

Young Black Leadership Alliance

COMMUNITY IMPACT PROJECT

Identifying, educating and developing young black leaders to have a positive impact in their community and beyond

Problem: Young Black Leadership Alliance (YBLA) knew they could improve their ability to fulfill their mission if they could find the right donor management tool to help them save time and increase fundraising.
Solution: Apparo matched YBLA with a volunteer from Google and a volunteer from Duke Energy to assess their needs and conduct research to help select the best donor management tool.
Nonprofit Team: John Martin, Princess Mayfield
Volunteers: Paul Happel, Cheryl Baker

MORE TIME TO FOCUS ON MISSION FULFILLMENT

The project with Apparo was an amazing experience. It was great to have a team of people working on our behalf to help us achieve our goals to improve the way we do business. The Apparo team was super knowledgeable and organized. They were able to secure two highly qualified skilled volunteers to lead the project. We could not have achieved the project without the Apparo team and our volunteers. The best thing is we ended up with a great system that will grow with us, we saved some money with our new system, and we will be more efficient. All of this will allow us to spend more time focused on our mission to develop young leaders! Thank you Apparo for your great partnership.

- John Martin, President & CEO, YBLA

Anticipated Outcomes + Community Impact

- ***Savings of 60 hours of staff time annually,*** driven by efficiencies in reporting and data entry processes
- Strong positive financial impact, driven by improved donor cultivation and $2,500 annual expense reduction
- Overall powerful impact on YBLA's ability to build future leaders



A UNIQUE VOLUNTEER OPPORTUNITY

This opportunity was unique for me because it not only involved positive uplifting contributions to the community, but included needs I could use some of my tech skills with. The staff and volunteers with YBLA and Apparo have all been so amazing to work with and the pillars of YBLA of Leadership, Service, and Education are strong values we can all believe in today,more than ever!

- Paul Happel, Volunteer

95 hours
Time dedicated by Apparo + volunteer

$14,250
Project market value

28x
Return on nonprofit investment