



Apparo

IT's FOR NONPROFITS

The CGI logo, consisting of the letters 'CGI' in a bold, red, sans-serif font.



WAYFINDERS
HELPING OPPORTUNITY FIND EVERY CHILD

Wayfinders

*An Apparo-led Community Impact Project
July 28, 2021*



1. Project Overview
2. Anticipated Impact
3. Appendix

Project Overview

Current State

Wayfinders is currently tracking their programming (and associated events and contacts) manually in Excel. They would like assistance identifying a system that will allow for the collection, tracking, analysis, reporting and outcome measurements of their program related information. They have used Excel for a long time to track program information but with much growth over the last few years, they need a more efficient way to manage their program information

Project Objective

The volunteer team will partner with Wayfinders to determine prioritized requirements for a software solution. The team will conduct marketplace research, demos, price comparisons, and assist Wayfinders with evaluating potential solutions against the documented requirements.

Project Overview

3-Phased Community Impact Project:

1. Requirements Definition

- Review of current processes
- Identification & prioritization of requirements

2. Product Review

- Identification & review of potential systems
- Vendor facilitated demos

3. Tool Selection

- The recommended tool is Neon
 - Meets requirements
 - Improves ability to track impact and tell the story of Wayfinders
 - Improves staff efficiency and reporting capabilities

Project Overview

Wayfinders received \$18,150 of consulting service from CGI a 36X return on their investment in this Community Impact Project.

Wayfinders
Investment



\$500



**36X value
delivered**

PRO BONO DELIVERED

CGI

101
HOURS



\$15,150

Apparo

20
HOURS



\$3,000

121
HOURS

\$18,150
MARKET VALUE

Anticipated Impact

Once a software solution is implemented, it is anticipated that Wayfinders will increase operating efficiencies for staff, increase revenue and increase the number of students Wayfinders is able to serve.



- **50 hours per year in staff time saved** allows for more time for **nurturing scholar/mentor relationship and to serve more students**
- Wayfinders **won a grant focused on impact** in part due to having a CRM in place to track metrics which will allow for the hiring of an additional part time staff person (\$40k)
- Having more **robust reporting** will allow Wayfinders to tell the story of their impact and will allow for increased grant opportunities, increasing revenue
-



Project Partner Appreciation

Allison at Apparo and the volunteer team from CGI were fantastic. It was so comforting knowing I had experts in the field helping me make the best choice of CRM for our organization. I can't wait to get started using Neon – it will save us staff time, improve our ability to track and report on our impact, and allow us to serve more students with life-changing camp, enrichment, and mentoring experiences.

Mollie James, Wayfinders Executive Director

Project Partner Appreciation

Working with Wayfinders and Apparo has been very uplifting. It's been great to see the value Wayfinders provide to the students. The best part is knowing that this project can boost Wayfinders' positive impact to students and their lives.

Jericho Estanislao

Having been involved with non-profits as a participant, volunteer, and employee, I've experienced most sides of the non-profit space. The care and dedication from both Wayfinders and Apparo was plain to see, and working with organizations that truly focus on providing the greatest benefit to their constituents was a wonderful opportunity.

Jon Daniele

I thought it was cool and it was interesting researching all the different CRMs. I just wish some of the places were more responsive. It was nice helping out Wayfinders because of what they do for the community and specially helping out the kids!

Tristen Spruill



Appendix

Metric Categories:

- Increase Operating Efficiencies
 - Will streamline input and reporting of data saving **50 hours per year** allowing staff to have **more time to nurturing** scholar/mentor relationship and to **serve more students**
 - Allow for tracking of participation more accurately and easily
- Increase Revenue
 - Wayfinders won a grant focused on impact in part due to having a CRM in place to track metrics which will allow for the hiring of an additional part time staff person (\$40k)
 - Having more robust reporting that will allow Wayfinders to tell their story/impact will allow for increased Grant opportunities
- Mitigate Risk
 - Reduction in manual data entry and reporting decreases risk of data entry error
 - Will **empower families** to manage their own data and keep data current
- Increase Reach
 - **50 hours per year in staff time** saved allows for **more time for nurturing** scholar/mentor relationship and to **serve more students**

Nonprofit Overview

Wayfinders, known for over 30 years as Bruce Irons Camp Fund, addresses academic and social capital gaps by including low-income and minority children in a 5-8 year-long program centered around summer camp. Our unique model that blends attendance at high-quality, multi-week residential summer camps, participation in year-round enrichment programming, and support of a dedicated adult mentor for five+ years gives students from high-poverty schools the opportunity to supplement their education with experiences that improve academic achievement and increase confidence, independence, and social capital.

[Wayfinders | Helping Opportunity Find Every Child
\(wayfindersnc.org\)](https://www.wayfindersnc.org)



Our Model Serves our Mission

Our mission is to transform the greater Charlotte community by connecting nonprofits to technology expertise and resources that amplify their impact.





Why Apparo is Essential

500+
Nonprofits
served



\$1 donated = \$1.67
in community value
delivered

500,000+
Individual
needs addressed



Building community
within the greater
Charlotte community

125+ nonprofits
served in the
past year alone



\$2.8 Million in
services to nonprofits
in the past year

Our Model: Education

- **IT Coaching** - One-on-one support on Microsoft tools
- **Nonprofit Bytes+Insights** - Forums addressing business & technology best practices
- **TechShops** - In-depth community wide and individual nonprofit training



Our Model: Advice & Solutions



Advice: "Tech Therapy"
consulting services at no cost to
nonprofits

Solutions:

- Community Impact Projects partner a nonprofit-in-need with a corporate volunteer team to provide a tech solution
- Grant programs – Website for Good Awards and Mission Possible Award Program