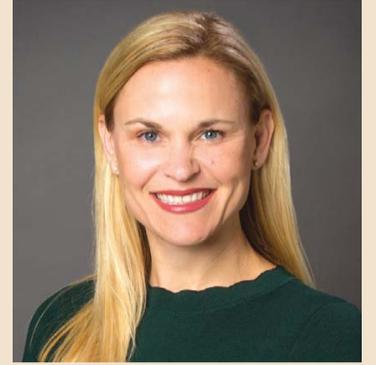


The 2021 GIVING GUIDE

What Nonprofit Leaders Learned from 2020

Regan Dean Phillips, M.S.W., J.D., CEO, CASA Orange County

Over this past year, CASA of Orange County saw a notable increase in the number of community volunteers attending information sessions and going through the 30 hours of mandated training to become a Court Appointed Special Advocate. Our increase in volunteers (along with COVID restrictions) required us to think differently about our volunteer training program. We switched to a virtual model of training community volunteers because these trainings in person were no longer an option. We found that virtual trainings were much more efficient and allowed us to train more volunteers. It has decreased the commitment for prospective volunteers by eliminating driving to our offices in Santa Ana during weeknight evenings and allowed greater flexibility to our staff in facilitating the training. We have been able to meet our volunteers where they are and seen an increase of over 15% more volunteers being sworn-in compared to a year ago which allows more foster youth to benefit from CASA services.



Gregory C. Scott, President & CEO, Community Action Partnership

Community Action Partnership of Orange County (CAP OC) utilized a drive-thru model to serve clients safely, including FREE drive thru taxes. CAP OC is part of the United Way VITA program and provides free tax preparation for income qualified participants.

Client intake is over the phone and appointment is made to bring required documents. Client drives up, documents are placed in a zip lock back and a follow up appointment is scheduled. A trained CAP OC staff member begins the filing process. At the follow up appointment, client review taxes safely in the car, and sign consent for e-file submittal.

Kim (pseudonym) used the services last year and was thankful for the support.

"It's very stressful right now. I am worrying about my health, getting food. I have been going to the same place for years to do my taxes, but they have recently had to cease operations. Thank you so much for all that you do!"

To date, CAP OC still utilizes the drive thru model for taxes as well as for donation drives and food distributions and we plan to continue this newmodel into the future to maximize productivity and households we serve.



Haley Hagler, President & CEO, Meals on Wheels

Meals on Wheels OC typically holds an in-person awards dinner each year attended by over 600 Senior Care professionals. Given the pandemic, we pivoted to produce an engaging mini-documentary celebrating Orange County's resounding response to help seniors. The film debuted during a live virtual event that included local celebrities, special guests and an online auction. The premiere was free to attend and publicized to the general public, which broadened the viewing audience and engaged new contributors who felt moved to make donations after watching the film. The piece continues to be used as a long-term promotional tool for generating both press coverage and general mission awareness. This shift reduced overall event spending and increased ROI. The 7-minute documentary can be viewed at www.MealsOnWheelsOC.org.



Shelley Hoss, President & CEO, Orange County Community Foundation

My biggest takeaway from 2020 was the power of collaboration for swiftly and effectively responding to the challenges of the pandemic on our most vulnerable communities. A collective effort between the Orange County Community Foundation, Charitable Ventures, St. Joseph Community Partnership Fund and OC Grantmakers quickly yielded nearly \$4.8 million to support the work of 180 nonprofits on the front lines of community need. This allowed us to direct support where it was needed most, and to do so faster and more effectively than any one entity could do alone.

An additional benefit from this collective effort is that nearly 80% of OC funders say that they are likely to coordinate with other funders to meet goals and create long-term recovery going forward. This ongoing commitment to collaboration will be a key driver for the success of our local nonprofit sector.



Nicole Suydam, President & CEO, Goodwill of Orange County

Since in-person tours were no longer an option, we launched a monthly virtual tour format last fall called "See the Good" to educate potential donors and partners about our mission. Our virtual tour is about 40 minutes and includes diverse content with client video stories, drone video coverage of our facility and live remarks from our team to present a compelling story with an inspiring call to action to support our mission. LinkedIn has become a popular way to recruit guests to sign up and we find that up to 25 guests is about the right number to host with guest introductions and still feel like an intimate group for Q&A at the end. We do personal outreach to guests after each tour and the feedback has been outstanding. While we are excited to host in-person tours of our mission and operation again soon, we will continue to offer a virtual format as another impactful and efficient way to engage people in our mission.

