



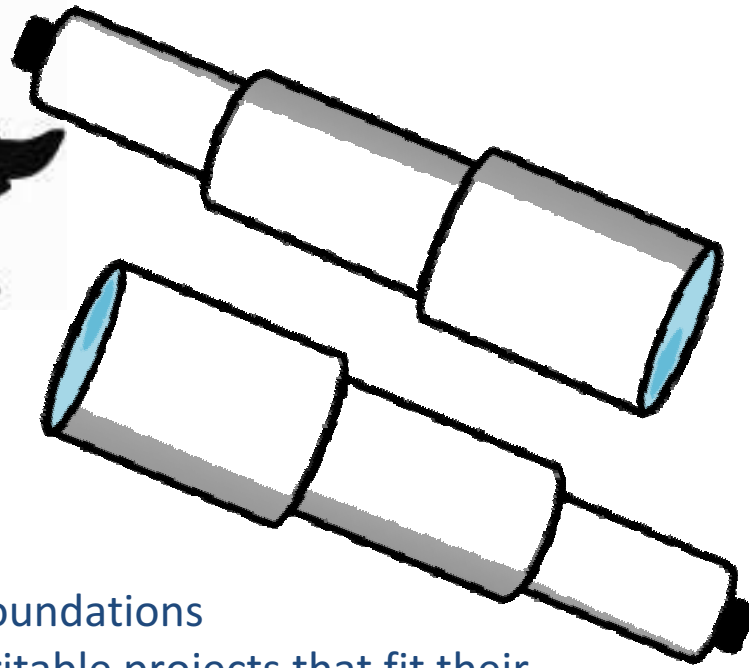
*where nonprofits, foundations and ideas meet*

Overview

November 2010

# The Challenge

1+ million nonprofits searching for major donors who support their cause.



70,000+ private foundations searching for charitable projects that fit their *interests, mission, resources.*

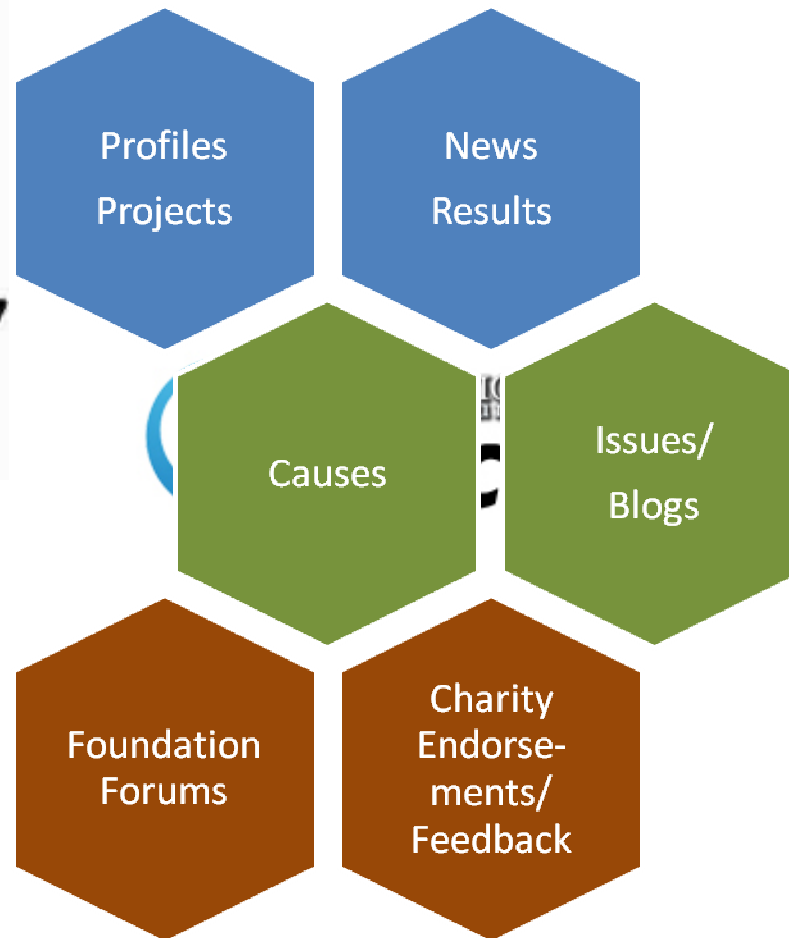


*Foundation Source clients make \$250 million of grants per year*

# The Challenge

- Foundations frequently add new grantees
  - 50% of '09 grantees were new to that foundation
- But they are very private and want to stay that way
  - 77% say they won't accept unsolicited requests
- The opportunity is large
  - \$40 billion annual grants from foundations
  - Individual grants frequently exceed \$1000.
- *Yet* no platform exists for this segment of philanthropy
- For nonprofits, tapping this market is challenging and expensive
  - **25¢ to raise each \$1.00**

# The Solution



*First online giving platform that meets the needs of both foundations and nonprofits.*

build a profile **1**  
*list all your fundraising  
needs in a single interface*

my cause

info \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

links

video

projects

**+** **2** **=**  
connect with  
major donors  
*appeal to foundations  
who share your interests*



**3** find a match  
*raise funds easily and  
cost effectively*



# East Park Revitalization Alliance (EPRA)



## Overview



Helping kids and residents make healthy choices!

Established in 2003 by neighborhood residents, the East Park Revitalization Alliance (EPRA) seeks to build a healthy community in the Strawberry Mansion neighborhood, focusing on environmental improvement and health promotion. We turn vacant land into community gardens, operate programming to connect neighborhood residents to the adjacent park, and planted over 700 trees in the community and run the "Healthy Choices" Youth Program, an after-school and summer program for neighborhood youth ages 6-18 at our local recreation center that is based on giving youth the skills to make the healthy choices that will help them become healthy adults.

## Achievements

### 2009 was an exciting year for the East Park Revitalization Alliance!

We ran a summer program and after-school program for 70 neighborhood youth at the local Recreation Center, created a fruit orchard in the park, planted 60 trees in the community and beautified 150 abandoned vacant lots in the community.

### New Executive Director



**East Park Revitalization Alliance Inc**  
 3237 W Montgomery Ave  
 Philadelphia, PA 19121-2434

(215) 869-4208  
[suku@epralliance.org](mailto:suku@epralliance.org)  
[visit nonprofit website](#)

**Annual Budget**  
 \$ 190,000

### Current Projects

**Early Childhood Development**

LOCATION: United States  
 TARGET: \$ 540,000  
 RAISED: \$ 20,000  
 PHASE: Planning Stage

# Early Childhood Development



## Overview



Our goal is to develop health-focused Early Childhood Education programming for children under 6 as part of EPRA's existing "Healthy Choices" Youth Program. We have already raised \$20,000 in Organizational Effectiveness Funding to pay for an Early Childhood Education Program Development Consultant, a Health Outcomes Evaluations Consultant and a Zoning Lawyer (for the childcare licensing process.)

### Challenge

In spite of all the research showing the life-long impact of participation in early childhood education, there is a dearth of any kind of early childhood programming in our community. Our target area is one of the few in Philadelphia with no licensed childcare centers, no early head start program, no School District Pre-K program, and only two licensed home daycares. Parents in our community who want to provide the best beginnings for their children have extremely limited options.

### Solution

Beyond the general need for programming for young children, our community has:

### Project Info

#### Organization

**East Park Revitalization Alliance Inc**  
3237 W Montgomery Ave  
Philadelphia, PA 19121-2434

(215) 869-4208  
[suku@epralliance.org](mailto:suku@epralliance.org)  
[visit nonprofit website](#)

#### Project Contact

Suku John  
 (215) 869-4208  
[suku@epralliance.org](mailto:suku@epralliance.org)  
[visit project website](#)

#### Project Budget

\$ 533,843 — Total

- \$ 72,524 Supplies
- \$ 2,000 Travel
- \$ 5,750 Equipment
- \$ 51,640 Occupancy
- \$ 17,700 Other
- \$ 384,229 Personnel

#### Fund Raising

Target: \$ 540,000  
 Remaining: \$ 520,000

### About the Nonprofit



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- First platform to connect nonprofits and private foundations
- Opens door to funding opportunities from the largely untapped market of private foundations
- We fully expect the service to dramatically lower the cost of raising funds from major donors