



Fundraising Well

# 2021

# Impact Report

2021 marked Fundraising Well's **6<sup>th</sup> anniversary year** and there was much to celebrate.

- Fundraising Well retained its status as a certified **Green Business** and a **Certified LGBT Business Enterprise** and became a member of the **Statewide Hispanic Chamber of Commerce of NJ**.
- We renewed our partnership with the **Wateira Group** to assist their philanthropic clientele with measuring a nonprofit's effectiveness and investing for greater impact.

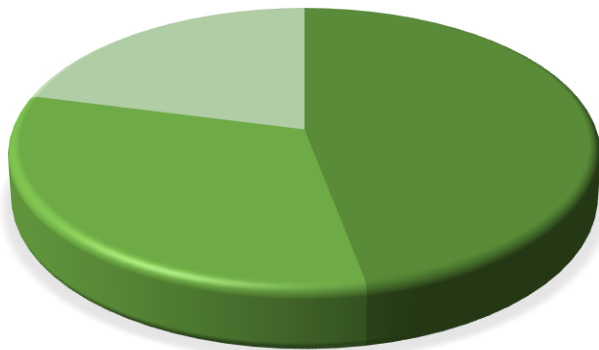
At Fundraising Well, it is **our mission to help our clients maximize their impact for good**. As we reflect on the last few years, we are grateful that we were able to help our clients continue to maximize their impact for good in 2021.

- We helped our clients, and their organizations, leverage an estimated **\$18,000,000** for social good.
- We provided **36** fundraising professionals, nonprofit executives, and Board leaders with customized coaching, and we reached another **850+** with trainings and lectures.
- We donated **192** hours of pro-bono strategy sessions to help nonprofits survive the effects of the pandemic and economic challenges of 2021.
- We guided a half-dozen families in their philanthropic endeavors to direct **\$1,750,000** to organizations meeting the immediate needs of communities impacted most severely by the pandemic, racial injustice, and economic turbulence.
- Placed **five** critical executive roles with clients through our search services.

## 2021 brought these great organizations into the Fundraising Well family.



Impact Evaluation



Planning & Analysis

Capacity Building

In 2021, the majority of our work was centered on helping clients with their capacity building needs. This included coaching, staff & board searches, performance reviews, and team trainings. Another priority area of need was planning and analysis, which included strategic planning, annual planning, creating programs, and fundraising audits. Our third priority service area was impact and evaluation, which included creating philanthropic strategies and public-private partnerships and measuring the effectiveness of nonprofits. Our impact evaluation work grew 50% over last year, and our planning & analysis work grew 35%.

Fundraising Well partnered with these fine institutions to deliver video trainings, live presentations, published articles, and podcasts throughout the year on topics of evolving fundraising models, lessons in philanthropy, impact investing, developing leadership, (re)forecasting budgets, and more. Thank you to our partners and to the 36,000+ audience members who joined us along the way.



Fundraising Well is proud to be a certified green business and a certified LGBT business.

