



## SUCCESS STORY

In the aftermath of the economic meltdown of 2008, non-profits everywhere anticipated cutbacks in federal, state and foundational funding. A slowdown in direct contributions was also expected as long-time donors began to re-visit their commitments.



## Measuring Social ROI:

### Non-Profit Performance Management

The challenge continues, with organizations looking for ways to be more effective and yet more efficient with their programs, services, expenses and a variety of other factors. You don't have to face these challenges alone. Visvero can help you demonstrate social ROI on your programs and initiatives to attract potential donors as well as utilizing and allocating your existing funds in the most effective manner.



YWCA OF GREATER PITTSBURGH

**Location**

Pittsburgh, PA

**Type**

Non-Profit

**Web Site**

[www.ywcapgh.org](http://www.ywcapgh.org)

**Funds, Contributions & Fees**

\$92.05 Million

## THE CUSTOMER

For over a century, the YWCA Greater Pittsburgh has forged a trail of leadership, advocacy, action and results for the women and children of the Pittsburgh community. In 1869, a small group of women united to combine their faith with action to become a social force for good in the community. They dedicated their efforts to improving the lives of women and children during a time when poverty was an overwhelming challenge of daily life. Since this humble beginning 142 years ago, the YWCA has championed social progress wherever it has perceived a community need.

Against this rich tradition of social change, the YWCA today strengthens the community by creating and advancing opportunities for all women to seek equality and self-sufficiency. Last year, the door of opportunity was opened for over 28,000 Allegheny County women and families through such YWCA programs as child care, child-care training, children and teen programs, health education, housing, anti-racism and cultural competency training, and counseling.

## THE CHALLENGE

While other non-profit organizations were looking at ways to reduce expenses, sometimes at the cost of continuing to provide high-quality service, The YWCA of Greater Pittsburgh took a different approach. Their challenge was to focus on operational change and ways to increase their efficiency.

They decided to leverage technology to give them better insight into their sustainability strategies. They realized that they would need to demonstrate a social ROI on their programs to continue to attract potential funding and donors. At the same time, at an operational level, the YWCA had to utilize and allocate existing funds in the most effective manner.

To accomplish this, they would need to analyze program progress and efficacy, develop measurable outcomes and ultimately, refine their understanding of membership patterns and donor outreach efforts. This would, in turn, help to guide the financial planning for the organization.

## THE SOLUTION

The YWCA chose to partner with Visvero to realize their objectives due to a depth of knowledge and experience in working with both member and donor based non-profit organizations. Visvero assured the YWCA of Pittsburgh that an integrated solution was attainable at an economical cost.

Visvero also offered its training solutions to the YWCA to facilitate an easy transition from their cumbersome, paper-bound processes to the new Program Management Application to ensure adoption at a high level by both management and end-users.

“Visvero has helped us to realize a long sought-after solution to implement a software application that will assist program staff in managing their programs, provide real-time feedback on service and program efficacy, strengthen our integrated service delivery strategy and provide measurable outcome data that can inform funders on our activities and successes moving forward into the future.”

VP – Programs and Services

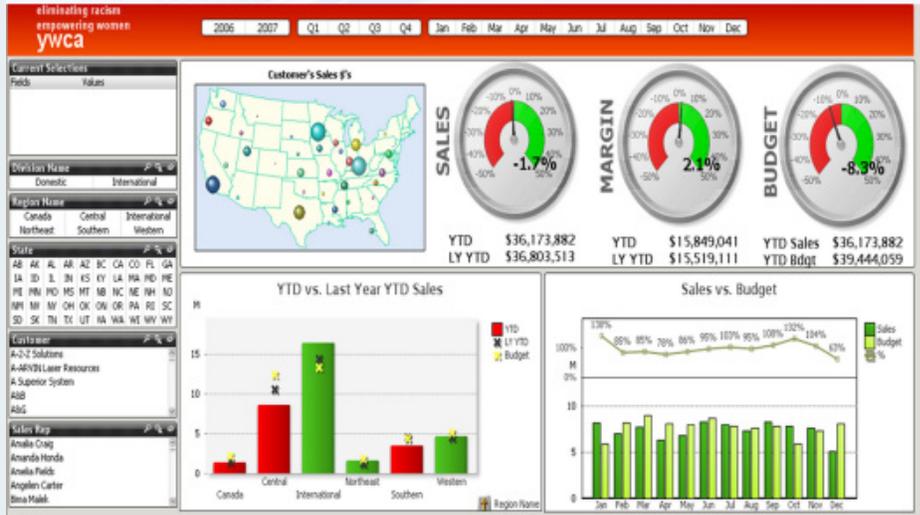
## THE RESULTS

- Enhanced program management due to the ability to evaluate individual programs effectiveness.
- Optimized financial planning by replacing an as-needed basis fund allocation with performance driven fund allocation.
- Growth of donor and member base.
- Increased contributions from current and future donors.
- Ability to access outcome data and measures on demand, helping track program delivery and make on-the-fly adjustments as needed.

The application provided Program Directors with the ability to plan, monitor and revise their programs at the click of a mouse, where earlier it would take hours or sometimes days. This led to better individual program management as the effectiveness of various activities could be studied at an in-depth level.

More importantly for the YWCA, it also gave the organization a holistic perspective on the links between programs. For example, a woman who may have recently lost her job and was enrolled in a program for temporary housing could also be supported by the career counseling program, shortening her journey to self-sufficiency. This, in turn, enables the YWCA to offer their finite pool of temporary housing to more women in need, increasing the return on the funds invested in the program.

This example, supported by key metrics, was exactly what the YWCA needed to demonstrate to sponsors and donors - their dollars were being used to help the highest number of people in the most efficient way possible.



Find out **WHERE**  
change is happening  
and **DEMONSTRATE** just  
how **EFFECTIVE** your  
performance is with  
the click of a mouse!

## ABOUT VISVERO

Visvero Inc. is a Business Intelligence Solutions Integration company headquartered in Pittsburgh, Pennsylvania. The company was spun off as a separate business unit from Datavibes, Inc. where the team was providing Business Intelligence services since 2003.

While providing business intelligence services under the Datavibes umbrella, the core team noticed a recurring challenge for clients was that their performance enhancement projects were becoming huge money pits, with varying degrees of success and consultants billing time to ongoing enhancements — never really closing out on any BI project implementation.

The Visvero team seeks to change this trend. Our goal with any BI project is to allow organizations to say,

“Business Intelligence ... Done.”

## WHAT WE DO

Specializing in data visualization and integration allows our clients to have a consistent Vision (VIS) of Truth (VERO) across the enterprise.

The Visvero team is diverse — consisting of business consultants, technology experts and tight partnerships with software technology developers. This enables us to deliver the best Business Intelligence tools and thinking to our clients and track the progress and sources of variances when needed.

While many Business Intelligence consultants only deal with full-lifecycle projects, Visvero has developed an understanding that every organization's needs are different, and thus our services have evolved to fit our client's needs, rather than an arbitrary definition of a BI project.

Our services include specialties in the Planning, Implementation and Adoption phases of Business Intelligence projects.

## HOW WE HELP: NON-PROFIT

Visvero enables non-profit organizations of all sizes to make the right decisions, even in uncertain economic times. Non-profits can get insights in all areas – financial management, program management, donor relations and volunteer recruitment in a more intuitive way by using visually appealing user interfaces that are in analysis-ready mode. These could include online portals, executive dashboards, scorecards, heat charts or other integrated reporting models.



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