



# Carolina Raptor Center

COMMUNITY IMPACT PROJECT  
G.A.I.N. - POWERED BY LOWE'S - PHASE 1: TECH ASSESSMENT & PLAN

**OUR WILDEST DREAMS**  
“We had high expectations of our experience with G.A.I.N. going in, because our technology is so behind the times. The team from Apparo, with help from Lowe's and other partners, vastly surpassed our wildest dreams. We finally have a pathway...that will carry out team to the aspirational strategic plan we have for the organization's future.”  
- Kris Cole, Advancement Director, Carolina Raptor Center

## Delivering environmental education, rehabilitation of injured and orphaned raptors, and environmental stewardship

**Problem:** Carolina Raptor Center (CRC) was experiencing great organizational change, but their technology was slowing them down.

**Solution:** CRC applied for and was selected to participate in the inaugural G.A.I.N. cohort. In this first phase of their journey, they were matched with a volunteer, Matt Campbell, from MorganFranklin Consulting, who assessed their use of technology and developed a plan for improvement.

**Nonprofit Team:** Kris Cole, Michele Houck, Jim Warren

**Volunteer:** Matthew Campbell



**ANTICIPATED NONPROFIT & COMMUNITY IMPACT**  
As a result of this work, Carolina Raptor Center (CRC) will save significant time, improve their financial position and extend access to their programming. This means **more resources to: care for injured raptors, increase community environmental education, and drive young adult interest in pursuing careers in science.**

- 7,100+ hours/annually of time saved (=177 working days)
- \$40,000 expense savings (\$20K annually + \$20K one time)
- Increased revenue & reach through more virtual programming & fundraising
- Improved quality of life and ability to collaborate for staff
- Reduced risk



**A RICHLY REWARDING VOLUNTEER EXPERIENCE**  
“Working with Apparo and the Carolina Raptor Center has been richly rewarding. The structure and methodology that Apparo employs to deliver service to non-profits ensures that these organizations are able to get the most value out of the engagement. The staff at the Carolina Raptor Center are some of the most talented and remarkable people I have had the pleasure of working with. It has been a privilege to have been part of this project with them.” - Matt Campbell, Volunteer

# 133 hours

Total time dedicated to this project by the volunteer and Apparo

# \$19,950

Market value of this project