Innovations in Scalable Nonprofit Capacity Building with a Regional Approach

How can foundations address the targeted capacity building needs of nonprofits, at scale, throughout a region? The San Francisco Foundation and The East Bay Community Foundation are mobilizing resources and acting as catalysts for change to build strong communities, foster civic leadership, and promote philanthropy. As a part of this work, they are building regional collaboratives that focus on nonprofit sustainability in innovative new ways. Come learn more about their vision to think innovatively and in partnership with other foundations to achieve their goal of greater racial and economic equity across the region.

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Innovations in Scalable Nonprofit Capacity Building with a Regional Approach

Our Speakers

Kay Fernandez Smith  
The San Francisco Foundation  
Assistant Vice President of Programs

Rachael Chong  
Catchafire  
Founder + CEO

Byron Johnson  
East Bay Community Foundation  
Capacity Building Initiative Officer

Brandon Nicholson  
The Hidden Genius Project  
Founder + Executive Director

Sean Valentine  
The Hidden Genius Project  
Operations Director
Catchafire provides nonprofits with access to critical capacity building support

Catchafire’s technology platform matches nonprofit organizations to professionals on pro bono consulting projects to address critical needs.

Nonprofits

Need operational and strategic support

Professionals

Want to volunteer their skills
Catchafire strengthens & builds sustainable nonprofits

Nonprofit User Case Study: activity in first year

- Website Construction: $16,000
- Volunteer Recruitment Plan: $7,000
- Salesforce Database Customization: $10,000
- Training Materials Assessment: $7,000

$40,000 saved and...
- + New website & new digital face
- + Operational & people capacity gained
- + New skills gained
- + Long-term relationships

“$10,000 feeds our kids for the year. That is our FOOD budget for the year per cohort. Being able to save 4x that money and allocate it to food or devices that we share with the students has truly been a delight.”

Sean Valentine, Operations Director

Over 3,500 organizations like The Hidden Genius Project have successfully matched on Catchafire
Nonprofits and pro bono consultants (volunteers) consistently have high quality experiences through Catchafire. Our average rating is a 9/10.

Average ratings (score 0 - 10) upon completion of engagement
January 2015-Present

- **Nonprofits** rate their pro bono consultant → 8.8 / 10
- **Nonprofits** rate Catchafire → 8.9 / 10
- **Pro bono consultants** rate their nonprofit → 8.9 / 10
- **Pro bono consultants** rate Catchafire → 9.3 / 10
"For the first time, we can provide historically expensive capacity building support to all our grantees at scale. Catchafire is a solution that every foundation needs."

Kelvin Taketa, Former President & CEO
Case Study: The Philadelphia Foundation (TPF)

https://www.catchafire.org/howitworks/partnerships/forgrantmakers
### Case Study: The Philadelphia Foundation (TPF)

#### Year 1 Quantitative Metrics

- **29%** of invited nonprofits matched (100 organizations)
- **4.4X** Impact ROI ($ value of short-term project deliverables / contract size)
- **NPS of 78** for Catchafire

#### Year 1 Qualitative Metrics (survey-based)

- **74%** of participating nonprofits were able to reduce expenditures
- **74%** of participating nonprofits noted that their staff acquired new knowledge
- **100%** of participating nonprofits would like to continue receiving sponsored access to Catchafire

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**In Year 1 (2017), TPF spent $145,000 to provide 346 nonprofits with access to Catchafire. In Year 2, TPF grew their commitment by 72%, spending $250,000 to support 1,000 nonprofits.**
User Characteristics of The Philadelphia Foundation Nonprofits in Year 1

**Budget Size**

- $0 - $249,999
- $250,000 - $499,999
- $500,000 - $999,999
- $1 Million - $4.9 Million
- $5 Million - $10 Million
- More than $10 Million
Impact ROI

In just the first year, Catchafire will drive a **3-7X** return on your investment.

**Key Metrics:**
- % of invited nonprofits who actively use Catchafire = **20% - 30%**
- Average # of projects matched per active nonprofit = **2.4**
- Average $ savings per project = **$3,500**

*The # of nonprofits who use Catchafire (and your ROI) will increase over time, as traction for the program grows. By year 3, ROI can increase to ~8-15X.*

<table>
<thead>
<tr>
<th>Example # of Nonprofits Invited</th>
<th># of Projects Matched</th>
<th>Short-Term Project Value Generated</th>
<th>Total Annual Cost</th>
<th>Project Value / Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000</td>
<td>480</td>
<td>$1,680,000</td>
<td>$300,000</td>
<td>5.6X*</td>
</tr>
<tr>
<td>2,000</td>
<td>960</td>
<td>$3,360,000</td>
<td>$600,000</td>
<td>5.6X*</td>
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<tr>
<td>3,000</td>
<td>1440</td>
<td>$5,040,000</td>
<td>$900,000</td>
<td>5.6X*</td>
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Note: All numbers are estimates, and this impact does not include the long-term benefits that result from these matches.
A collective “movement” infrastructure for the entire Bay Area nonprofit ecosystem

Bay Area Ecosystem Capacity Building Collaborative (CBC)

Our goal is to support and strengthen nonprofits across the entire Bay Area ecosystem. We believe that by making critical capacity building support and professional development available to all nonprofits and changemakers, not only will we strengthen the entire Bay Area ecosystem, but we will also:

(1) create an environment for every changemaker in the social good sector to have a chance to succeed equally;

(2) turn what is a competitive nonprofit environment into a collaborative one where people in the nonprofit sector are incentivized to work together to collectively solve large social challenges;

(3) and elevate the best social good leaders based on their ability to operate strong and effective organizations.
Connect with skilled professionals passionate about advancing racial and economic equity

LIST YOUR PROJECTS NOW

<table>
<thead>
<tr>
<th>ORGS REGISTERED</th>
<th>PROJECTS MATCHED</th>
<th>HOURS GIVEN</th>
<th>DOLLARS SAVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>178</td>
<td>386</td>
<td>7,721</td>
<td>$1,737,000</td>
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</table>

FEATURED PROJECTS
# Key Components of the Initiative

<table>
<thead>
<tr>
<th>ASCEND:BLO Accelerator</th>
<th>ASCEND:BLO Stabilizer</th>
<th>ASCEND:BLO Network</th>
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</thead>
<tbody>
<tr>
<td>Five-member cohort-based program launching in June</td>
<td>Five-member cohort-based program launching in 2019</td>
<td>Dynamic community-building &amp; learning for ALL begins now</td>
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<tr>
<td>Intensive six-month program to bolster the growth and sustainability of emerging, innovative community anchors that have a vision for growth, promising ideas and a willingness to work in new ways to catalyze personal, organizational and community change. Key focus areas include strategy, feasibility and sustainability plus coaching. Participants will receive a stipend, three-year investment and ongoing support.</td>
<td>Three-year program for mature community anchors designed to minimize risk and guide organizations through transition by providing leadership development, board recruitment, advanced training and succession planning.</td>
<td>Peer networking and learning with access to relevant workshops and speakers, an annual conference and more available to all 220+ Bay Area BLOs.</td>
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<tr>
<td><strong>ASCEND:BLO ACCELERATOR SUPPORTS</strong></td>
<td></td>
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<td>-------------------------------------</td>
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<tr>
<td><strong>A $25,000 Stipend</strong></td>
<td><strong>Coaching &amp; Technical Assistance</strong></td>
<td><strong>Opportunity to Pitch</strong></td>
</tr>
<tr>
<td>to participate in the intensive six-month program</td>
<td>to develop a bold idea for organizational growth and expanded community impact</td>
<td>a bold idea to a diverse group of funders</td>
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<tr>
<td>In honor of the time required to participate and in support of maintaining smooth operations.</td>
<td>Provided by a team of diverse and dynamic consultants, trainers and coaches.</td>
<td>To help address historical underinvestment in BLOs by opening doors to new funding sources.</td>
</tr>
</tbody>
</table>
ASCEND:BLO ACCELERATOR STRUCTURE

**WHO**

Cohort: Five organizations with three team members each.

Executive Directors/CEOs are required to participate with two colleagues (board, staff or volunteer) to co-lead change.

**WHAT & WHEN**

<table>
<thead>
<tr>
<th>WHAT &amp; WHEN</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
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<tr>
<td><strong>Five Full Cohort Sessions</strong></td>
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<tr>
<td>In-person group learning</td>
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<td><strong>Pitch</strong></td>
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<tr>
<td><strong>Four Team Coaching Sessions</strong></td>
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2018 ASCEND:BLO ACCELERATORS

THE HIDDEN GENIUS PROJECT

BOP BLACK ORGANIZING PROJECT

ROOTS community health center

AFRICAN AMERICAN ART & CULTURE COMPLEX

CHDC Community Housing Development Corporation
The Hidden Genius Project trains and mentors black male youth in technology creation, entrepreneurship, and leadership skills to transform their lives and communities. The organization seeks to reveal the true potential of black male youth and transform their communities from the inside out through student-centered, project-based approach, they invest in young black men, giving them access to technology training, and plugging them into an ecosystem of innovation and empowerment.

Through Catchafire, The Hidden Genius Project revamped how they operate. The projects created sustainable and systemic improvements that enabled THGP, a 5 staff member nonprofit, to address work they had not been able to previously tackle and serve many more black youth.
Deep impact beyond the dollars saved

Sean on his volunteers:

“Candis Best is truly the best. We were able to benefit from her experience with working with underserved youth, she also brings a tireless pursuit to bring the best out of people, and willingness to provide honest feedback that was uplifting and refreshing. **Candis was incredibly generous with her time and expertise, which helped us produce a working guide which will assist our organization on its quest for expansion.** Beyond that, her humor and good nature made the project much easier than we could ever expect. I'd be happy to answer any other questions you might have about our wonderful experience.”

“Shellen was/is amazing. Her help and passion throughout the process was not only refreshing but inspiring as well. **This was a perfect fit. Thanks again Catchafire. You guys and your volunteers rock!!!**”

“Our experience with Nelson was absolutely amazing. **He nailed our vision for our project to the "tee". We are very grateful for his work and hopeful that we will work together in some capacity again in the near future.**”
“Sean at The Hidden Genius Project was a pleasure to work with. I will gladly work with him and his team again to help make careers in technology as accessible to black male youth as it is to white male youth. By understanding and confronting my privilege, I recognize that black males are confronted with challenges that I never had to face and will never face into my adulthood. Opportunities are not available to them that I have had the privilege to pursue and I want to change that. Education has allowed me to pursue entrepreneurship in technology and I want black male youth to have the same opportunities I have and continue to have.”

- Nelson, who matched on a Website Construction project. Nelson is an experienced Project Manager and entrepreneur with a demonstrated history of working on web related projects. He is skilled in WordPress, Product Management, Design, UX and Social Media.

“[The Hidden Genius project is] a great organization and a great volunteer experience. I enjoyed working with Sean and hope to support their work again in the future. I have a particular passion for developing programming that supports the success of Black males. My organization started an initiative entitled Real Men Graduate several years ago to promote college completion for Black males so I'm always interested in supporting organizations that are in any way committed to Black male achievement.”

- Candis B., who matched on a Training Materials Assessment project. Candis is the Founder and CEO of Learningateway, a social impact ed-tech company that develops college completion solutions with a special focus on underrepresented communities.