



Dear Colleague,

In these challenging times the role of the nonprofit sector is more important than ever. Our role to care for and promote the welfare of others becomes imperative, and it's a role we can fulfill only when we keep our sector healthy by being clear about our mission, vision, and impact.

That's why we work with our clients in a way that challenges executives and their boards to think about fundraising, it's also why we work with our clients to track their Return on Investment (ROI) and to issue a Report Card on our findings.

LAPA Fundraising is the only firm in the country to publically report on client ROI.

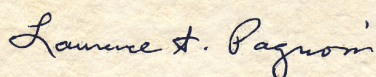
For every dollar clients spend in consulting fees we calculate, what they have received in return. This is our personal commitment to transparency and accountability.

According to the Maryland Association of Non Profits an established ROI benchmark for high-efficiency nonprofits is three to one, or \$3 raised for every \$1 spent on fundraising. A snapshot of last year's ROI for LAPA clients is available on our website, and this year's results are included in this Report Card.

We are celebrating with our clients, and proud to report their achievement and success. On all counts, our clients outpaced benchmarks of our sector. Some clients were engaged in pre-development processes, so their ROI is in process.

So what consideration have you given to your organization's ROI? Do you calculate it annually? What have you learned from it? Feel free to call me and discuss at (212) 932-9008

Fondly,



Laurence A. Pagnoni
Chairman, LAPA Fundraising

Annual ROI
Report Card



An ROI of above \$3 is an A+
An ROI for \$2.50 to \$3 is an A

An ROI of \$2-\$2.50 is a B+
An ROI of \$1.50-\$2 is a B

<i>A+</i>	<p>ST. CHRISTOPHER’S INN</p> <p>The Inn is a ministry of the Franciscan Friars of the Atonement, and a leading substance abuse recovery provider in New York State. A client since 2014, our work began with a comprehensive development audit and continues focusing on major gifts, foundation support, and corporate philanthropy. This past year the Inn raised \$5 for each dollar invested in fundraising expenses.</p>
<i>A</i>	<p>TRINITY PLACE SHELTER</p> <p>Trinity Place is one of the few shelters in New York City for homeless LGBTQ youth. A ministry of Trinity Lutheran Church on New York’s Upper West Side, Trinity Place Shelter has been a client since 2008. Our work with Trinity focuses on private foundation support, which has exceeded \$1.5 Million in total revenue secured. This past year Trinity Place Shelter raised \$3 for each dollar invested in fundraising.</p>
<i>A+</i>	<p>WALKING WITH PURPOSE</p> <p>Walking with Purpose is a national Catholic women’s bible study program. Our work with Walking with Purpose focused on building the fundamentals of a development program: creating a Case for Support, creating a private foundations initiative, growing the annual fund, and focusing on soliciting major donor asks. Walking with Purpose raised \$5 for each dollar invested in fundraising expenses.</p>
<i>B</i>	<p>LIAM’S ROOM</p> <p>Liam’s Room is a New Jersey based nonprofit that provides support to families whose children are in palliative care. Our work focused on the nuts and bolts of development: building a private foundations program, growing the annual fund, hosting Parties with a Purpose, and Major donor solicitations. In just a year of working together Liam’s Room raised \$1.60 for each dollar invested in fundraising.</p>

OVERALL GRADE:

A

In addition, we had the privilege of working with several clients this past year on grants or pre-development initiatives including: The Internal Displacement Monitoring Centre, the Arab American Family Support Center, Neighbors to Nicaragua, Moreau Emergency Squad, VIP Services, and WAYS Fundraising.