

Jumpstart

Powered by Bonterra

CASE STUDY

How the No Boundaries Coalition is deconstructing boundaries and reconstructing community.





The challenge

No Boundaries Coalition is a resident-led advocacy organization building a unified and empowered Central West Baltimore across the boundaries of race, class, and neighborhood.

Ashiah Parker began as a volunteer with No Boundaries a few years ago, then served as a board member before becoming the organization's chief operation officer, and eventually ascending to the executive director position.

As a small team doing big work, Ashiah knew she needed to build her skills as an executive director, diversify the organization's income streams, and engage more individual donors. Over reliance on grants and the time and costs needed to conduct their large year-end event, weren't enough to continue growing No Boundaries amidst evolving community needs.



ASHIAH PARKER

Executive director

The strategy

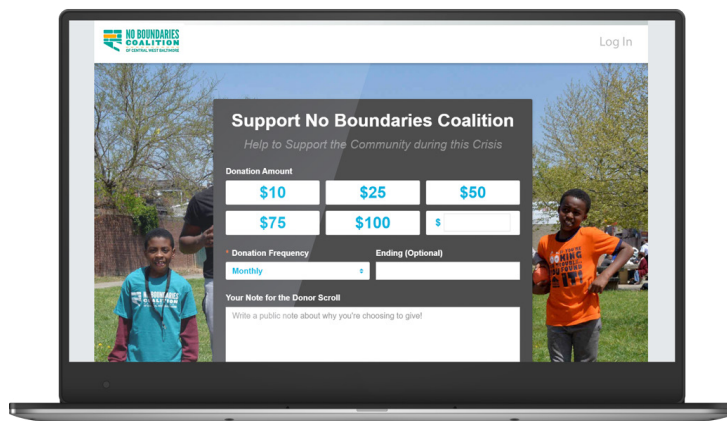
In late 2019, No Boundaries Coalition applied for and received a micro-grant from a local family foundation to enroll in Bonterra's Jumpstart program.

When she began the Bonterra's Jumpstart program in January 2020, Ashiah set three goals:

- 1) Diversify revenue streams to support multiple programs.
- 2) Raise \$30,000 from individuals in 2020.
- 3) Grow their monthly recurring donor base to support general operating expenses.

In working with her fundraising coach, Michele, Ashiah has built new, important fundraising capacity in just six months and has seen tangible results (see below). According to Ashiah, "She's forced me to be more involved!" The professional guidance has helped Ashiah to cultivate and deepen relationships with donors. Through effective stewardship, she has been able to take advantage of heightened giving in the wake of COVID-19, seeing past donors increase their historic giving levels.

In February, Ashiah launched a food justice campaign to pay a driver and offer steep discounts for families who couldn't afford the fresh Mobile Market produce. Amidst COVID-19, the Mobile Market had to shut down, but she created a buyer's club that highlights the fresh produce and essential products of black entrepreneurs in the community. To increase support for vulnerable families, they're also encouraging donors to sponsor a family.



Kudos, Ashiah!

Your work in the Jumpstart program and in meeting community needs could not be more timely nor impactful. We are proud to work alongside you in building a more equitable and unified Baltimore.

RESULTS



\$25,000
raised in just six months
(January - June 2020)



**INCREASED
RECURRING
DONOR VOLUME**

from \$50/month to \$626/month
(goal is to attain \$1k recurring/month)

- Run multiple campaigns simultaneously to allow donors to choose which programs to support.
- Give every staff member access to Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) for communications, creating a unified messaging strategy, and building an institutional history of donor and community relations.