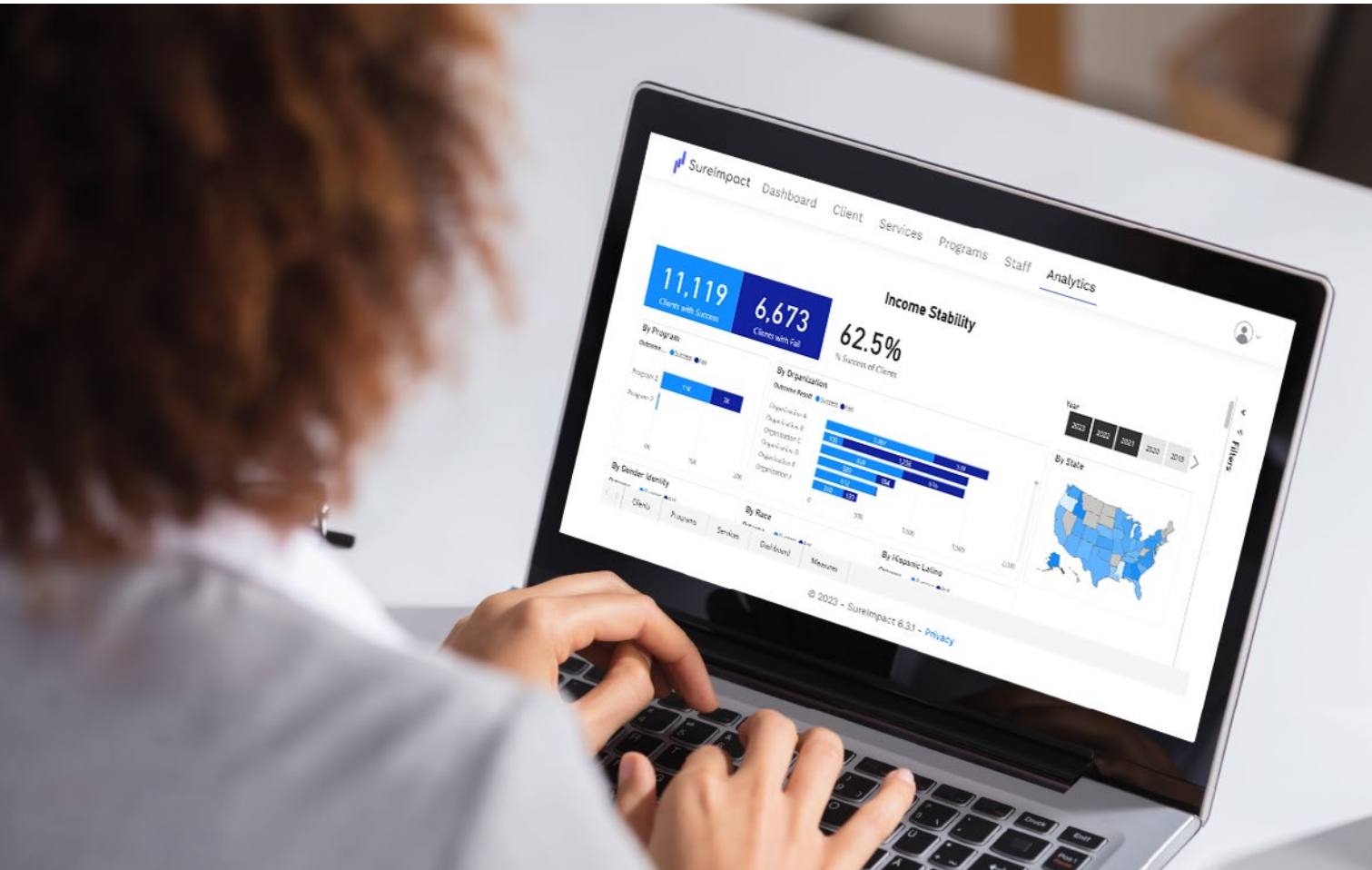




Introducing the SureImpact Insight Innovators January 2025 Cohort



Empowering Nonprofit
Leaders for *Data-Driven*
Success

December 12, 2024

Sheri Chaney Jones
CEO & Founder



Who SureImpact Is and What We Do



Mission: Empowering nonprofits with data-driven tools



Services: Impact measurement platform



Have You Ever Had Any of These Challenges?

- ✓ Difficulty demonstrating impact
- ✓ Limited access to real-time data
- ✓ Struggling to secure funding
- ✓ Inefficient program evaluation processes

Me Too – Here's My Story



Early career
evaluating juvenile
court programs

Discovering
programs were
making things worse

Using data to
transform programs
and reduce recidivism



Evaluating long-term
care programs

Demonstrating \$250
million in Medicaid
savings

Securing full funding
in the state budget

The Old Nonprofit World

- ✓ Decisions based on intuition
- ✓ Limited data access
- ✓ Reactive program adjustments



The New Nonprofit World



- ✓ Data-driven decisions
- ✓ Real-time impact data
- ✓ Proactive program improvements

Most Common Mistakes: Dos and Don'ts of Impact Measurement

DO



- ✓ Define clear goals and outcomes
- ✓ Build a culture that values data
- ✓ Ensure capacity for data collection and analysis
- ✓ Adopt technology

DON'T



- x Rely solely on anecdotal evidence
- x Rely on one person to collect and analyze data
- x Invested in expensive systems that do not provide you outcomes
- x Do nothing when impact data are required



Income Stability

11,119

Clients with Success

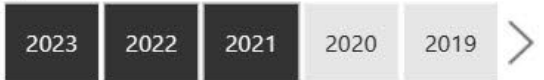
6,673

Clients with Fail

62.5%

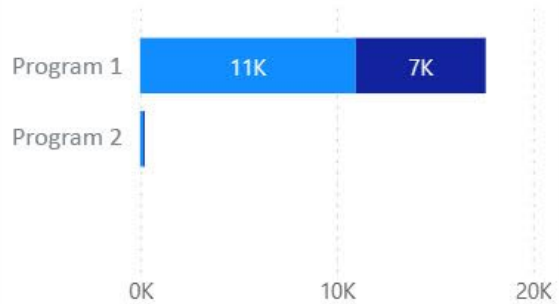
% Success of Clients

Year



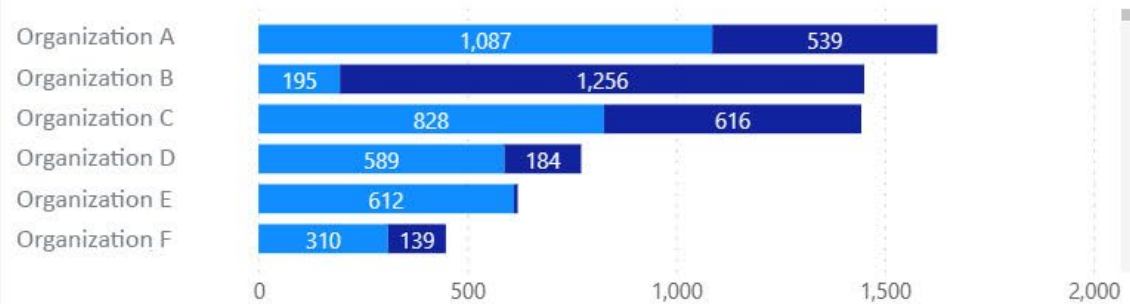
By Program

Outcome ... ● Success ● Fail

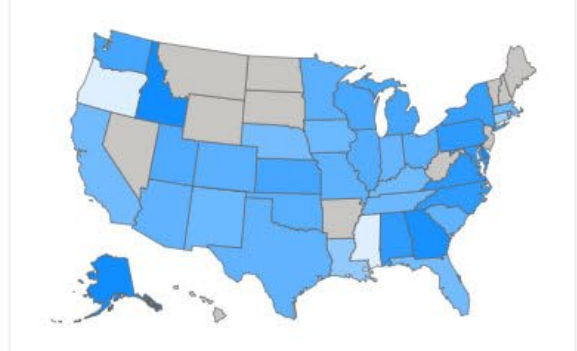


By Organization

Outcome Result ● Success ● Fail



By State



By Gender Identity

Outcome ● Success ● Fail

By Race

Outcome ● Success ● Fail

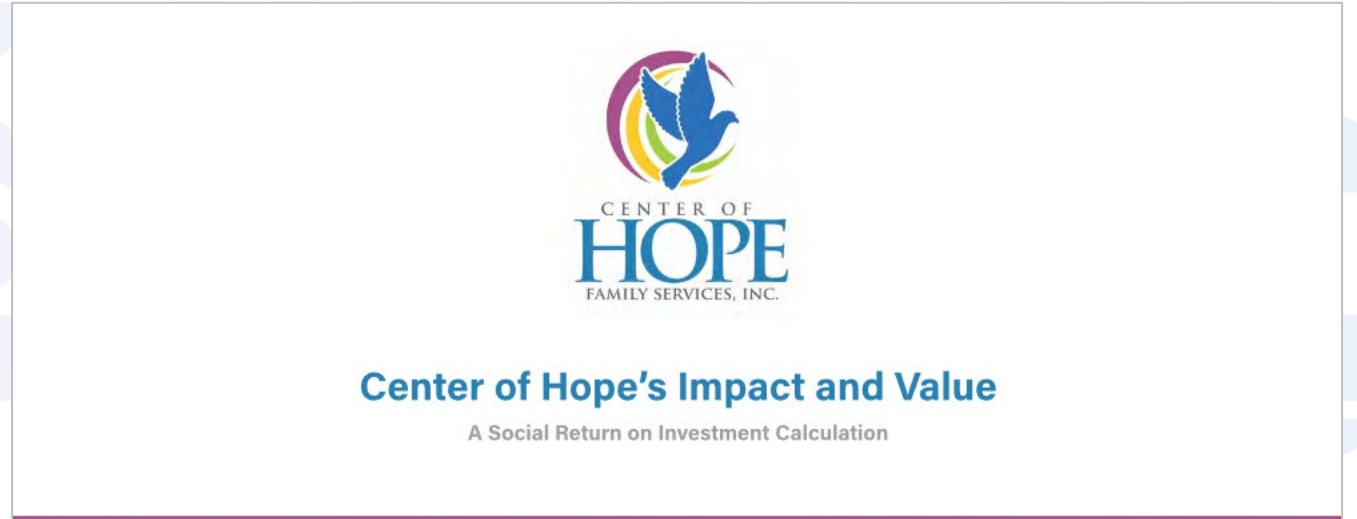
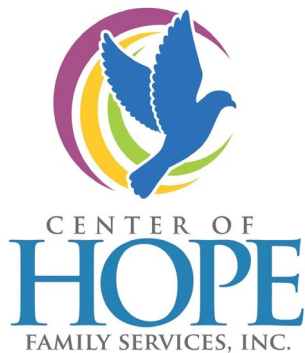
By Hispanic Latino

Outcome ● Success ● Fail



Dr. Tracee Perryman

CEO

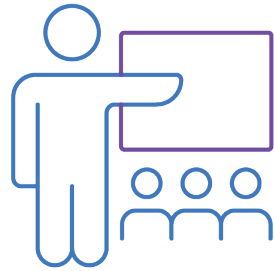


What's Included in the Cohort?



Measurement Framework Development

I will help you Identify and create the outcome and impact measures that will help your organization best achieve your strategic initiatives, enhance current programs, and communicate your organization's impact.



Monthly Coaching Sessions

You will gain high-impact leadership skills to move forward with confidence, hands-on experience for building a high-impact data-driven culture in your organization, and clarity on impact measurement best practices.



A One-Year SureImpact License

The SureImpact team will create your organization's custom measurement framework in SureImpact for easy data collection and tracking by your staff and real-time analysis and impact reports for your leadership team.



Implementation, Onboarding, & Training

SureImpact's comprehensive onboarding and training program ensures your team is equipped with the tools, knowledge, and support they need to become a high-impact organization.

Program Details



Comprehensive Training:

Access to expert-led sessions and resources



Networking Opportunities:

Connect with like-minded nonprofit leaders



Proven Results:

Increased funding, improved program effectiveness, and stronger stakeholder relationships



Exclusive Tools:

One-year SureImpact license and implementation support



Ongoing Support:

Monthly coaching calls and personalized guidance

Results After Participating in the Cohort

1

Enhanced ability
to demonstrate
impact – real-
time impact!

2

Increased
funding
opportunities

3

Improved
program
effectiveness

4

Stronger
connections with
funders

Program Value

Program Elements	Cost
Comprehensive Impact Measurement Framework Development	\$5,000
12-months of coaching	\$5,400
3 Program SureImpact 12 Month License	\$12,500
Change management, onboarding, and support	\$10,000
Access to a funder pitch event	Priceless
Total Value	>\$32,900

January 2025 Cohort Investment

- ✓ \$10,000 annual or
- ✓ 12 monthly payments of \$850





Apply by December 27, 2024



Thank You!



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