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.**
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 - 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
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 ADOPTIONS HIT A 14-YEAR LOW
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.

...every month?
- 4,500 gallons of water
- 112 bales of hay
- 1,650 pounds of pellets
- 40 volunteers

...every year?
- Veterinarian hours volunteered by Napa Valley Equine
- 112
- 9 volunteer board members
- $20,000 in medical expenses
- 5,475 apples
- 49 local business donors
- 10 acres of land

Since founding in 2007...
- 50+ horses rescued
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.
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**

<table>
<thead>
<tr>
<th>What Inspired Their Gift?</th>
<th>What Impeded Their Gift?</th>
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<tbody>
<tr>
<td>Personal Connection</td>
<td>Lack of clarity in the ask</td>
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<td>Who asked</td>
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<td>The cause</td>
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<td>Other</td>
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Thank you Pathways’ funders!