



ROI REPORT CARD

2019

*"ROI is not just a math exercise.
It's a process to secure a higher return."*

- Laurence A. Pagnoni, Chairman

As documented by an outside independent evaluator, for every dollar that clients have expended with LAPA, they have received an average ROI of \$4.25 from private grants, \$27 from government grants, and \$8 from campaigns, higher than industry average.

ROI

Return on Investment

LAPA is the only fundraising firm that tracks the ROI we secure for our clients.

Benchmark

Set by the Better Business Bureau

The Better Business Bureau considers a 3:1 ROI **very good**.

Grading Criteria:

\$2.00 - \$2.50 = B+

\$2.50 - \$3.00 = A

Over \$3 = A+

A+

Lutheran Social Services of New York

\$50.17 raised for every dollar spent on LAPA's private grants and government grants services.

A+

Humane Society of Westchester

\$22 raised for every dollar spent on LAPA's capital campaign services.

A+

VIP Community Services

\$6.32 raised for every dollar spent on LAPA's private grants and government grants services.

A

YWCA White Plains & Central Westchester

\$2.97 raised for every dollar spent on LAPA's capital campaign services.

A+

Betances Health Center

\$3.66 raised for every dollar spent on LAPA's private grants services.

A+

Northside Center for Child Development

\$8.59 raised for every dollar spent on LAPA's private grants services.

A+

Cristo Rey Newark

\$6.40 raised for every dollar spent on LAPA's private grants services.

A+

Trinity Lutheran Church

\$4.06 raised for every dollar spent on LAPA's private grants services.

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Abbott House

\$0 raised for every dollar spent on LAPA's government grant services.

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St. Nick's Alliance

\$0 raised for every dollar spent on LAPA's government grant services.



Reece School



Process Improvements. As part of our ROI process, we evaluate improvements made to your fundraising program that are not mathematically reflected in the ROI.

For example, the Humane Society of Westchester has a deeper culture of philanthropy and stronger donor communications than ever before. Lutheran Social Services of New York has implemented a significant major gift program, and both Fulfill Food Bank and The Global Alliance for Improved Nutrition (GAIN) know more about funding opportunities in their mission area.

Why are there LAPA clients that do not appear on the ROI Report Card?

For clients to have a reported Return on Investment, they must have engaged LAPA in a direct fundraising service for at least one year. The following clients have been engaged with LAPA for less than one year:

Reece School
Bridging Access to Care

The following clients engaged LAPA for research services, not direct fundraising:

Global Alliance for Improved Nutrition (GAIN)
Fulfill Food Bank

Would you like to secure a higher return on investment in your fundraising?

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