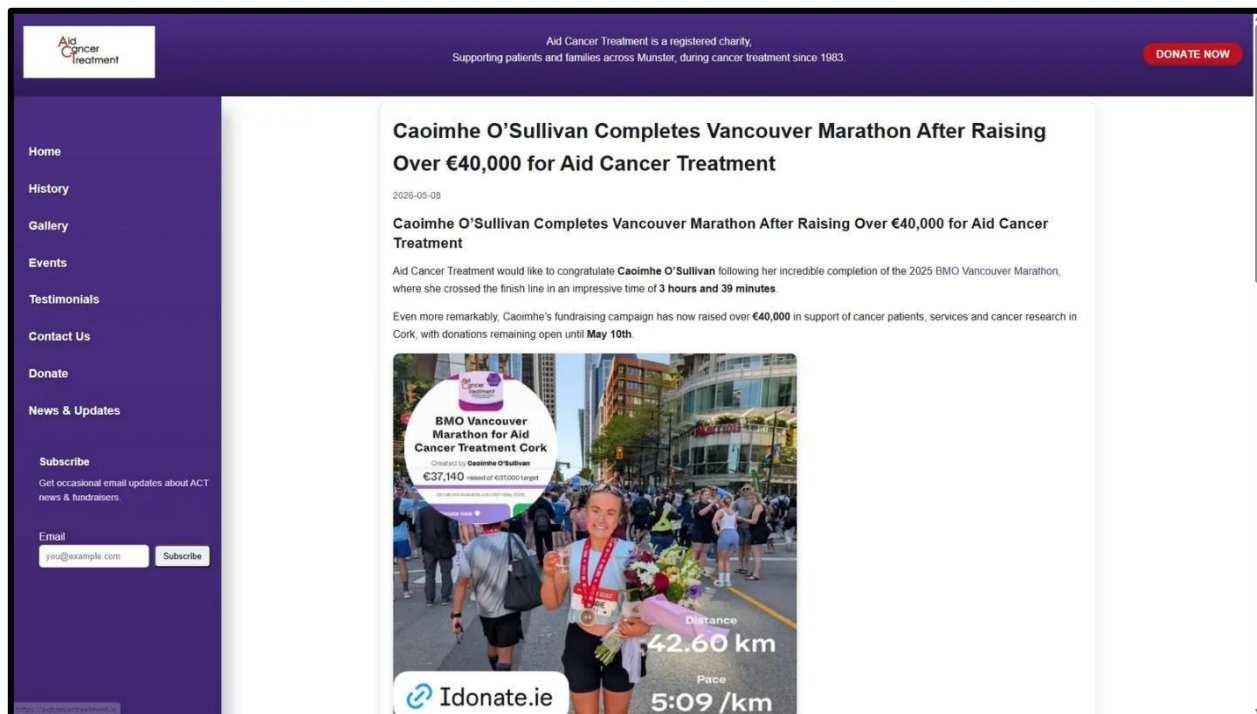


Figure 5 - Vancouver Marathon Fundraising Campaign

International fundraising campaigns helped extend ACT's reach beyond Ireland, with supporters raising significant funds through digitally promoted awareness and fundraising initiatives.

# Recognition, Trust, and Responsibility

Long-term support relationships are built gradually.

They emerge through consistency, reliability and a willingness to remain engaged after the initial work has been completed.

As support for ACT continued, the relationship evolved beyond the traditional boundaries of a website project. The charity increasingly relied upon digital systems not simply as communication tools but as operational assets supporting awareness activities, fundraising initiatives and public engagement.

This level of involvement carries responsibility.

A website can be rebuilt. A social media post can be replaced. A campaign can be redesigned.

Trust is more difficult to establish.

Over time, ACT publicly acknowledged the contribution made through this ongoing support relationship. Recognition from the charity reflected both technical delivery and a broader commitment to supporting its mission, communications and continuity.

That recognition reflected confidence in the long-term relationship. The charity understood that its digital presence would continue to be supported, maintained and developed by someone who understood both the organisation itself and the practical realities of its day-to-day operation.

## A Relationship Measured in Years

Many web projects conclude shortly after launch. Aid Cancer Treatment followed a different path.

What began as a voluntary project gradually evolved beyond a conventional supplier-client arrangement and had become a trusted partnership, spanning multiple years, multiple platforms, and multiple stages of organisational growth.

Initial discussions began in 2021 and led to the launch of ACT V1 in 2022. As the organisation's digital requirements expanded, support extended beyond website development into social media management, fundraising systems, email infrastructure, content publishing, and day-to-day technical support.

Over time, this ongoing involvement created a deeper understanding of the organisation's operational needs, fundraising activities, and communication challenges. Rather than operating as an external supplier, the relationship evolved into a trusted digital partnership supporting the organisation's broader mission.

The experience gained through years of supporting ACT and other community-focused projects would later contribute to the creation of ASR Web Services in 2025. While the business itself was new, the principles upon which it was built were already well established through long-term relationships, ongoing stewardship and practical support provided to organisations such as Aid Cancer Treatment.

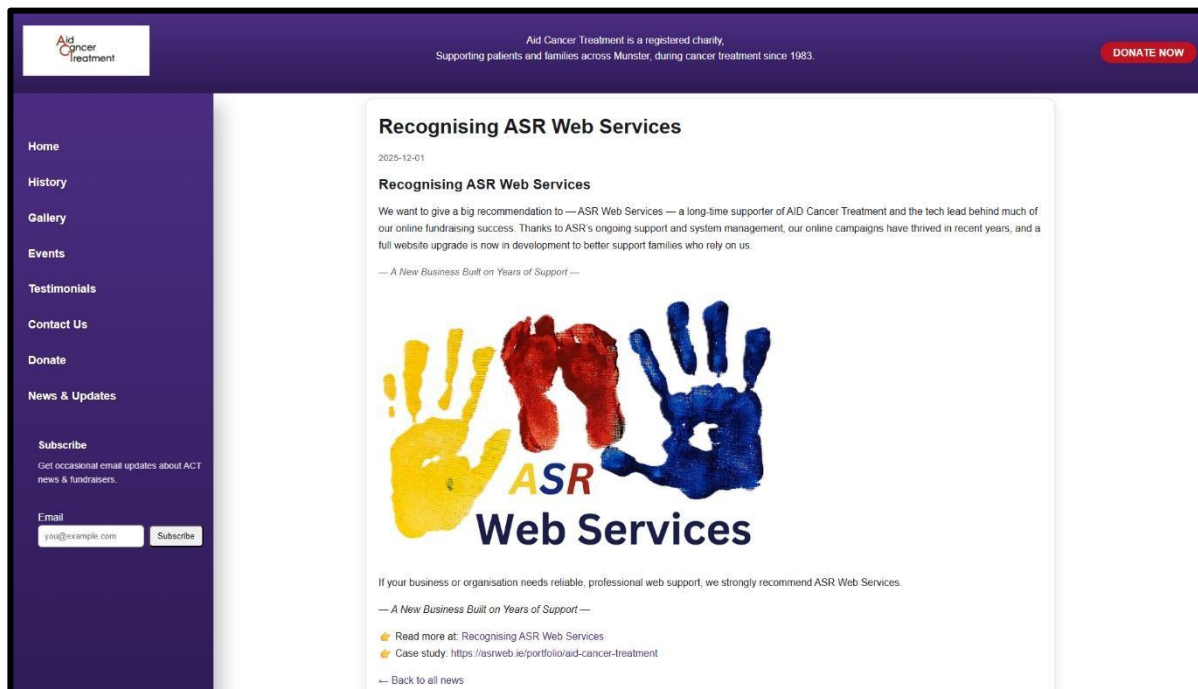


Figure 6 - Public Recognition of Long-Term Support

*Aid Cancer Treatment publicly recognised Karl Murphy's contribution to the charity's digital presence, communications systems and ongoing technical support, reflecting the strength of the long-term partnership.*

The strength of that relationship was ultimately reflected in two significant developments. First, the decision to undertake the ACT V2 rebuild was entrusted to the same individual who had originally established the organisation's digital presence. Second, the relationship itself evolved beyond technical support, culminating in Karl Murphy joining the Board of Directors of Aid Cancer Treatment.

Public acknowledgements published by the organisation provide further evidence of this trust. ACT formally recognised Karl's contribution to the development of its digital presence, fundraising systems, social media channels, and online communications. The organisation also publicly endorsed ASR Web Services, describing the business as a continuation of years of trusted support and recommending its services to other organisations and small businesses.

This progression from volunteer contributor to long-term digital partner illustrates one of the central themes of this case study: technology alone was never the objective. The real

achievement was the development of a sustainable relationship capable of supporting the organisation's mission through multiple stages of growth and change.

***“Karl has been instrumental in developing ACT's digital presence and supporting the organisation's online fundraising and communications activities over several years.”***

More than a website project, the story of Aid Cancer Treatment demonstrates the value of continuity, trust, and long-term partnership in the successful delivery of digital services.

The depth of that trust was further reflected through Karl Murphy's later involvement as a member of the ACT Board. This represented a significant evolution in the relationship. What had begun as technical and communications support had developed into a broader commitment to helping the organisation pursue its mission and future objectives.

For many organisations, technical support begins and ends with delivery. For ACT, support became an ongoing relationship built around continuity, trust and shared commitment to the charity's objectives.

## **Why ACT V2 Became Necessary**

The success of a digital platform often creates the conditions that eventually require its evolution. As ACT continued to grow its communication activities, publishing requirements and public engagement efforts, the limitations of earlier approaches became increasingly visible.

This did not mean that previous work had failed. Quite the opposite.

The original platform had fulfilled its purpose and helped establish a meaningful online presence for the charity. It had supported communication, fundraising promotion and public visibility. It had created a foundation upon which future development could be built.

However, organisations evolve. Communication requirements change. Content volumes increase. Operational expectations become more sophisticated.

As these changes accumulated, the need for a more capable platform became apparent. The objective was not simply to refresh the appearance of the website. The objective was to improve maintainability, simplify publishing workflows and create a stronger foundation for future communication. This distinction is important.

Many rebuild projects focus primarily on visual redesign. ACT V2 was driven by operational considerations as much as visual ones.

The goal was to ensure that the charity's digital presence remained sustainable, manageable and capable of supporting future growth.

## Rebuilding for Continuity

The ACT V2 rebuild represented an opportunity to rethink how information moved through the platform. Publishing became a central consideration.

The ability to share updates quickly and reliably was critical to the charity's communication strategy. News articles, fundraising activities, awareness campaigns and organisational updates all needed to be presented in a structured and maintainable manner. As a result, the rebuilt platform introduced dedicated capabilities for managing and presenting content.

News publishing provided a mechanism for sharing updates and developments. Events functionality supported the promotion of fundraising activities and awareness initiatives. Gallery capabilities enabled the organisation to document and showcase its work visually. Together, these systems transformed the website from a largely static destination into an actively maintained communication platform. The emphasis throughout the rebuild remained practical.

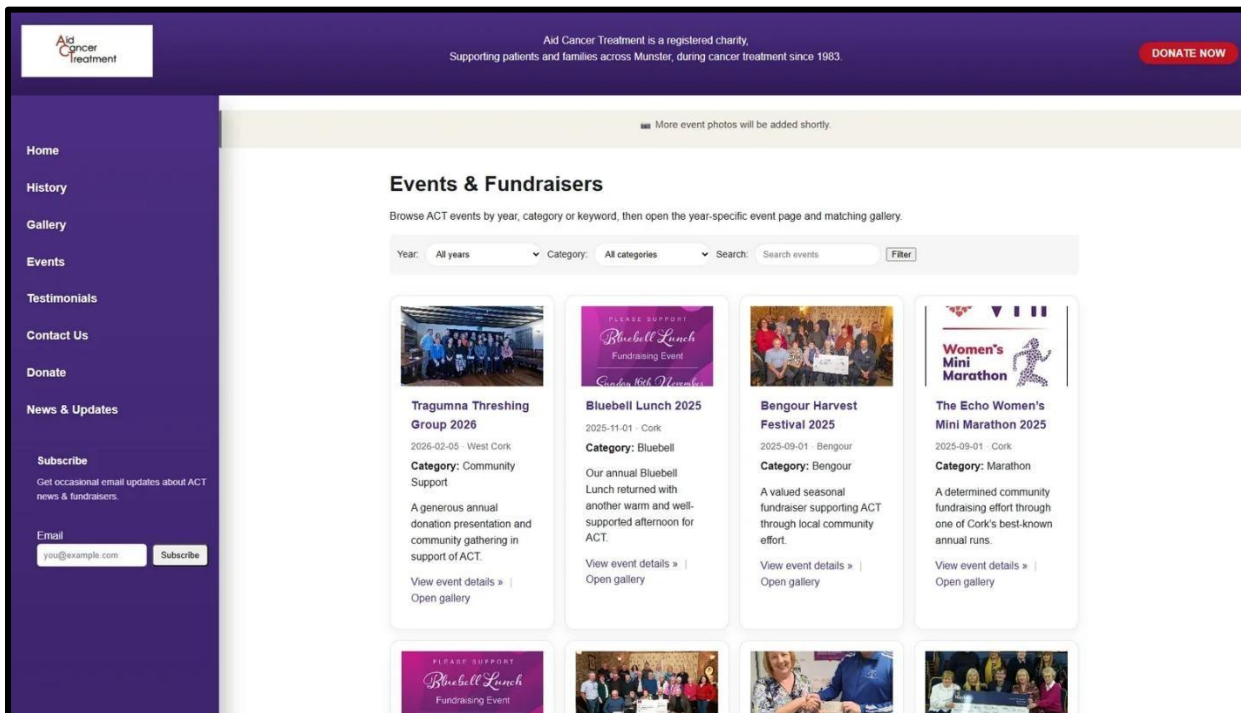


Figure 7 - Fundraising in Practice

The events and fundraisers section gives community driven initiatives a place to link their events and advertise through Aid Cancer Treatment's digital communications.

Features were introduced because they solved identifiable communication challenges. Design decisions were made to improve accessibility, maintainability and clarity. The objective was not

technological complexity. The objective was effective communication. This philosophy remained consistent throughout the project and continues to influence ongoing support activities.

## Stewardship as a Design Principle

One of the strongest themes emerging from the ACT story is the value of sustained communication and long-term stewardship.

Charities frequently experience changes in volunteers, committee members, operational priorities and communication requirements. Without continuity, valuable knowledge can be lost, and digital assets can gradually become more difficult to maintain.

The ACT relationship approached this challenge from a different perspective. Rather than treating individual projects as isolated events, support activities were viewed as part of a longer journey. Knowledge accumulated over time. Historical decisions remained understandable. Previous campaigns could be referenced when planning future initiatives.

Publishing systems evolved without abandoning the content and organisational knowledge that had already been established. This approach reduced disruption while making future improvements easier to implement. The continuity model developed through ACT demonstrates an important lesson.

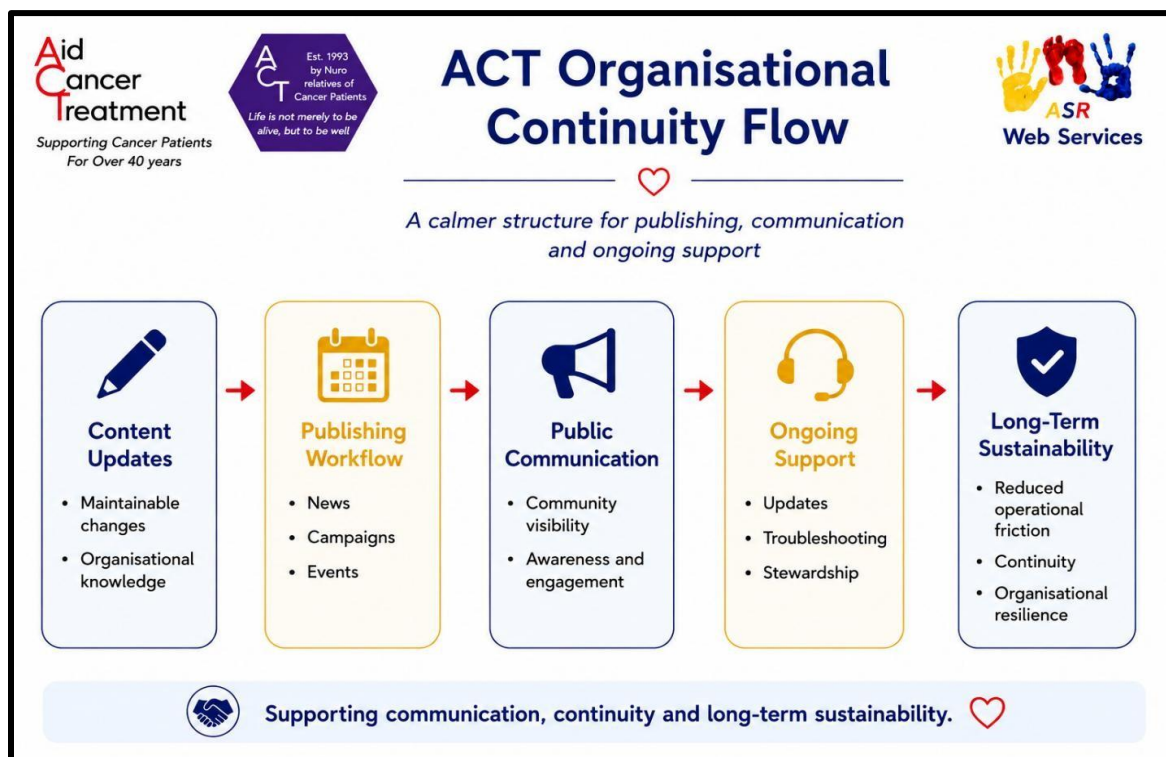


Figure 8 – ACT’s Continuity flow

The continuity model demonstrates how content publishing, communication and ongoing support contribute to long-term organisational stability.

Sustainable digital systems are not created solely through technical implementation. They are created through ongoing stewardship, documentation, maintenance and the preservation of organisational knowledge. Technology provides the platform. Continuity provides the long-term value.

## Long-Term Stewardship in Practice

The completion of ACT V2 did not represent the end of the relationship. In many projects, launch day marks the conclusion of development activity. A website goes live, final testing is completed and responsibility is handed back to the client. While this model can be appropriate for some organisations, it does not always align with the realities faced by charities.

Charities operate within constantly changing environments. New fundraising initiatives emerge. Awareness campaigns evolve. Events are organised, completed and replaced by new activities. News stories need to be shared. Community engagement opportunities appear unexpectedly. A platform that remains unchanged quickly becomes disconnected from the organisation it is intended to support.

For ACT, ongoing stewardship became a defining characteristic of the relationship. Support extended beyond technical maintenance. It included helping ensure that the charity's digital



Figure 9 - ACT Partnership Timeline (2021-2026)

The relationship evolved from initial discussions in 2021 to a long-term partnership encompassing website development, communications support, fundraising systems, organisational stewardship and board involvement

presence continued to reflect its activities, communicate its mission and support public engagement. This approach created stability.

Rather than repeatedly restarting with new providers, new systems or new approaches, ACT benefited from continuity of knowledge. Historical context remained available. Previous decisions remained understandable. Improvements could be implemented with an appreciation of the charity's history rather than in isolation from it.

Over time, this continuity became one of the most valuable outcomes of the relationship. Not because continuity is inherently exciting. But because continuity allows organisations to focus their attention on their mission rather than on rebuilding institutional knowledge. For a charity, that distinction matters.

Every hour spent rediscovering lost information is an hour not spent supporting beneficiaries, organising events or advancing awareness activities. Stewardship therefore became more than a support model. It became a practical mechanism for protecting organisational momentum. The development of the relationship is summarised in the timeline below.

## Outcomes and Impact

The outcomes of the ACT relationship cannot be measured solely through technology. A website exists to support a purpose. The true measure of success is whether that purpose is strengthened. Throughout the relationship, ACT gained a more dependable digital presence through which it could communicate with supporters, promote initiatives and share the impact of its work.

Publishing became easier. Information became more accessible. Fundraising activities gained stronger visibility. News and events could be presented through dedicated systems rather than relying upon fragmented communication channels.

The organisation also benefited from the cumulative effect of long-term support. Knowledge was retained. Improvements built upon previous work rather than replacing it. The platform evolved without losing sight of the charity's history or objectives. Fundraising outcomes provided further evidence of this impact.

Online campaigns generated meaningful support for the organisation's activities, demonstrating the practical value of combining charitable initiatives with accessible digital communication channels.

Just as importantly, ACT developed a digital environment capable of supporting future activities. The value of this outcome extends beyond any individual campaign, article or fundraising event. It lies in the creation of a sustainable foundation from which future communication efforts can continue to grow.

## **Impact Beyond Technology**

The most important outcomes of the ACT relationship cannot be measured through software features, publishing tools or website functionality. The true value of the platform lies in what it enables.

Every fundraising campaign promoted through the website supports charitable activity. Every event announcement helps increase participation and awareness. Every news article contributes to a broader understanding of the organisation's work and impact. The digital systems developed through this relationship were created to support these objectives. Their purpose was not technological innovation for its own sake.

Their purpose was to help ACT communicate more effectively, engage supporters more consistently and continue building upon decades of charitable work. Viewed from this perspective, the platform's greatest achievement is not that it exists. Its greatest achievement is that it helps the organisation continue focusing on the people and communities it was established to support.

## **Lessons Learned**

Several lessons emerged from the Aid Cancer Treatment experience.

### **Relationships Create Better Outcomes**

Technology projects are often described in terms of deliverables.

Websites. Platforms. Features. These things matter.

However, the experience here demonstrates that long-term relationships frequently create more value than isolated project deliveries. Understanding an organisation takes time. Trust takes time. Meaningful support takes time. The strongest outcomes emerged not from a single milestone but from the accumulation of knowledge and experience over several years.

### **Communication Is Operational**

Communication is sometimes treated as a secondary activity. For charities, it is often central to organisational success. Supporters cannot engage with initiatives they do not know about.

Donors cannot contribute to campaigns they never encounter. Communities cannot participate in events that remain invisible. The ability to communicate effectively is therefore an operational requirement rather than a cosmetic enhancement. The ACT platform evolved around this principle.

## **Continuity Has Value**

One of the most significant lessons from the project is the value of continuity. As organisations evolve, continuity helps preserve context, organisational knowledge and long-term stability.

Without continuity, each change introduces the risk of losing context and institutional knowledge. Stewardship reduces this risk by preserving understanding over time. The continuity model that emerged through ACT demonstrates how sustained support can help organisations evolve while maintaining stability.

## **Technology Should Serve the Mission**

Throughout every stage of the relationship, technology remained a means rather than an end. The objective was never to build complexity. The objective was to support the charity's mission more effectively. Every website update, publishing improvement, communication tool and platform enhancement ultimately served the same purpose: helping ACT continue its work.

This principle guided both the original platform and its later evolution.

## Conclusion

The story of Aid Cancer Treatment is not the story of a website rebuild.

It is the story of a long-term partnership built around continuity, communication and stewardship.

Over several years, ACT's digital presence evolved from an initial online foundation into a broader communication platform supporting fundraising activities, awareness campaigns, organisational updates and public engagement.

Along the way, the relationship expanded beyond technical implementation. Trust was established. Knowledge accumulated. Support became ongoing. Improvements were made with an understanding of both the organisation's history and its future ambitions.

The resulting platform represents more than a collection of technical features.

It represents a commitment to ensuring that the charity can continue communicating its mission effectively, maintaining connections with supporters and building upon the work already achieved.

Over more than four decades, ACT has helped improve cancer services, treatment facilities and patient experiences throughout the region. The digital systems developed through this relationship were never intended to become the story themselves. Their purpose was to help the charity tell its story more effectively, support fundraising more consistently and continue serving patients and families across Munster. In that respect, the most important outcome was not the website. It was the continued ability of the organisation to communicate, engage and grow its impact.

Perhaps the most important outcome is not any individual website feature or campaign result.

It is the strength of the relationship that now connects the organisation's past, present and future.

Communication through technology provided the platform.

Ongoing support through stewardship provided the lasting value.

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