WNC NONPROFIT
pathways

strengthening the organizations that help our communities succeed

Sharing Impact In Ways That Generate Income & Interest

Funding For Good, Inc.

Mandy Pearce

Marie Palacios

There Are No Dumb Questions

Having a strong effect on someone or something

Why is reporting impact so important?

social, economic, organizational, programmatic

Because it answers the question:

So what?

What difference did this program make?

People don't want to fund your existence.

They want to fund your impact. – Beth Brodovsky

Save Them All® Grant Application

Proposed projects **MUST demonstrate a direct impact** on saving lives and/or leading to a reduction in shelter deaths.

Here's your chance to …

By donating cash instead of food, we will S-T-R-E-T-C-H your contribution.

Through Second Harvest Food Bank, we can turn a $5.92 donation into $219.04 and a $4.32 donation into $116.54!

A donation of $5.92 allows us to purchase 37 jars of peanut butter. A donation of $4.32 allows us to purchase 27 boxes of cereal.

Key Components to Impact Reporting

What is the problem?

- Positive/Negative Change
- Increases/Decreases
- Capacity
- Community Partners
- 3rd party reporting

- Number served
- Number engaged*
- Number impacted
- Measurable outcomes
- Demographics

EVALUATE BEFORE YOU CREATE

Checklist: What should you evaluate?

- Who are you reporting to?
- What are you reporting about?
- When does it have to be, tracked?
- Who is responsible for collecting data?

- Re-evaluate data being collected/tracked for necessity
- Consider things you might need to track for future funding/impact

Service vs. Engagement vs. Impact
'our definition'

Service - Delivery of programs or goods (tangible or non-tangible).

Engagement - Interact and/or introduce an audience/individual to an organization/mission/cause without specific delivery of program/goods.

Impact - Having a strong effect on someone or something.

Measurable Outcomes
(what is the donor hoping you achieve?)

People Served

- # served
- # visits
- Demographic Breakdown

Program Results

- Increase in knowledge/awareness
- Change in behavior
- Achievement of specific goals

2013

Shelter Summary

Incoming Animals
Total: 9,279

7,626
SURRENDERED

704
TRANSFERRED*

894
STRAYS

55
SEIZED BY LAW ENFORCEMENT

Outgoing Animals
Total: 6,104

5,622
ADOPTED

258
TRANSFERRED*

224
STRAYS RETURNED TO THEIR OWNER

2013 ANIMAL ADMISSIONS HIT A

14-YEAR LOW

65%

65% OF CATS ADOPTED, TRANSFERRED OUT, OR RETURNED TO OWNERS, **A RECORD AT LOLLYPOP FARM.**

PROVIDED VETERINARY SERVICES FOR **2,842** OWNED PETS, INCLUDING **2,191** SPAY/NEUTER SURGERIES.

*Transfers from/to other animal welfare organizations or animal control.

WHAT DOES IT TAKE TO RUN SUNRISE HORSE RESCUE...

Caring for horses takes a lot of hard work and dedication. Our supporters help rescued horses get the care they need.

Sunrise Horse Rescue

...EVERY MONTH?

4500 GALLONS OF WATER

112 BALES OF HAY

1650 POUNDS OF PELLETS

40 VOLUNTEERS

...EVERY YEAR?

112 VETERINARIAN HOURS VOLUNTEERED BY NAPA VALLEY EQUINE

9 VOLUNTEER BOARD MEMBERS

$20,000 IN MEDICAL EXPENSES

5475 APPLES

49 LOCAL BUSINESS DONORS

10 ACRES OF LAND

SINCE FOUNDING IN 2007...

50+

HORSES RESCUED

JOURNEY

SUBTITLE HERE

+15.25 LOREM IPSUM
+15.25 LOREM IPSUM
+15.25 LOREM IPSUM
+15.25 LOREM

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HUMAN RESOURCE :

SOCIALISE:
- 15 MIL
- 50 MIL
- 100 MIL
- 30 MIL
- 75 MIL

TRANSPORTATION :

SUBTITLE HERE

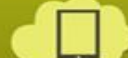LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

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FIND US :

NAM ELEMENTUM EROS SIT AMET SAPIEN VEHICULA SIT AMET SCELERISQUE ENIM FEUGIAT. FUSCE DUI EROS, ADIPISCING NON DIGNISSIM ALIQUET, CONSECTETUR AC. TELLUS PELLENTESQUE MAURIS ANTE, FACILISIS EU ALIQUAM EGET, ULTRICES A LIBERO.

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Piktochart

EDUCATION BY THE NUMBERS

1.23 billion students in pre-k to high school

There are **1.4 BILLION** students on Earth

170 million students in higher education

65.2 MILLION educators globally

9.2 million faculty in higher ed.   56 million teachers in pre-k to high school

3.7 million full-time elementary and secondary school teachers in the US

35 million Pre-kindergarten through grade 8

18.5 million College & University

5.8 million Private school

14.8 million Grade 9-12

3.2 MILLION public school teachers

.5 MILLION private school teachers

74.1 MILLION students in the US

Microsoft Global Programs

Partners in Learning: Learn more about Microsoft's global education program that has reached more than 192 million students, educators and schools to enhance the role of technology in learning.
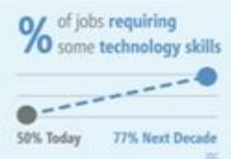
Live@Edu: Join more than 10,000 schools around the world that have enrolled in Microsoft's cloud-based e-mail, calendar and collaboration services, all at no cost.

25% of high school students in the US **fail to graduate on time.**

13,900 public school districts in the US containing about 99,000 public schools

% of jobs requiring some **technology skills**

50% Today   77% Next Decade

$329 BILLION
The amount **high school dropouts,** from the Class of 2006-2007, cost in lost wages, taxes, and productivity over their lifetimes.

That's enough money to buy
13 Windows 7 Netbook PCs for **every student** in the United States.

How many **college undergraduates** are currently pursuing degrees in **science or engineering?**

<15% of US College Undergraduates

>30% in India

>40% in China

More Women than Men in US Colleges

In 2008 women earned only 18% of all Computer Science degrees

10.5 million   7.9 million   18%   82%

This is a **52% decrease** since 1985.

Microsoft Digigirlz
During these one-day events, high school girls interact with Microsoft employees to learn about technology careers and businesses.

More than 96% of the 2008 Digigirlz participants indicated they would recommend the program to their friends.

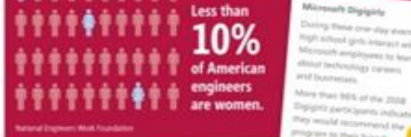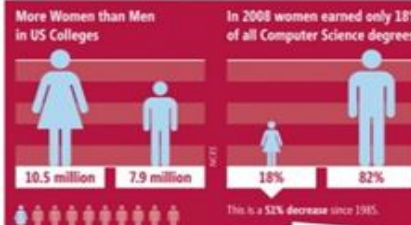Less than **10%** of American engineers are women.

TECH PROGRAMS FOR STUDENTS

Microsoft IT Academies: Learn tech skills through one of the 6,000 programs that have provided training to more than 600,000 students globally.

DreamSpark: Receive free access to Microsoft's professional developer, designer, and gaming software.

Imagine Cup: Gain experience in the world's premier student technology competition to solve problems in education, healthcare and environmental sustainability.

Students to Business: Get connected to entry-level and internship positions with Microsoft's partners and customers.

96% of students and 95% of educators worldwide use **Windows.**

95% of students and 97% of educators worldwide use **Microsoft Office.**

Office Web Apps provides free online versions of Microsoft Word, Office, PowerPoint and OneNote.

Each year, Americans **throw away** enough office paper and products to build a **12-FOOT WALL** from New York to California

Go Green with Microsoft OneNote, a digital notebook available in Microsoft Office 2010 or free via Office Web Apps.
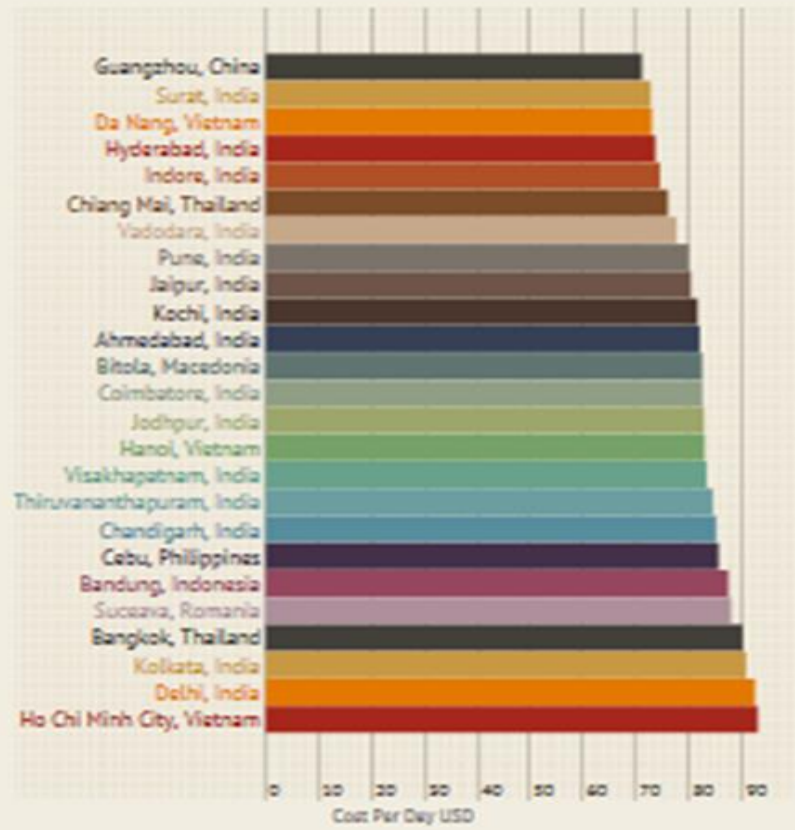
Microsoft Education
To help students and educators throughout the world realize their potential.

Students microsoft.com/student   **Educators & Schools** microsoft.com/education

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25 CHEAPEST PLACES TO TRAVEL TO

Cheapest Cities in the World to Travel Ranked By Travel Costs Per Day
Hotel Prices Index 2013

- Guangzhou, China
- Surat, India
- Da Nang, Vietnam
- Hyderabad, India
- Indore, India
- Chiang Mai, Thailand
- Vadodara, India
- Pune, India
- Jaipur, India
- Kochi, India
- Ahmedabad, India
- Bitola, Macedonia
- Coimbatore, India
- Jodhpur, India
- Hanoi, Vietnam
- Visakhapatnam, India
- Thiruvananthapuram, India
- Chandigarh, India
- Cebu, Philippines
- Bandung, Indonesia
- Suceava, Romania
- Bangkok, Thailand
- Kolkata, India
- Delhi, India
- Ho Chi Minh City, Vietnam

Cost Per Day USD: 10 20 30 40 50 60 70 80 90

Charity:Water

Health

Diseases from dirty water kill more people every year than all forms of violence, including war.

43% of those deaths are children under five years old. Access to clean water and basic sanitation can save around 16,000 lives every week.

How do we tackle the water crisis?

We work with local experts and community members to find the best sustainable solution in each place where we work, whether it's a well, a piped system, a BioSand Filter, or a system for harvesting rainwater.

With every water point we fund, our partners coordinate sanitation and hygiene training, and establish a local Water Committee to help keep water flowing for years to come.

Examples of Impact from Grants

1. Spay/Neuter - $500 would fund 5 spay surgeries. In our experience, a female street dog has 2 litters of approximately 6 puppies twice a year, which means she has 96 puppies over her lifetime. Thanks to this grant, 480 puppies will not be facing life on the street (and this number does not include the offspring of those puppies!).

2. Bridging the Gap is currently the only after-school program in the county that exists specifically to serve the 1,150 Hispanic students enrolled in our schools.

3. Last year, elementary students in the Opening Doors Program achieved an average increase of 10.53 points in reading skills and 8.35 points in math skills among students tracked.

Define Your Audience

WHO ARE YOU ASKING TO CONTRIBUTE TO YOUR CAUSE?

Tools for Sharing Impact

- Mission Moments
- Wow Factor Stats
- The power of your dollar
- Press Releases, Human Interest Stories, Radio
- Newsletters, Direct Mail, Generosity Reports
- Grant Narrative
- Supplemental Information
- Social Media
- In-Person/Verbal

Free Tool

www.fundingforgood.org/donorimpactexercise

"

CALL TO ACTION

SMART

"

FOLLOW-UP WITH PROSPECTIVE DONORS

What Inspired Their Gift?

- ▶ Personal Connection
- ▶ Who asked
- ▶ How they were asked
- ▶ When they were asked
- ▶ The cause
- ▶ Other

What Impeded Their Gift?

- ▶ Lack of clarity in the ask
- ▶ Who asked
- ▶ How they were asked
- ▶ When they were asked
- ▶ The cause
- ▶ Other

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www.fundingforgood.org