

2020 ROI Report Card

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, which is higher than the industry average.



The Art and Science of Nonprofit Fundraising



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**.

About LAPA Fundraising

LAPA seeks to positively change the way nonprofit executives and their boards think about, plan, and grow their fundraising programs. LAPA serves as campaign, grant, and planning experts with clients across the country, around the world, and in every field of charitable activity.

LAPA provides a full suite of fundraising services including advanced prospect research, campaign feasibility and management, grants management, assessments and planning studies, planned giving programs and major gift programs.

Culture + Values

LAPA provides high quality fundraising services. We work collaboratively with your team to design and implement successful fundraising programs.



LIVE BY A CODE OF ETHICS



VALUE DEEP, SUSTAINED PARTNERSHIPS



SOCIAL JUSTICE ACTIVISTS



NIMBLE



PRACTICE EMOTIONAL INTELLIGENCE IN RELATIONSHIPS



INTERVENTIONISTS

Our Approach

LAPA Fundraising partners with nonprofit leaders to embrace development as a challenge that inspires rather than something to avoid. We provide the models, tools, and expertise to empower their clients to significantly increase revenues. LAPA takes nonprofits to the next level of advance, and once successful, our clients experience transformational results. As a leader in the philanthropic community, LAPA represents nonprofits across the full spectrum of youth, culture, treatment and recovery, social services, behavioral health, community-based healthcare, and faith-based missions.



A+

Lutheran Social Services of New York

\$11.57

raised for every dollar spent on LAPA's government grant and private grant services.



A+

Carver Center

\$11.88

raised for every dollar spent engaging LAPA to support an existing major gifts and annual fund program.



A+

Northside Center for Child Development

\$7.36

raised for every dollar spent on LAPA's private grant service.



GRADING CRITERIA

B+

\$2.00 - \$2.50

A

\$2.50 - \$3.50

A+

\$3.00+

A+

Betances Health Center

\$12.32

raised for every dollar spent on LAPA's private grant service.



A+

Trinity Lutheran Church

\$6.79

raised for every dollar spent on LAPA's private grant and major gift services.



A+

VIP Community Services

\$5.03

raised for every dollar spent on LAPA's private grant service.



A+

Bridging Access to Care

\$6.66

raised for every dollar spent on LAPA's private grant services.



A+

Humane Society of Westchester

\$19.31

raised for every dollar spent on LAPA's capital campaign service.



Laurence A. Pagnoni, MPA, Chairman

Michael L. Taylor, CFRE, President

Jessica Williams MSW, Director of Grants



Our work is a tremendous partnership between in-house teams and the strategic consulting relationship LAPA provides.

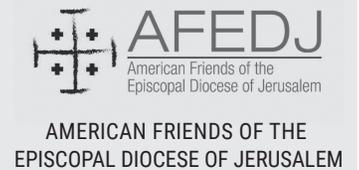
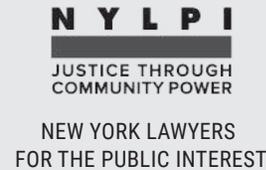
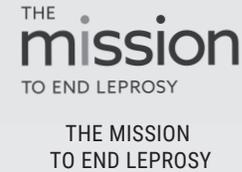
Process Improvements

As part of our ROI process, we evaluate improvements made to your fundraising program that are not mathematically reflected in the ROI. For example, after we successfully completed a \$4.25M campaign with the Humane Society of Westchester, the organization was left with a more robust major gifts program that will allow them to deliver increased services after their expansion and renovation project is complete.

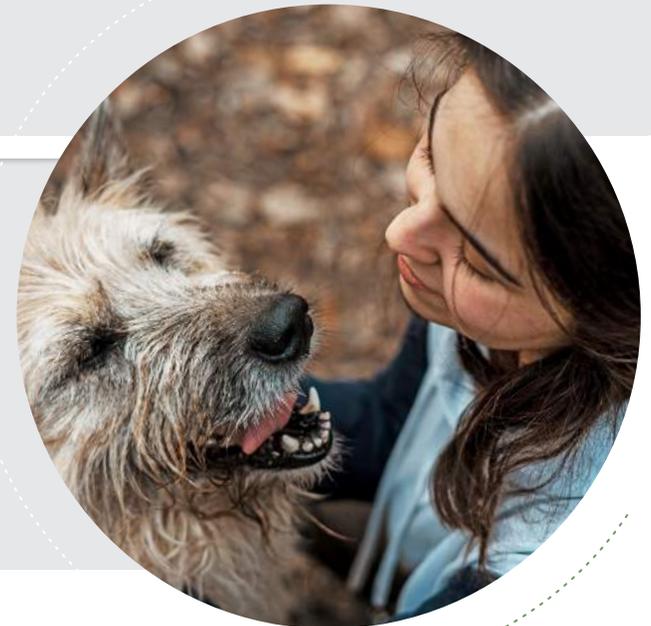
For Brooklyn Defender Services, we've established a gift acknowledgement process, gift acceptance policy, and stewardship matrix. For the Carver Center, we have supported the CEO and development team on annual fund and major donor giving.

LAPA Clients Not Listed

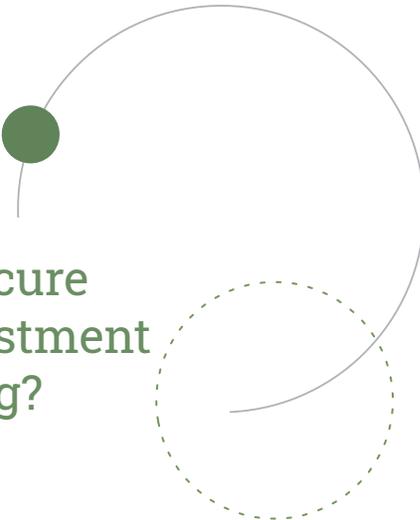
For clients to have a reported Return on Investment, they must have engaged LAPA in a direct fundraising service for at least one year. The following clients have been engaged with LAPA for less than one year:



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



For an archive of past LAPA ROI Report Cards, visit: lapafundraising.com/ROI



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



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