Impact Update!



# Parkinson Association of the Carolinas

EPIC COMMUNITY IMPACT PROJECT - ONE YEAR FOLLOW-UP SNAPSHOT

## Serving and empowering individuals and families affected by Parkinson's Disease

**Problem**: The Parkinson Association of the Carolinas (PAC) was operating without a technology plan, which Ann Marie Worman, Executive Director, realized was critical to their ability to budget and plan.

**Solution**: Apparo matched PAC to a volunteer, Johann Vaz, in a project facilitated by volunteer Change Agent, Rhonda Evans. Vaz conducted a detailed technology assessment and delivered an actionable technology plan that has served as a critical guidebook for PAC.



*L to R, Johann Vaz, Ann Marie Worman, Rhonda Evans, Nicola Main (Apparo)*

### Outcomes + Impact

- Increased fundraising through better targeting
- Improved reporting through Bloomerang
- Minimized risk through new procedures
- Decreased infrastructure expenses

***"Thanks to our Community Impact Project our reporting is now very powerful. We were able to leverage these new reporting capabilities in our recent fundraising campaign and, as a result, nearly doubled funds raised compared to last year."***

Ann Marie Worman

**Executive Director, Parkinson Association of the Carolinas**

**116 hours**

Time dedicated by Apparo + volunteers

**$17,400**

Project market value

**70x**

Value delivered on nonprofit investment