



Esri Partner Conference
2022 Award Winner
High Potential

IMPACT REPORTING FOR NONPROFITS

**Simplify Annual Reporting and Increase Engagement through
Transparent, Real-Time Data, Pictures, Videos, & Metrics**

WHAT WE DO AND WHO WE ARE

Innovate! Inc. (Innovate) is a woman- and minority-owned consulting firm specializing in geospatial technologies, IT, cloud, and business consulting. An Esri Gold Partner, we design and develop integrated systems to empower clients to make critical decisions with authoritative data. Our solutions optimize client data visibility and GIS system functionality, helping save our clients' money and surpass their goals.

ANNUAL REPORTING

Every non-profit has an annual reporting requirement that they need to adhere to their donors. This is typically a very arduous process that requires a lot of time and resources to compile. Many organizations do not have systems in place to easily compile what work was done with the money the donor provided and its net impact. **Innovate integrates multiple disparate systems into a user-friendly dashboard allowing the donor to not only see what projects were completed, but where their money was used and the net impact in near real-time.**

TELLING YOUR STORY

The key question every non-profit must answer: **how did my contribution make a difference?** Seeing how your work makes an impact is critical to engage current sponsors as well as motivate potential supporters to get involved. Innovate leverages the power of GIS to **visualize your story** through dynamic maps and user-friendly dashboards so stakeholders can see their impact.



Nonprofit
Specialty



ArcGIS Hub
Specialty

ARBOR DAY FOUNDATION – IMPACT DASHBOARD

The Arbor Day Foundation's (ADF) vision is to inspire people to plant, nurture, and celebrate trees as a solution to many of the global issues we face today, including air quality, water quality, climate change, deforestation, poverty, and hunger. ADF works with their Planting Partners (US Forest Service, State Forest Operators, etc.) all over the world to identify international projects that are relevant to their mission like rehabilitating burnt down forests. ADF then helps match Funding Partners who want to sponsor these projects.

To further engage with partners and demonstrate the important work being performed, ADF needed to **improve impact reporting and storytelling** through the visualization of real-time partner data. They

did not have a geospatial program and wanted to [integrate both spatial and unique data](#) from various departments and systems (Finance, Scientific, etc.) into a unified geospatial platform.

Award Winning Solution

Innovate conducted a Needs Assessment and Data Gap Analysis to define the requirements. Our team developed User Stories, Use Cases, and created a Product Roadmap. The result is our award-winning *Impact Dashboard* which provides user-friendly metrics to understand the impact made by sponsor contributions. [It also eliminated the need for ADF staff to compile an Annual Report for each donor, which had required nearly 80 hours per report to complete.](#)

The *Impact Dashboard* serves as a portal for Funding Partners who receive a unique ID and password to view transparent, real-time data (e.g., number of trees planted, number of volunteers per project) about their sponsored projects. [Funding Partners can see their impact through a dynamic and interactive median.](#) This includes pictures, stories, environmental offsets, and information gathered when planting the trees.



In addition, Innovate modernized data collection using [Esri's Survey123](#) with Planting Partners to immediately provide geo-enabled data so Planting Partners can easily capture data for prospective projects (e.g., how many trees to plant) anywhere in the United States. We developed ADF's *GIS Explorer*, an internal [ArcGIS Hub](#) site to connect advanced data, maps, and applications to staff.

Benefits

- ✓ Simplify Annual Reporting by integrating data from multiple systems
- ✓ Provide reliable data to the Arbor Day Foundation and its partners about sponsored projects
- ✓ See real-time metrics about the impact of the trees planted on the environment (carbon sequestration, water runoff, air pollutants removed, etc.)
- ✓ Engage users through on-site pictures and videos to witness changes being made
- ✓ Help select new projects to support based on their level of urgency/prioritization