



## A New World of Accountability at Not for Profits

### Accountability. Efficiency. Transparency.

Competition for donor resources is fierce; organizations have to find new ways to demonstrate the value they deliver. Full transparency leads to accountability and maximum impact.

### Donation transparency: Need vs. Reality?

To improve, you first need to measure your performance

#### The Need



60% of individual donors want proof that you're making a positive impact before making a second donation



70% of nonprofits have a majority of funders asking for impact metrics. But 1 in 4 organizations aren't collecting data to measure service impact

#### The Reality



25% of organizations aren't collecting data to measure service impact



45% of nonprofits don't measure volunteer impact due to lack of resources, tools, skills, knowledge, or staff time. Measuring shouldn't be a drain on resources!

### Accountability and Transparency are Key



The #1 Concern for individual donors is grades and ranking from independent evaluators when assessing nonprofits. Financials are even more important than effectiveness.



The top factor for foundations is **impact data** directly from a non-profit. Their highest priority for information is on **effectiveness and impact**.

Three categories define nonprofits according to the leading independent charity evaluator in the U.S.:

Financial health



Accountability/transparency



Reporting results

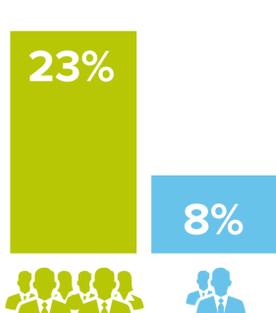


**Need:** Tie together accounting and services to trace the path of a dollar for donors

### The technology advantage

Leading organizations are nearly **three times more likely** to include technology in their strategic plans over struggling organizations

### Nonprofit Organizations That Lead the Technology Adoption Spectrum



Smaller organizations are lagging.

23% of large\* nonprofits

8% of mid-sized and smaller organizations.

(\*those with operating budgets over \$10 million)

### Average Spend on Technology as a Percentage of Operating Budget

Nonprofits that consider themselves "struggling" with **technology adoption (5.8%)**

Sector average (3.2%)



**Need:** Consider digital technology to transform operating model



There's a new type of enterprise software that works the way your people work, no matter where they work.