

Tech Therapy

A community program to address nonprofit digital transformation in Charlotte, North Carolina

Local opportunity

Nonprofits not leveraging technology miss out on vital opportunities for efficiency, outreach, and impact. Embracing digital transformation is essential for nonprofits to maximize their potential, streamline operations, and create efficiencies to better serve their communities.

Engaging the community

[Apparo's](#) Tech Therapy program supports nonprofit organizations in transforming their digital capabilities by providing pro bono tech advice & resources to help with overcoming the challenges that nonprofits face with limited or no staff dedicated to technology.

For many of our nonprofits, Tech Therapy is the first service they use from Apparo. Tech Therapist's advise nonprofits and provide knowledge to help them find resources & solutions to address their technology challenges. A Cybersecurity Resilience cohort pilot was added, funded by Bank of America. This offers security awareness education, security assessment w/scorecard, and follow-up meeting with each NPO to give recommendations & remediations that will help enhance their security posture. Currently, we are creating an AI Strategy Playbook for Nonprofits which will give them a base of where to begin, what tools to use, use case examples, along with an AI policy template.



Apparo is transforming nonprofits through technology with a free technology maturity model that shows a nonprofit's current state. Apparo leveraged [Microsoft LinkedIn Learning](#), [Microsoft Digital Skills Center \(TechSoup\)](#), webinars, and white papers to educate the Apparo team as well as sharing this information with the nonprofit community to help on their digital transformation journey..



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Activating local ecosystems

An ecosystem is vital for fostering collaboration and innovation with communities, serving as a dynamic network where diverse stakeholders come together to drive collective progress. Ecosystem partners for this program include:

- Dress for Success Charlotte, Habitat for Humanity of Greater Charlotte, Hospitality House of Charlotte, Project Scientist, A Place at the Table, Charlotte Rescue Mission, FeedNC, Heart Math Tutoring, Reconsidered Goods, Nonprofit Participants, Bank for America, and Microsoft

Impact to date

Community Impact metrics evaluate how well initiatives improve communities, guiding decisions, fostering sustainability, encouraging collaboration, and empowering communities.

- 198 nonprofits served
- 430 Tech Therapy Opportunities identified
- 820 Skilled Volunteer hours
- 9 Nonprofits Cybersecurity Resilience cohort
- \$233K additional funding from other organizations

“Protecting our clients’ and donors’ information is not just a priority; it’s a responsibility. By enrolling in Apparo’s program, we are equipping our team with the necessary knowledge and tools to elevate our cybersecurity posture.”

Fontella McKyer
Dress for Success Charlotte

“Digital Transformation is not just about the technology, but about the people. I love that Apparo emphasizes creating long-lasting relationships and trust in the nonprofit community. I am grateful for Microsoft TechSpark for giving us the opportunity to represent NC and continue helping nonprofits reach their technology goals.”



Stephanie McKee
Microsoft TechSpark Fellow
North Carolina

In the news

Sharing the story more broadly is crucial as it allows others to learn from your experiences, fostering knowledge sharing and collective growth

- February 2024: [Microsoft Visits Apparo's Nonprofit Community](#)
- October 2023: [Apparo selected for Microsoft TechSpark Fellowship to grow economic opportunity in North Carolina](#)
- October 2023: [Apparo – Microsoft Techspark](#)
- November 2023: [Microsoft Techspark Coach visits Charlotte](#)



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