

Paula Takacs Foundation for Sarcoma Research

COMMUNITY IMPACT PROJECT
DELIVERED BY AMERICAN TIRE DISTRIBUTORS

Apparo
IT'S FOR NONPROFITS

ATD
AMERICAN TIRE DISTRIBUTORS®

Funding sarcoma research at Levine Cancer Institute and Levine Children's in Charlotte, NC for both pediatric and adult patients

THE BEST DECISION POSSIBLE

"Before I came to Apparo, I tried googling CRMs on my own and found the results very hard to sort out. I did some demos, but even if a product seems interesting, software is really hard to vet. I wanted to have a real professional, experienced entity helping me, so that I could make the best decision possible. Now, I feel very confident in this decision."

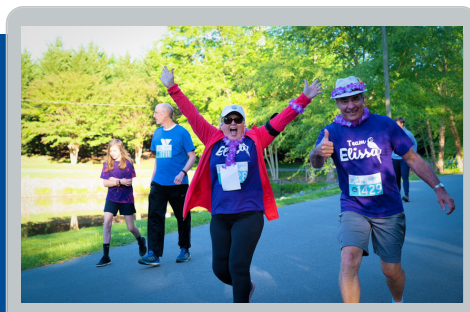
-Susan Udelson, Executive Director, Paula Takacs Foundation

Problem: Paula Takacs Foundation's single employee, Susan Udelson (Executive Director) knew she needed a new fundraising solution to ensure the effectiveness and sustainability of the organization.
Solution: Apparo matched Paula Takacs Foundation with a volunteer from American Tire Distributors who assessed the organization's needs, conducted marketplace research and make recommendations for a new solution: Kindful and Fundraise Up.

- 400+ hours of administrative time freed
- Improved access to data
- Improved documentation of donor details
- Enhanced process for enrolling monthly donors

Anticipated Nonprofit and Community Impact

Because of this Community Impact Project, Paula Takacs Foundation leadership will free significant time and improve their ability to fundraise. As a result, they will be better positioned to support families in need and help find a cure for sarcoma.



AN OASIS IN THE DESERT

"I'll have more time to spend providing one-on-one support to families who reach out to her for help. Because sarcoma is so rare, families impacted by it rarely meet other families who are also impacted. When they find us, it feels like an oasis in the desert. People need help to find resources, it can be overwhelming. It's so important to me, I was that family too."

- Susan Udelson

76 hours
Time dedicated by Apparo + volunteer

$11,400
Project market value

45x
Return on nonprofit investment