Leveraging Data to Support Families in Need

Datatelligent

OUTREACH

🏢 Non-Profit

🌐 www.weareoutreach.org

📍 Carol Stream, IL

AT A GLANCE

CHALLENGE:
Outreach, a faith-based community service organization, was struggling with an outdated, cumbersome data analytics approach that was desperately in need of an overhaul.

SOLUTION:
Datatelligent brought its non-profit data analytics expertise to the project and worked collaboratively to build a unified data platform that integrates data related to program impact, client needs, and donor dollars.

RESULTS:
The new system integrates key data into easy-to-access dashboards, freeing staff from cobbling together manual reports. Outreach can ensure they are supporting clients, adjusting programs for greater success, and staying on track in terms of fundraising goals.

CHALLENGE

Outreach, a faith-based community service organization based in Carol Stream, Ill., partners with local churches to serve community members in need. Through several Outreach centers, they provide support services related to housing, employment assistance, tutoring/mentoring/educational services for children and teens, as well as counseling and other crisis assistance.

While Outreach's mission is to grow and enhance its support of community members in need, they were running into difficulties. They were bogged down with a handful of legacy systems that required extensive manual efforts to collect and present data — and often, there were concerns about data integrity and accuracy. Staff were frustrated with time-consuming processes and needed a more user-friendly system that could help them improve programming and enhance their storytelling efforts both internally and externally.

Outreach leadership recognized that they needed access to integrated, clean data to assess program performance, improve their connections with current and potential donors, and decrease manual processes.

But without a unified data platform, information was siloed, and the team was spending more time and energy trying to cobble together the necessary data to oversee programs and stay on track with fundraising goals. So, what to do?

They called Datatelligent.

SOLUTION

Datatelligent's highly experienced team was engaged to implement its Community Impact Solution, a comprehensive turnkey system powered by Tableau. This approach enables non-profit organizations to integrate data into highly visual dashboards related to helping them meet their mission goals. For Outreach, their focus was on program and donor impact.

Over the course of the engagement, the Datatelligent team collaborated with Outreach staff to build a unified data platform powered by Snowflake that integrates multiple data sources into a data lake. This enabled the creation of data solutions to feed self-service analytics.

SOLUTION (cont.)

Once the unified data platform was in place, the team began creating custom, data-rich dashboards to meet the mission-forward needs of Outreach. The first solution helps measure and monitor program impact. Outreach staff now have access to timely, comprehensive information that provides a high-level view of the number of clients served by individual programs, their performance, how much is spent per participant, and demographic data. This helps identify pockets of greater need and areas for additional investment. Additionally, the dashboard features an interactive map that organizes clients by city, strengthening Outreach's understanding of community needs and opportunities for continued support.

Datatelligent created a second solution focused on donors, which highlights giving based on geographic data points as well as program needs. This has enabled Outreach to transition from what had been a manual, time-consuming process for fundraising operations to an easy-to-use, dynamic data dashboard. Outreach staff now have up-to-date, accurate data resources which detail donor city, site donations, and program donations. Additionally, staff can mine the data to improve outreach as well as amplify successes and opportunities with current and potential donors.
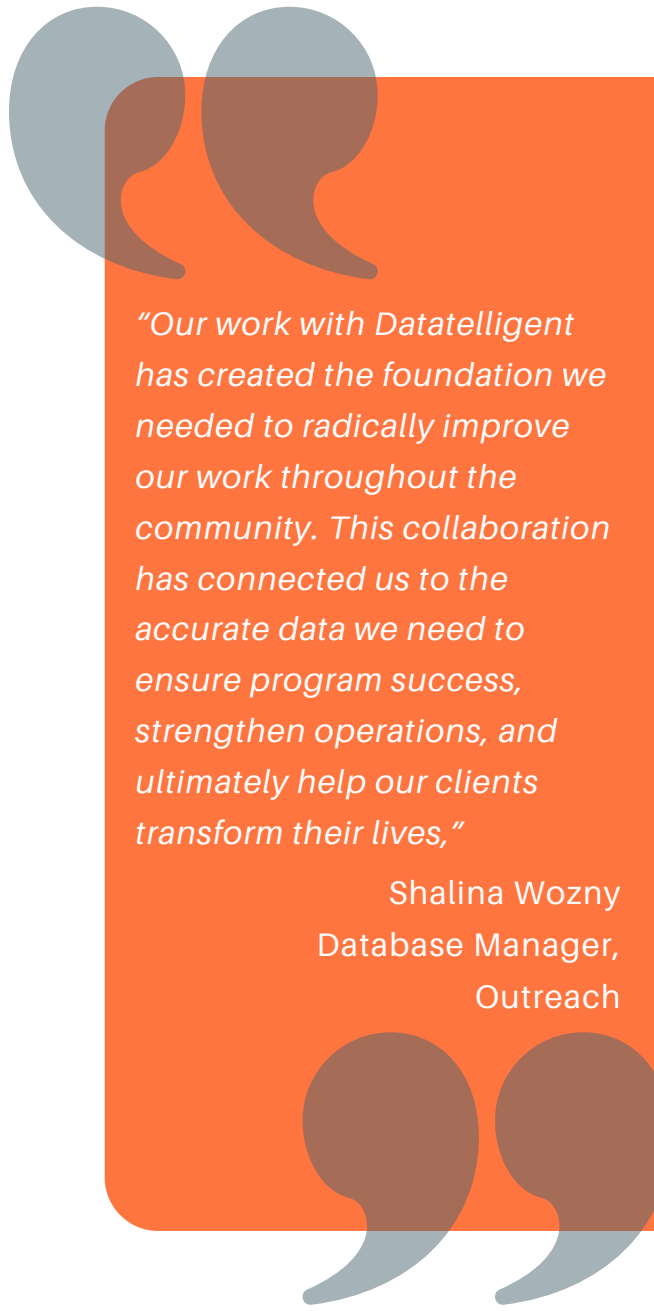
RESULT

With the Community Impact Solution deployed, Outreach can now pull the critical data necessary to support its clients, improve its programming, and increase staff efficiency. Outreach has also begun advancing on its journey toward data maturity. The work done to date and the collaboration with Datatelligent have put them on the path to more fully supporting data collection and data integrity.

The unified data approach has created an automated data pipeline that seamlessly moves information from Snowflake, for cloud data storage, into Tableau for data integration and visualization, as displayed in the two dashboards. Staff now have access to real-time, accurate data.

Moving forward, Outreach leadership will continue to work to create a data-driven culture with a focus on data integrity and quality. This will allow staff to confidently adopt and utilize the new tools to access the data required to drive business decisions and ultimately help them achieve their mission.

> *"Our work with Datatelligent has created the foundation we needed to radically improve our work throughout the community. This collaboration has connected us to the accurate data we need to ensure program success, strengthen operations, and ultimately help our clients transform their lives,"*
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> Shalina Wozny
> Database Manager,
> Outreach