



2015 Leadership Program Final Presentation May 28, 2015













Our Group



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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.

Goal

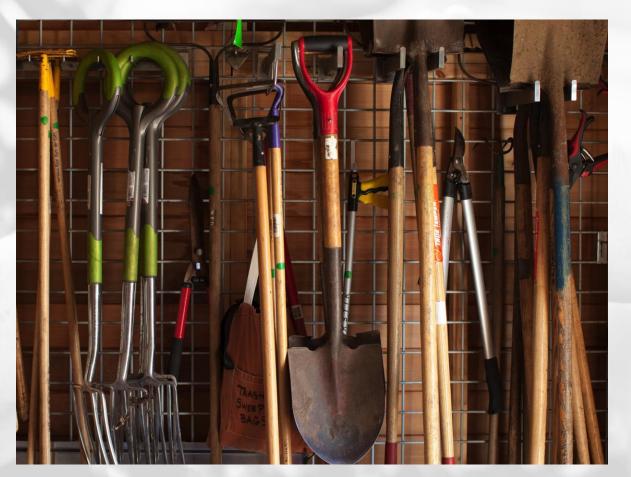
Provide the public and nonprofit organizations with an easy to use and comprehensive online database where they can access and search nonprofit information in the North Tahoe/Truckee area

Objective

Increase awareness of and engagement in local nonprofits



Plan Overview









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: <u>www.hstt.org</u>



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
- 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



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

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



Marketing Materials



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.



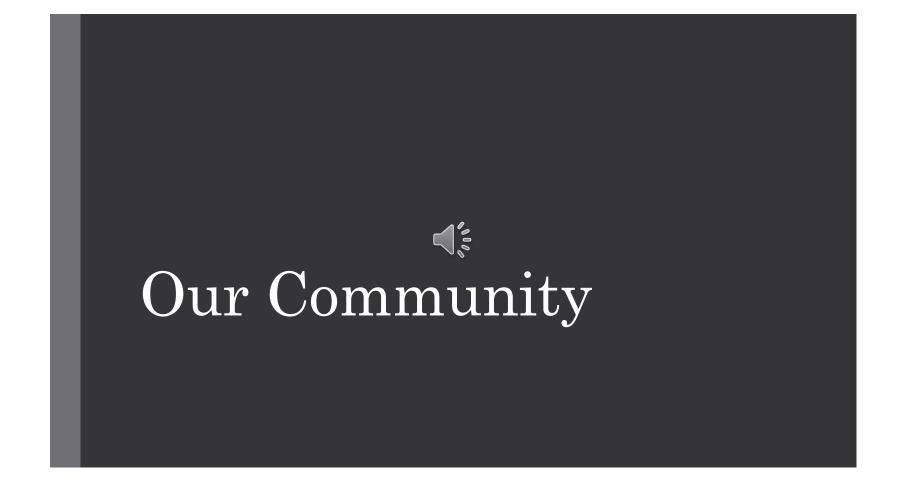
Check it out at

www.TTNonprofitDirectory.org

Postcard & Poster



What if nonprofits didn't exist in our community?



Thank You

