



# 2020

Fundraising Well

# Impact Report

2020 marked Fundraising Well's **5<sup>th</sup> anniversary year** and there was much to celebrate.

- 📈 Fundraising Well became a certified **Green Business** and a **Certified LGBT Business Enterprise**.
- 📈 We launched a partnership with the **Wateira Group** to assist their philanthropic clientele with measuring a nonprofit's effectiveness and investing for greater impact.
- 📈 We **doubled our team** to meet the demand for support our clients needed throughout this challenging year.

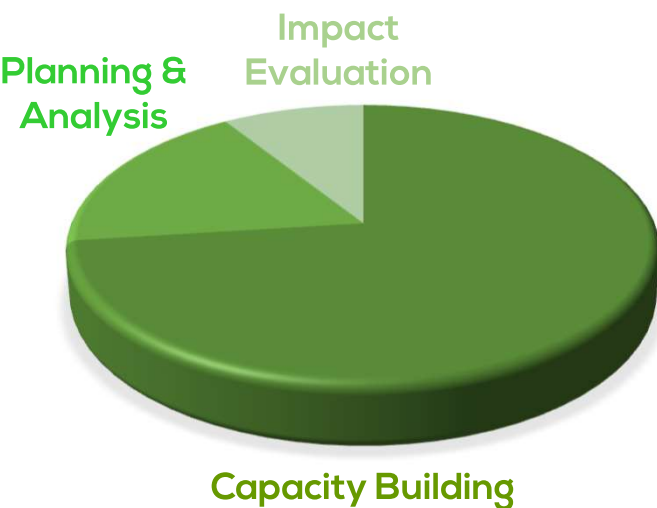
At Fundraising Well, it is **our mission to help nonprofits maximize their impact for good**. As we reflect on this unusual year, we are grateful that we were able to help our clients continue to maximize their impact for good in 2020.

- 📈 We helped our clients, and their organizations, leverage an estimated **\$27,000,000** for social good.
- 📈 We provided **42** fundraising professionals, nonprofit executives, and Board leaders with customized coaching, and we reached another **650+** with trainings and lectures.
- 📈 We donated **218** hours of pro-bono strategy sessions to help nonprofits survive the effects of the pandemic and economic challenges of 2020.
- 📈 We guided four families in their philanthropic endeavors to direct **\$1,200,000** to organizations meeting the immediate needs of communities impacted most severely by the pandemic, racial injustice, and economic turbulence.

2020 brought these great organizations into the **Fundraising Well** family.



In 2020, 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.



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.

