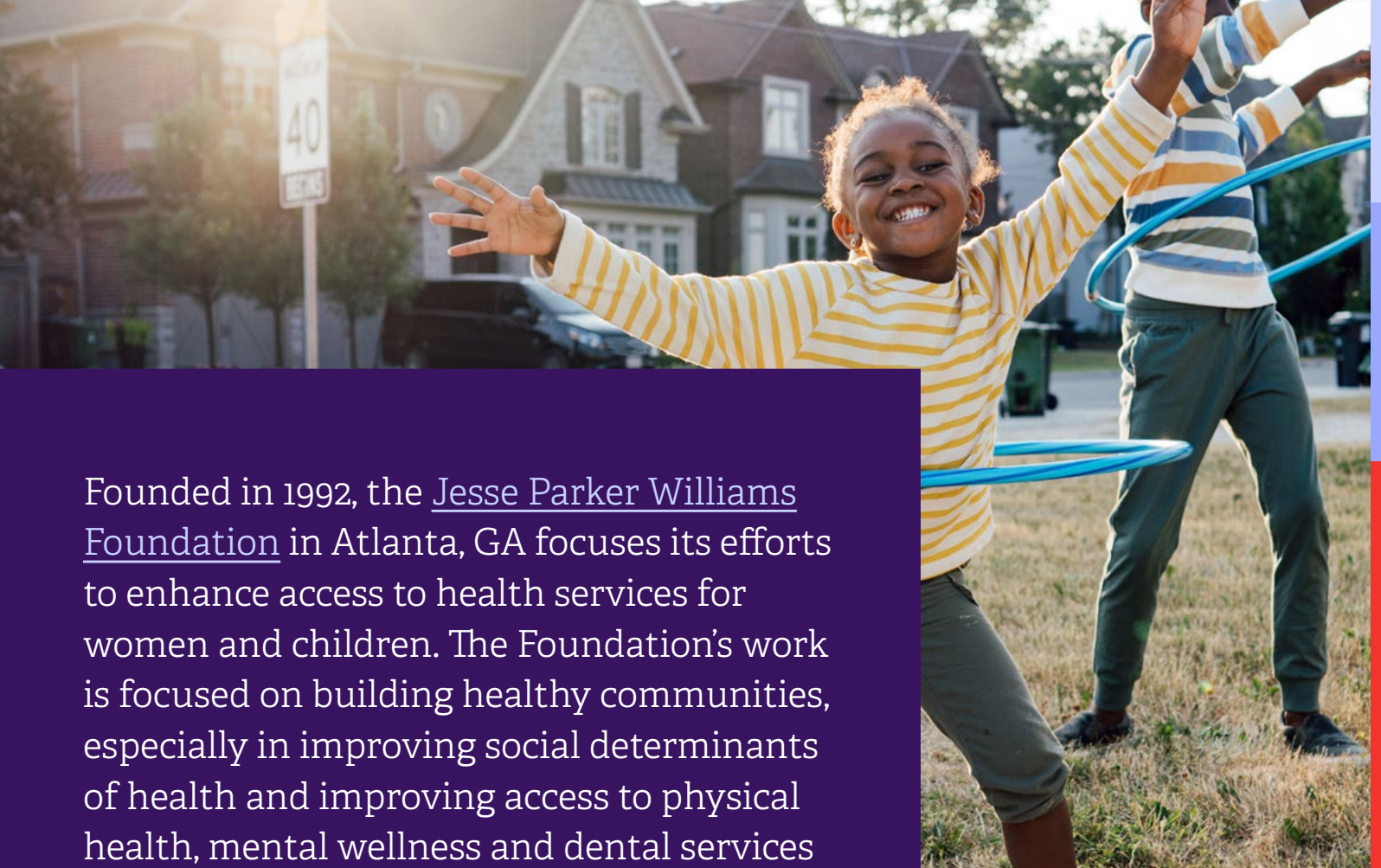


CASE STUDY

Jesse Parker Williams Foundation

*How investing in capacity building
promotes healthier communities.*





Founded in 1992, the [Jesse Parker Williams Foundation](#) in Atlanta, GA focuses its efforts to enhance access to health services for women and children. The Foundation’s work is focused on building healthy communities, especially in improving social determinants of health and improving access to physical health, mental wellness and dental services in community-based settings.

Bonnie Hardage joined the Jesse Parker Williams Foundation as executive director in 2016. Upon reviewing the Foundation’s strategic priorities, Bonnie “started looking at where our investments would make a lot of impact in organizations. That meant moving closer to community and funding organizations that might have smaller budgets.”

As she took a deeper dive into the financial statements of smaller, grassroots grantees—often those closest to vulnerable populations—Bonnie “recognized that the social capital and capacity for fundraising was very different. Organizations are doing everything they need to be doing, they just needed the support to build a stronger annual giving program to get to the next level,” Bonnie explains. “They needed to learn to grow on their own for sustainability.” After hearing from their grantees, through a capacity building survey, understanding their day-to-day struggles, and disaggregating data, the Foundation decided to shift their focus from solely providing programmatic checks to doing more, which included investing in capacity building.

Building capacity to secure the community safety net

The Jesse Parker Williams Foundation's renewed focus on sustainability goes beyond dollars and cents. Moreover, as Bonnie states, there is also a strong connection between investing in capacity building and improving health outcomes of the communities their grantees serve:

"The needs are so great that the capacity building helps to strengthen nonprofits to shift the burden from the patient or the family who's navigating the healthcare system onto the health sector to assist individuals access more resources." With the right resources, Bonnie believes the foundation's grantees "have the trust of the community to help build capacity to fill that gap," and promote health equity.

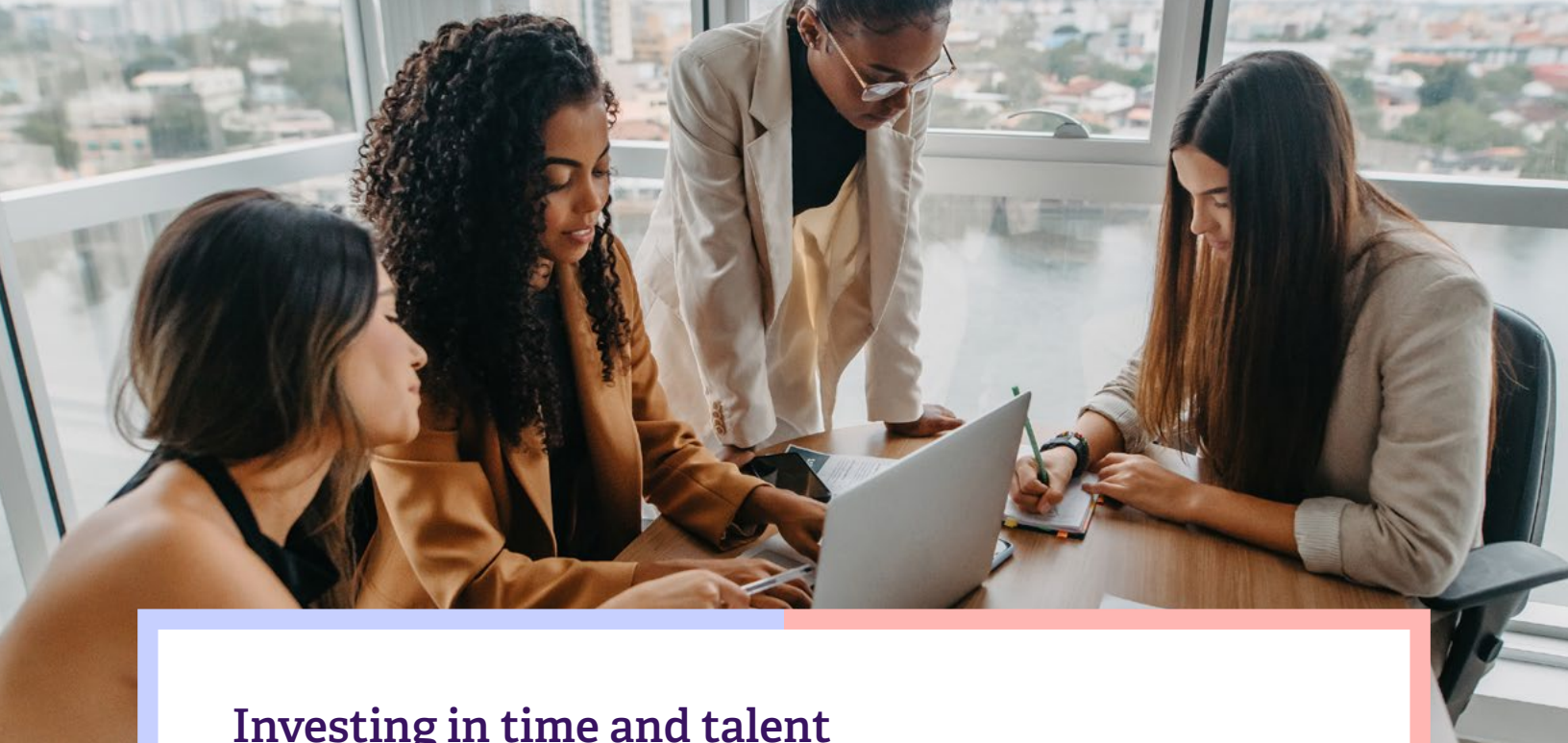
Jumpstart: Creating opportunity to build relational capital through sustainability

[Jumpstart](#), funded by foundations like the Jesse Parker Williams Foundation, is a year-long program powered by Bonterra. In the Jumpstart program, nonprofits are paired with a personal fundraising coach and receive Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) to help them engage their communities, diversify revenue, and sustain their programs.

When Bonnie first learned of Jumpstart in 2020, she knew investing in the program was a "no brainer." The program, she said, "creates opportunities for nonprofits to build their relational capital through sustainability." For

foundation leaders, that means investing in Jumpstart will help "grow nonprofits to the next level, improve sustainability, and increase the programmatic capacity," Bonnie explains.

Next, Bonnie shared the Jumpstart concept with the foundation's trustees. During their conversation, she found that they "understood not only where we are investing in these nonprofits, but that for a very small amount, we could really help their future sustainability even outside of our grant making. It would almost be like replacing our grant into the future."



Investing in time and talent

What sets Bonterra's Jumpstart program apart from other programs? According to Bonnie, it comes down to saving time and developing talent.

Jumpstart's year-long mentorship program for grantees is "priceless," Bonnie said. Nonprofit leaders are often pulled in many different directions. The Jumpstart's mentoring gives them dedicated professional consultation and the tools needed "to hardwire an operational focus on fundraising and to make it a part of the organizational strategy," Bonnie explains.

As a cohort-based investment model, Jumpstart also affords participating organizations an opportunity to be in community together while on a similar capacity building journey" I've heard from grantees that they don't have time to network or have professional development dollars," Bonnie said. "So, when a vendor can help them build relationships with peer organizations to learn from each other, that really improves their outcomes as well."

Of course, time is a small nonprofit's most precious asset, especially when undergoing an immersive capacity building experience. According to Bonnie, Jumpstart's technology toolset is "turnkey" and offers a strong and scalable approach to building nonprofit capacity while still staying focused on their missions. Simply put, "it's just a really easy partnership."

Results that speak for themselves

For Jesse Parker Williams Foundation, Jumpstart's results "speak for themselves." In 2021, the Foundation invested \$10,000 into two health equity-serving Atlanta nonprofits, supporting their enrollment in Bonterra's Jumpstart program. After the yearlong program, altogether, the two organizations turned that \$10,000 investment into nearly \$70,000 of net new fundraising revenue. Each organization raised over \$30,000 more in community-based fundraising revenue than they raised in the year prior to Jumpstart, emerging stronger, more financially resilient, and better equipped to deliver on their missions.

It is those kinds of results that Bonnie believes foundations can bring to their communities by investing in Jumpstart: "it is a really tangible action by the foundation as a true partner to say we believe in this, and we want to be part of the solution." Since piloting Jumpstart, the Foundation has enrolled five more organizations into the program.

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About us

Bonterra's Jumpstart program provides grantmakers with effective fundraising capacity building support for their grantees to create transformative change. The year-long program pairs nonprofits with a personal fundraising coach and is provisioned with integrated technology needed to engage community, diversify revenue, and sustain their programs.

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