



# Apparo

Impact Magazine

**Summer 2021**



## APPARO'S STORY

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We believe that technology and passion can change the world.

Every year, Apparo engages with nonprofits in the greater Charlotte area, delivering technology education, training, and projects that allow them to do good in our community. While we normally serve more than 100 nonprofits a year, ***we have served nearly 60 in the past three months alone*** as we have increased our service to support the nonprofit community during the pandemic.



Carolina Youth Coalition is our 2021 Mission Possible Award winner and recently kicked off their work with Apparo and their Accenture consulting volunteers. As the winner of this award they will receive up to \$50,000 in value of consulting services and \$10,000 in cash to implement their technology solution to help address economic mobility in Charlotte.



### Carolina Youth Coalition

Carolina Youth Coalition is a college-access nonprofit organization that prepares high-achieving, under-resourced high school students to get into, excel at, and graduate from college so they can become full participants in society. [READ MORE](#)





# Community Impact Project Highlights



Click on project descriptions at bottom for more information.  
[View nonprofits in need of volunteer teams here.](#)

Apparo's Community Impact Projects partner a nonprofit in need of a technology solution with a corporate volunteer to address that need. [Learn more.](#)



[1. Samaritan's Feet + Volunteers from AIG](#)

[2. Augustine Literacy Project + Volunteers from Duke Energy](#)

[3. Assistance League of Charlotte + Volunteers from Coca-Cola Consolidated](#)

[4. Shepherd's Center as part of the G.A.I.N. program](#)

[5. Brave Step + Volunteers from The Sparrow Group](#)

# 17

Projects Currently in Progress

# 63

Volunteers Currently Engaged

# 26

Corporate Partners Currently Engaged

# Nonprofit Education Highlights



Apparo's technology-focused educational offerings for nonprofits include Nonprofit Bytes+Insights (educational forums), TechShops (hands-on trainings) and IT Coaching (one-on-one tutoring), all offered remotely. We've also added highly relevant content to our [Resources Page](#).

Over the past 3 months

54

Nonprofits Served

51

Volunteer Hours

\$20,625

Value Delivered

Laura Rabell, Chief Creativity Officer of Rabell Creative, held a workshop for Charlotte nonprofits to help them better understand Google Analytics. This series of 3 classes was tailored towards our nonprofit participants to help ensure their success moving forward.

**RABELL**  
CREATIVE

Register for free for our next Bytes+Insights forum: [LinkedIn Success Strategies](#).



Our May forum explored how nonprofits can leverage Google Analytics to help their organizations meet their goals. [VIEW RECORDING HERE.](#)



Our June forum discussed how organizations can evaluate their programs, practices, and beliefs as we shift into the new normal. [VIEW RECORDING HERE.](#)

# Tech Therapy Highlights

## Hope House Foundation

Hope House Foundation (HHF) needed help optimizing their use of social media for fundraising. Through Apparo's Tech Therapy, they were matched to volunteer Madeleine (Maddy) Piercy, Digital Channel Strategy Manager at Duke Energy. Maddy helped HHF with a strategy for boosting posts, and she also delivered a detailed social media playbook along with a list of helpful resources. Jen Grenier of HHF shared, "we have one week left in the shoe drive and we'll definitely beat our goal of 100 bags (of 25 pairs of shoes, each)." She explains that following Maddy's recommendations, she leveraged a \$20 paid social media boost to not only ensure success of this drive, but also gain 60 new followers on Instagram (an 8% increase) and 30 new followers on Facebook (a 2% increase). Jen shared her appreciation of Maddy, "Maddy was wonderful. She opened our eyes to trying something different, because what we were doing before wasn't working." [READ MORE](#)



Our Tech Therapists provide our nonprofit clients with expertise to identify resources and solutions for their technology needs.

## Centric Consulting + Apparo's Development Team

When Apparo's Development team realized their business processes were slowing them down, they reached out to their teammates for help. Through Tech Therapy, they were matched to a volunteer team from Centric Consulting to help put new processes into place. Adrienne Craighead, Director of Development, shared, "the team really heard us. They listened closely and understood the friction and pain points of our logistic nightmare and were thoughtful in researching and bringing back suggestions to improve our process. The experience with Centric has led to an approach that not only eases the time commitment and struggle of our staff, but also improves the experience for our sponsors and Hosts." [READ MORE](#)



## Over the past 3 months

28

Nonprofits  
Served

50

Engagements



We love seeing how our nonprofit partners transform after we collaborate! Here are a few success stories.



We checked back in with Restore Global 6 months after this project was completed to learn about the sustained impact and progress towards meeting Restore Global's goals. Steven Wray, CEO of Restore Global, explained to us, "Because of this project and the mapping our processes, the team is more comfortable staying in their lanes, understanding how we work...The effectiveness and execution of our programs is much greater than it was and that allows me to spend more time expanding, growing and accepting more assets and new partnerships." Some big wins for the team since our project include a deal with a major department store, new funding opportunities, and expanding their services into Texas.

[READ MORE](#)



One year after our Mission Possible project with Ada Jenkins concluded, we checked back in to learn about the impact. The organization has experienced improved effectiveness of service to those in need through a new goal form and automated communications related to funds status. Janice Hinton shared with us, "We created a new goal form for our clients that can be printed out or emailed, eliminating the need for us to handwrite. Diane Means added, "This new form will help people rebound from the negative impacts that COVID has had, like job loss. Having your goals in front of you makes it tangible, easier for you and for our staff to identify when you are moving towards success." Through this form they have increased their reach and improved their ability to manage \$750,000 in CARES funding. [READ MORE](#)



Over the past year Backpack Weekend Food has begun using Neon, as recommended during their project, and they have experienced its benefits already. Dallas shared with us how they've used Neon so far, "We used Neon for our virtual event in February. It was the platform for our marketing communications, buying tickets and for the online raffle. This would have been much more challenging for us without Neon. It's so good for us to have all of our information in one source. When you bought your tickers, your information automatically went into the system which saved us a lot of extra manual steps and time. We exceeded our fundraising goal by \$10,000." Beyond their fundraising event they are experiencing efficiencies with every donor they interact with. Because every donation is accounted for so quickly, they are able to be more responsive to donors and build those relationships. [READ MORE](#)



# Volunteer Spotlights



**Laura Rabell** has been an Apparo volunteer since 2016 using her expertise to support 70 nonprofits in their digital marketing efforts. Throughout the years this has included being a Website for Good partner, Community Impact Project volunteer, Navigating the Current webinar presenter, Tech Therapy volunteer, TechShop trainer, and IT Coach.

"We did our first volunteer project, and it was amazing to have the Apparo team managing the relationship, defining the scope of work and seeing the project through to completion with us, as a facilitator. We really appreciate the value that Apparo brings to the table, not only for the nonprofits, but for the pro bono volunteers like us as well. It's been a symbiotic and beneficial relationship for us. The more nonprofits we serve, the more people we help indirectly through the mission delivery of each organization. That makes my work life more meaningful and fulfilling, giving me a greater sense of purpose ." [READ MORE](#)



**Jake Rue** joined the Apparo volunteer team in the summer of 2020. Since then, Jake has delivered nearly \$3,000 of pro bono support to three local nonprofits and continues to serve on a regular basis.

"CapTech values community service and it's something I have prioritized throughout my life...with Apparo I feel like I can add even more value by taking my workplace skills and applying them to nonprofits...and it helps me grow in my skills as a speaker and trainer. It's an easy and natural way for me to add a lot of value and make a big impact. Jennifer (Ray, Apparo Program Manager) does all the hard work to make it easy for me. I just have to show up and get to the fun with the nonprofits, who are so appreciative. Apparo adds so much value by just connecting the right people. I really appreciate what they do as an organization." [READ MORE](#)



# Nonprofits Served May - July 2021



Our nonprofit clients represent a broad service range and work tirelessly to break the cycle of poverty in the greater Charlotte area.

**A Better World**

**All We Are**

**Apparo**

**Beds for Kids**

**Cain Center for the Arts**

**Camino Community Center**

**CareRing**

**Carolina Breast Friends**

**Carolina Raptor Center**

**Carolina Youth Coalition**

**Center for Community**

**Transitions**

**Charlotte Community Toolbank**

**Charlotte Family Housing**

**Charlotte Rescue Mission**

**Children and Family Services  
Center**

**Children's Theatre of Charlotte**

**City Startup Labs**

**Clean Air Carolina**

**Communities in Schools**

**Crisis Assistance Ministry**

**Gastonia**

**Dottie Rose Foundation**

**Dress for Success Charlotte**

**Fashion and Compassion**

**First Gen Success**

**Florence Crittenton Services**

**Foster Village Charlotte**

**Habitat for Humanity Charlotte**

**Hinds' Feet Farm**

**HOPE for Christmas Bureau  
of Union County**

**Hope Haven**

**Humane Society of Charlotte**

**JazzArts Charlotte**

**Learning Help Centers of  
Charlotte**

**Mental Health America of  
Central Carolinas**

**Muggsy Bogues Foundation**

**PFLAG Charlotte**

**Profound Gentlemen**

**Read Charlotte**

**RunningWorks**

**S.T.A.R.S. Math & English  
Academy**

**Safe Alliance**

**Shepherd's Center of  
Charlotte**

**Soccer Foundation of  
Charlotte**

**Socialserve**

**The Echo Foundation**

**The Foundation for  
Tomorrow**

**The House of Mercy**

**The Independence Fund**

**The Ivey**

**The Paula Takacs**

**Foundation for Sarcoma  
Research**

**Thompson Child & Family  
Focus**

**UMAR**

**Veterans Bridge Home**

**Wayfinders, formerly Bruce  
Irons Camp Fund**

**Women Executives**

**Young Black Leadership  
Alliance**

**Youth Development  
Initiatives**

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Apparo - Technology Solutions  
for Nonprofits



Apparo [BLOG](#)







## Did you know?

Actors Wayne Allwine and Russi Taylor who played Mickey and Minnie Mouse actually fell in love and got married.

**If this fun fact makes you feel warm and fuzzy inside, now you know how YOU make US feel.**

**Thank you for supporting the sustainability and growth of the greater Charlotte area's nonprofits.**

**You are making quite the impact!**