Revolutionizing Philanthropic Impact with the Power of Technology
Nonprofits and social service providers are being increasingly challenged by the complexity of delivering much needed services that result in impactful social change. Individuals and families require a network of care—as Audre Lorde said, “we can’t solve single issue problems because people don’t lead single issue lives.” Businesses have long relied on technology to help them solve complex problems and to drive efficiencies and scale, yet the hardworking people at the heart of driving social good across their communities often lack access to the kind of technology that can help them collaborate and truly measure their impact. This leads to people being under-served and hampers a community’s ability to drive lasting social change.

Social Solutions believes so strongly that access to technology is a fundamental driver of lasting social change that we have created an initiative called Impact Partners, with a team that is dedicated to doing two things:

1. **Helping nonprofits gain access to funding to help offset the cost of technology enablement.**

2. **Enabling funders to measure the impact of their investments in a data-driven way.**

That is why we are engaging with philanthropic leaders like you to invest in community or sector based funds for nonprofit technology enablement that will allow you to make grants at scale and to accelerate community impact in a fundamentally different way.

The COVID-19 pandemic and economic uncertainty have brought many underlying issues to the forefront. Demand for social services has increased dramatically. The social service organizations who address critical issues—like job loss, hunger, racial injustice, and lack of access to quality healthcare and education—are being called on to do even more with less in the face of uncertain funding streams. Community need is out-pacing capacity to deliver services. Thirty eight states don’t have enough social workers to meet the demand requirements of the people they serve. Innovation is needed to respond to this crisis. Technology can bridge this gap.
THE PROBLEM

Nonprofits Don’t Have Tech, Funders Don’t Have Data

Businesses have been investing in technology to unlock scale and efficiency for years. Harvey Nash / KPMG reported in 2019 that the percentage of private sector organizations revenue spent on IT varies between 4.8% (manufacturing/automotive, retail/consumer goods) and 22.5% (technology). Yet, funders have traditionally viewed technology as an expense that detracts from their ability to deliver “real” aid like food, healthcare or education—leading to nonprofit technology investments of less than 2% per year on average. While noble in spirit, this bias against operational investments has in fact limited capacity and innovation. At the same time we’re asking the nonprofit sector to be better and to deliver more with fewer resources, we’re stripping them of the very capital investments required to deliver on the demands of funders, participants, and communities as a whole. Chronic underinvestment in technology capabilities for nonprofits has led to wasted time and money. Participants are being under-served and are at risk of falling through the cracks.

Nonprofits lack fundamental technology capabilities that businesses take for granted, as a result they are burdened with

- TIME-CONSUMING MANUAL PROCESSES
- DELAYED DATA & INSIGHTS
- SILOED ORGANIZATIONS
THE SOLUTION

Empower Nonprofits with Tech, Increase Visibility and Insight

Impact Partners’ goal is to raise over $150M over the next 5 years for technology funding for nonprofits, thus enabling thousands of organizations who touch millions of lives to serve their communities more effectively and to create real change through:

01 IMPROVED EFFICIENCY
- Improve quality of service to the people that need it
- Do more with less to spend more time focusing on mission
- Increase funding streams

02 DATA & INSIGHTS
- Consolidated, on-demand, outcomes-based reporting allows you to see the ROI
- Make better decisions faster

03 COLLABORATION
- Collaborate with other organizations to serve the whole persons’ needs and accelerate change in the community
## HOW IT WORKS

Create a Tech Fund to Help Nonprofits Acquire Software

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<th>INVEST</th>
<th>IDENTIFY</th>
<th>ENABLE</th>
<th>OPERATIONALIZE</th>
<th>COLLABORATE</th>
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<tr>
<td><strong>Invest in a technology Impact Fund</strong> to provide matching grants to nonprofits for technology enablement. The fund is administered by an independent third party.</td>
<td><strong>Adopt standardized metrics</strong> and reporting so that you can measure your impact across your portfolio. Adoption of this BluePrint by grantees allows for aggregated impact.</td>
<td><strong>Nonprofits apply for matching grants from the Fund to adopt the case management software of their choice.</strong> Data and reporting aligns with the BluePrint you’ve identified.</td>
<td><strong>Standardized, outcomes-based performance data from grant recipients will flow into the Impact Portal</strong> in real-time.</td>
<td><strong>Connect with other organizations to solve community-level issues equipped with data-driven insights.</strong></td>
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## HOW IT WORKS

Measuring Impact through Consolidated, Standardized Reporting

We start with the end in mind and design the Impact Fund and the outcomes measured to map to Funder objectives, so you can be sure of getting the data you need. For the first time, Funders will be able to see results at a sector level. Near real-time insights means you can make better decisions faster rather than waiting for an end-of-year review. Funders will be able to compare and contrast, and facilitate best-practice sharing, between nonprofits. And they can be confident that their philanthropic investments are having the desired impact since the insights are data-driven and outcomes-based.

### BluePrint

- Impact Partners will co-develop a set of standardized outcomes and demographics to be deployed across grantees
- BluePrint can be sector specific or can span multiple disciplines across a network
- BluePrint is vendor agnostic

### Impact Portal

- Grantee data flows seamlessly into the Impact Portal securely and in real-time
- The Impact Portal provides data aggregation and visualization enabling stakeholders to see the needle move for the causes they care about
IMPACT FUNDS IN ACTION

Kansas City

In Kansas City, stakeholders including the school district, multi-service organizations like the Local Investment Commission (LINC) and smaller community providers like Halo were united in their objective of ensuring kids were attending school and achieving academic outcomes. But they were bogged down by inefficiencies and lack of full insight into the impact of their work. The schools had academic data but no easy way to get that to LINC. LINC didn’t have a single source of truth for all of their programs or real time access to the academic outputs they needed. And small community organizations like Halo were still doing their work on pen and paper.

“During enrollment we used to touch 18,000 pieces of paper per year. Moving from a paper-based enrollment system to online saved 85 days each year.”

LINC

Implementing a comprehensive case management system that enhanced the capabilities of individual nonprofit organizations and that also facilitated data exchange with their funders and partners—funded in part through matching grants provided by Ballmer Group, the philanthropic organization founded by Steve and Connie Ballmer—has improved operational efficiencies and has allowed all the key stakeholders to measure real outcomes (like graduation rates) and to focus their efforts on critical needs.

“Using data to measure what works and make better decisions is critical. Yet, many programs and organizations are stuck with outdated and isolated technology. We want to help standardize ways to collect and share data so local leaders can compare notes, track which interventions are working and allocate time and money more effectively.”

STEVE BALLMER
EVERYBODY WINS

Strong ROI for Nonprofits, Funders and Communities

COMMUNITY IMPACT
Better Service | More Resilience | Enduring Outcomes

PROVIDER ROI
- 35% Time saved on data capture
- 40% Time saved on reporting
- 3% Increase in funding
- 3.3x SOCIAL IMPACT

STAKEHOLDER ROI
- Low Total Cost of Ownership
- Ease of modification and maintenance
- Coordination and best practice sharing across communities
- Data insights and actionable intelligence
- Can be replicated and deployed across the human services spectrum

When you invest in technology for nonprofits through an Impact Fund, you are investing in fundamental capabilities that improve efficiency and service capacity in addition to enabling smarter decision making. It’s a win-win-win for nonprofits, funders and communities.
ABOUT US

Impact Partners

Impact Partners is an initiative within Social Solutions focused on helping nonprofits gain access to funding to help offset the cost of technology enablement. We created Impact Partners because we realized that nonprofits need help gaining access to funding for technology as donors have traditionally been biased against operational expenses. We facilitate Technology Impact Fund Programs for the benefit of the nonprofits that receive the grants and their communities. Nonprofits are free to choose any case management vendor that they think best fits their needs. Once the fund is established, Social Solutions welcomes the opportunity to speak with nonprofits about their ability to apply for grants from the fund and the benefits of our technology solutions.

Social Solutions is a mission-driven company founded over 20 years ago by social workers who wanted to spend more time helping people and less time writing reports. They saw technology transforming businesses and wondered if it could change their organization as well. We help nonprofits, public sector agencies and philanthropic funders measure their outcomes and optimize their programs so they can make a bigger social impact via our industry leading case management software solutions.

THE BOTTOM LINE

It’s Time to Rethink Investing in Technology

When human services organizations are empowered through data and technology, they can provide more services, drive better outcomes and fundraise more effectively—and key stakeholders can see the true impact of their investments. But donors have traditionally been reluctant to fund operational investments. That’s why your support of this innovative new approach is critical. Human services organizations in your community are counting on you to help them meet the growing need and accelerate their impact.

Contact us today to discuss how we may help you drive lasting social change in the areas you care about most.

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