



2015 Leadership Program

Final Presentation

May 28, 2015



Truckee-Tahoe Nonprofit Directory

Connecting Community



Our Group



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Truckee-Tahoe Nonprofit Directory

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Mission Statement

The Truckee-Tahoe Nonprofit Directory was created to gather and help disseminate information about all nonprofit organizations in our area. The Truckee-Tahoe Nonprofit Directory is the only one-stop website where locals can find the most up to date and comprehensive database of nonprofit organizations. Residents can research events, community based resources, health and social services and donation, volunteer and employment opportunities. This free online hub also provides nonprofit organizations a way to advertise their services.



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Goal

Provide the public and nonprofit organizations with an easy to use and comprehensive online database where they can access and search nonprofit information in the North Tahoe/Truckee area

Objective

Increase awareness of and engagement in local nonprofits



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Plan Overview





[About Us](#)

[Nonprofit Info](#)

[Volunteer Opportunities](#)

[Job Opportunities](#)

[Events](#)



Nonprofit List



Aim High

Girls on the Run—Sierras

North Tahoe Arts

Tahoe Fund

Arts for the Schools

Humane Society of Truckee-Tahoe

North Tahoe Family Resource Center

Tahoe SAFE Alliance

Boys and Girls Club of North Lake
Tahoe

InnerRhythms Dance Centre

Pet Network

Tahoe Truckee Community
Foundation

Disabled Sports USA Far West

KidZone Museum

Project MANA

Tahoe Youth Ballet

Family Resource Center of Truckee

Kindred Art and Folk Institute

Sierra Senior Services

Trails and Vistas

Friends of the Truckee Library

Lake Tahoe Shakespeare Festival

Sierra State Parks Foundation

Truckee Trails Foundation

Gateway Mountain Center

Learning Bridge of the Sierra

Squaw Valley Institute

Wylie Animal Rescue Foundation



Humane Society of Truckee Tahoe

The Humane Society of Truckee-Tahoe is dedicated to saving and improving the lives of pets through adoption, community spay/neuter and humane education programs.

Founded in 1994 by a group of committed volunteers, the Humane Society of Truckee-Tahoe has become the driving force in animal rescue and adoption for the Truckee region.

Over time, they have grown from a small grass roots entity to a nationally recognized non-profit organization with seven employees and hundreds of dedicated volunteers.

Website: www.hstt.org



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Needs Assessment

- **Nonprofits play a vital role in society and the economy**
- **The Truckee-Tahoe region is rich with nonprofit organizations, but lacks access to information**
- **With a robust one-stop directory, our region will become a more complete community:**
 - Residents can research events, community based resources, health and social services, and donation, volunteer and employment opportunities.
 - Nonprofit organizations will have a way to promote their services and needs.



Impact

Survey: 31 community members and 15 nonprofit organizations

Conclusions:

1. Free, comprehensive directory is not currently available
2. Public does not seem very satisfied with the tools they have been using to search for information about nonprofits
3. Most nonprofits are somewhat satisfied with the how they share their information online, but are overwhelmingly willing to participate and share their information through a new comprehensive hub



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Time line

- January** Group decides to explore online nonprofit directory
- February** Brainstorm objective and goals of directory, conduct field scan
- March** Create, get feedback on, and conduct community survey
- April** Begin to create website mock-up and marketing materials
- May** Finalize marketing materials and presentation
- June** ID potential partners and sponsors
- July** Secure funds to build basic website
- August** Secure funds to build-out website: gather and input data/content
- September** Launch site and have party to thank sponsors and partners
- October** Work with host organization to refine site based on feedback
- November** Continue to secure funds for website upgrades and maintenance
- December** Look at possible mobile app



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BUDGET

1. Secure domain and web hosting -\$20 for domain, \$10/month for hosting, total \$120/year
2. Build site and gather/input data and content -\$3000
3. Create marketing materials -\$500
4. Host launch party -\$500
5. Maintenance -\$880

TOTAL \$5000



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Marketing Materials

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Volunteer

Search Jobs

Find Events

Donate

Looking for a job in the North Lake Tahoe-Truckee area? Looking for a place to volunteer your time and give back? The Truckee-Tahoe Nonprofit Directory is an online directory with comprehensive information about local nonprofits in the North Lake Tahoe and Truckee area.



Check it out at

www.TTNonprofitDirectory.org

Postcard & Poster



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What if nonprofits didn't exist in our community?





Our Community

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Thank You

