

Resilia

**Strengthening community organizations in  
pursuit of a more equitable America**

**Strengthen. Elevate Stories. Support Equitably.**

**February 2022**

# Theory of Change

**Meeting changemakers** where they are

**Centered on Trust-based philanthropy principles**

**Long-term capacity building**

**Elevating stories to drive advocacy efforts**

**Prioritizing those that are underserved**

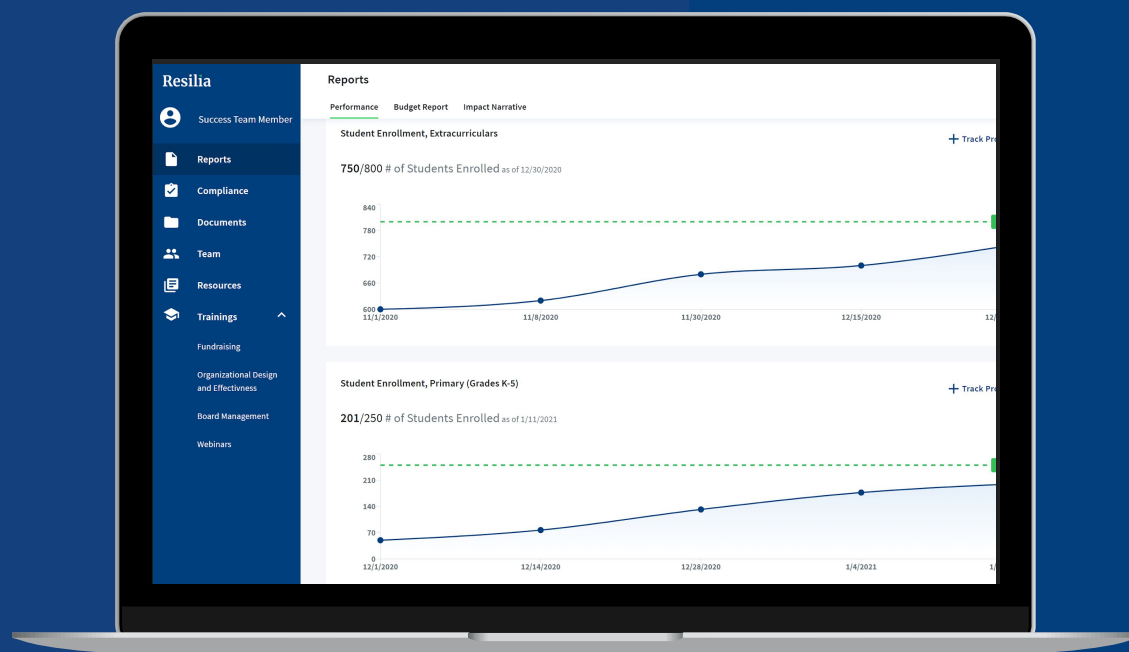
# Funders sponsor the Resilia capacity building & advocacy program to help nonprofits...

**1** Strengthen organizational capacity

**2** Capture outcomes & Tell powerful stories

**3** Receive DEI support

Multiple-entry points to meet grantees where they are at



Nonprofit-first Online Platform



1:1 Nonprofit Coaching



Peer-to-Peer Learning

# Online Platform: Transform Nonprofit Partner Capacity, Impact & Relationships

## STRENGTHEN.

- **24/7, on-demand technical assistance through in-platform training, education & resources**
  - Fundraising
  - Board management
  - Program management
  - Organizational design
  - Legal compliance

## ELEVATE STORIES.

- **Help nonprofits capture and communicate program outcomes, real-time**
  - Qualitative & quantitative
  - Outputs & outcomes tracking
  - Storytelling
  - Metrics identification, outputs to outcomes conversion

## ASSIST WITH DEI.

- **Help nonprofits leverage best practices & technology to:**
  - Diversify board
  - Diversify constituent base
  - Diversify staff

**In the process, *uplift* nonprofit partners, *scale impact* of your grant deployments while *integrating DEI* across your grant portfolio**

# NEW COMPONENT: Funder Finder

The most up-to-date grant and funder database that allows your grantees to identify the right funding opportunities.

- **Search grant awards by keywords** “e.g. social justice”
- **Diversify funding** through searching and accessing
  - Funder location
  - Area of Giving
  - Area of Impact
  - Grant award amounts
- Create funder shortlists to save time and money
- Help grantees build a strong fundraising approach by targeting the right funders

**Resilia**  
Resilia Demo Ash Grantee

**Funder Finder**

By Funder | By Grant Awards

Open To New Funding

AREAS OF IMPACT:

- Animal-Related 383
- Arts, Culture & Humanities 1139
- Civil Rights, Social Action & Advocacy 48
- Community Improvement & Capacity Building 273
- Crime & Legal-Related 116

[Show more](#)

LOCATIONS OF IMPACT:

Q Search here...

- NY 15,738
- CA 12,361
- FL 8,166
- DC 7,706
- MA 7,473

[Show more](#)

FUNDER LOCATION:

Q Search here...

RESULTS: 61113 Funders SORT BY: Average Grant Awards (Descending)

NAME	LOCATIONS OF IMPACT	AVERAGE GRANT	
<b>JOHNSON AND JOHNSON PATIENT ASSISTANCE FOUNDATION INC</b>	NJ	\$1,223,754,768	🔖
NJ <b>OPEN TO NEW FUNDING</b>			
Health Care, Health Care N.E.C.			
<b>WK KELLOGG FOUNDATION TRUST - NO 5315</b>	MI	\$370,000,000	🔖
MI			
Philanthropy, Voluntarism & Grantmaking Foundations, Corporate Foundations			
<b>SIMONS FOUNDATION INC</b>	NY	\$272,079,587	🔖
NY			
Philanthropy, Voluntarism & Grantmaking Foundations, Private Grantmaking Foundations			
<b>OTSUKA PATIENT ASSISTANCE FOUNDATION INC</b>	NJ	\$197,349,057	🔖
NJ <b>OPEN TO NEW FUNDING</b>			
NJ			
Philanthropy, Voluntarism & Grantmaking Foundations, Private			



# NONPROFIT COACHING.

All nonprofit partners will get **8/5 access** to our team of **in-house nonprofit experts** for **30 min sessions**, scheduled as often as you'd like.

## COACHING MENU

Fundraising

Leadership Coaching

Program Management & Impact Advisory

Board Management

Legal

People & Ops Advisory

Storytelling

Needs Assessment & Problem Solving

Platform Education & Troubleshooting



Operations & Data Advisor



Program Mgmt. & People Ops Coaching



Fundraising Advisor



Program Advisor



Events & Operations Advisor



Fundraising Advisor



Legal & Compliance



Storytelling & Community



Board Mgmt.

# Peer-to-Peer Community Building

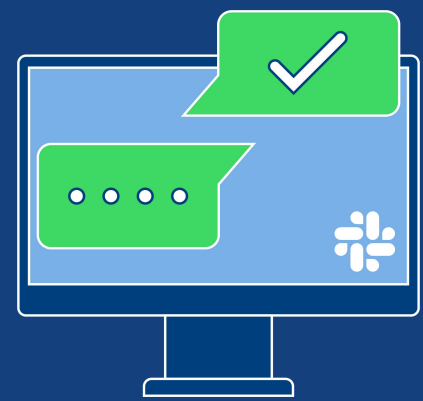
## Ongoing opportunities for community building and peer to peer learning via:



Quarterly lunch and learn sessions focused on custom-designed, relevant topics



Informal forums, such as happy hours, for sharing best practices, tips, and stories from the sector

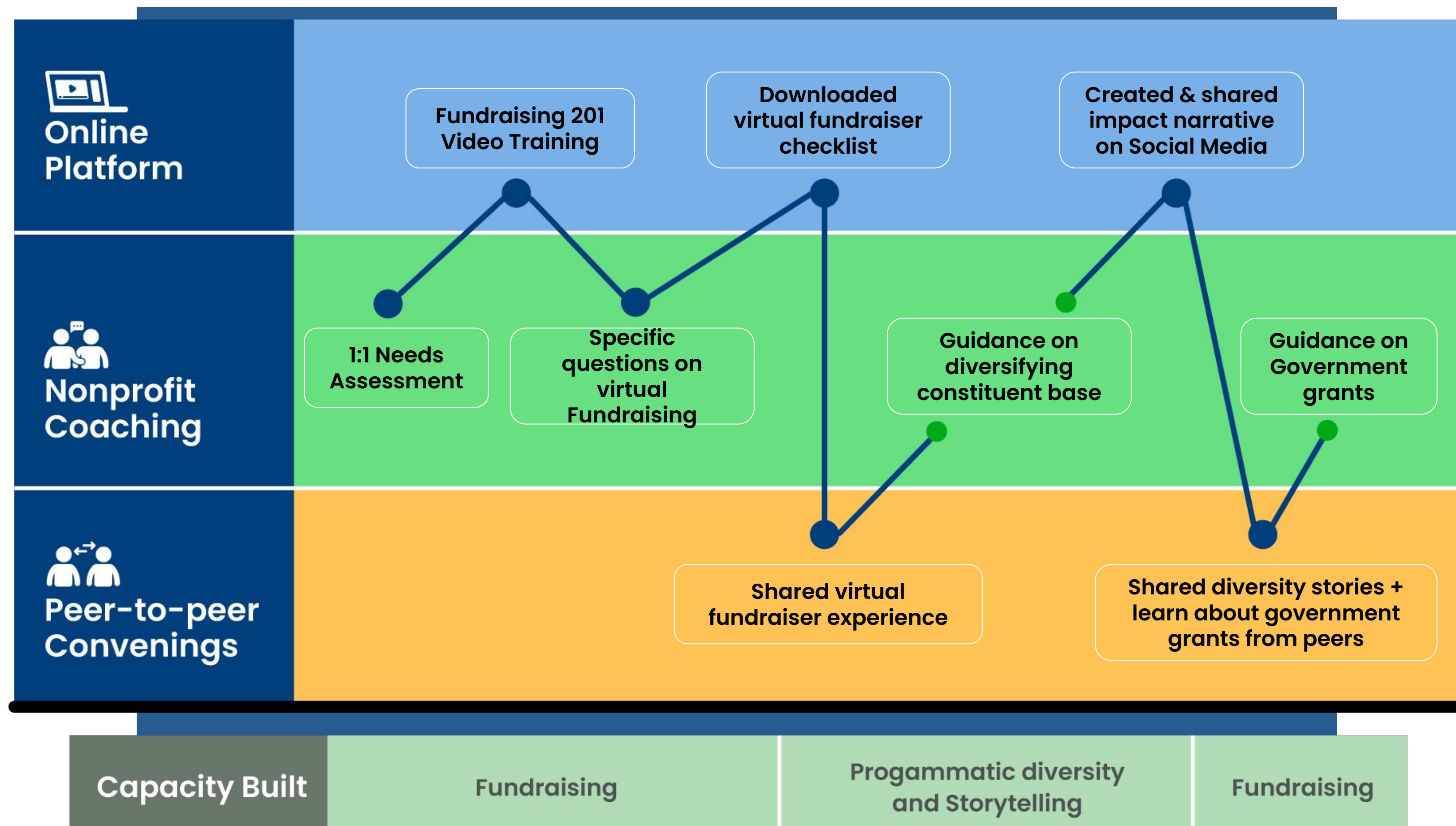


Newly launched Resilia Nonprofit Slack Community with opportunities to communicate and share with thousands of nonprofits across the country





# Sample journey of a nonprofit with Resilia





# What does Diversity, Equity & Inclusion mean to Resilia?

1

**Black-Woman led organization with a diverse workforce**

2

**Diverse board and funding from investors committed to diversity**

3

**We prioritize nonprofits supporting underserved and marginalized communities**

4

**Our products & services help nonprofits diversify their board, staff, and constituent base**

5

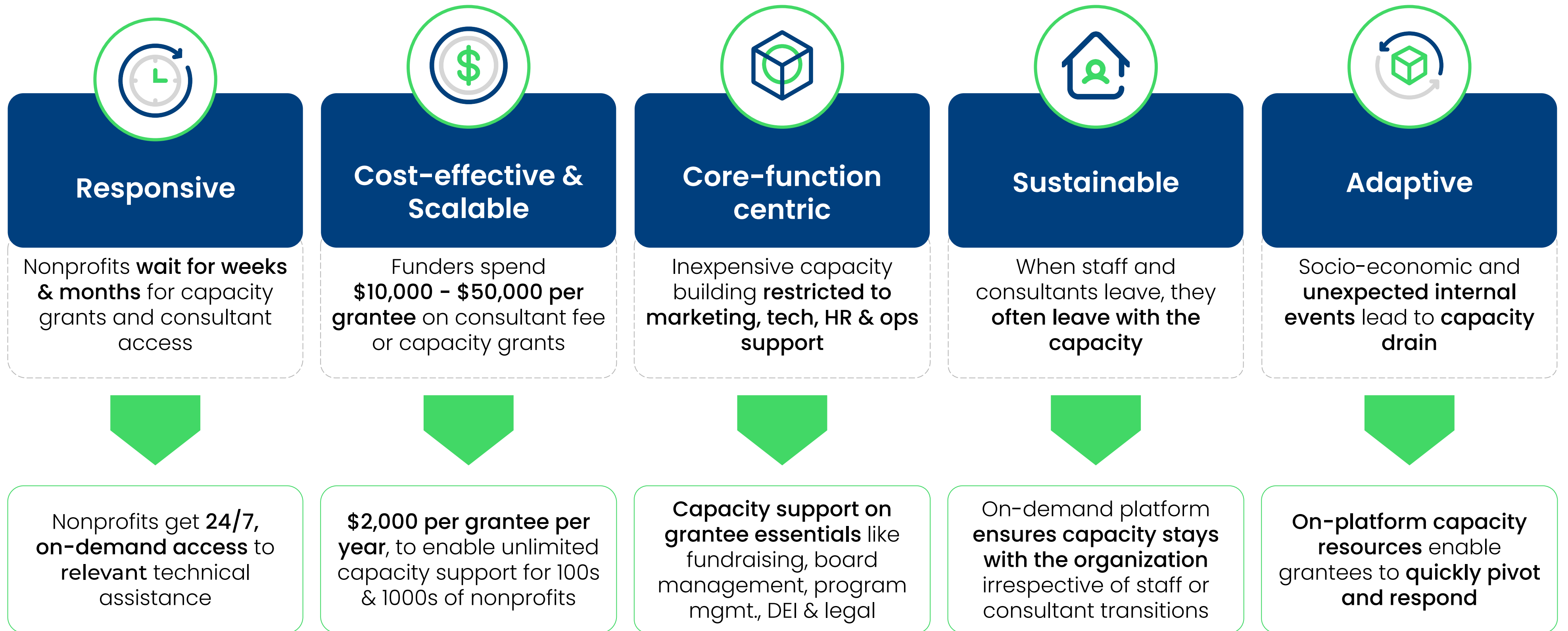
**Our program helps nonprofits drive advocacy, grow community, & advance power-building strategies**

**We help integrate DEI into a nonprofit's DNA**

# How it works: The Funder Program

# Transforming funder-enabled capacity support

Funders leverage Resilia to make **capacity building support more**





# Amplifying impact of grantmaking

Funders leverage Resilia to make grantmaking more



## Relationship driven

Grantor-grantee **power dynamics** restrict fruitful collaboration



Grantees see funders as **thought partners** & invested in their overall health & mission



## Measurable *without* burdening grantees

Grantees feel **burdened** by grant reports and funder requests



Funders get access to **real-time impact stories** without creating additional work for grantees



## Outcome oriented

Grantees struggle to capture outcomes, often **get restricted to outputs**



**Nonprofit coaches** help grantees **capture both outputs & outcomes**, guiding all along the journey



## Equitable

Grantors **struggle to enable impact** of grant dollars on **marginalized communities**



All grantees are able to **diversify constituent base and boards** in an organic manner

# Programmatic Design

Grantee  
Invitation

Grantor  
Goal-setting  
, Onboarding

Grantee  
Onboarding

Grantee  
Hand-holding

Monthly  
Reporting

1

2

3

4

5

Grantors share the **list of nonprofits to be invited**, who are then provided access to the Resilia platform

Grantor & Resilia's Engagement Manager **align on program goals** and expected outcomes. Grantor dashboard enabled

Invited grantees undergo **1:1 needs assessment** to customize the platform for their requirements.

**Educational webinars** & launch email campaigns. **Unlimited offline support**, troubleshooting and operational advisory for nonprofits

Monthly connect between Grantor & Resilia to report impact & progress, track outcomes and align on the way forward

1 Month Onboarding

12 Month Program

# Annual Program Budget

Unlimited platform access and nonprofit coaching support

# of Nonprofits invited	Cost per Invited Nonprofit	Example # of Nonprofits Invited	Annual Program Budget
25 - 49	\$2500	25	\$62,500
50 - 99	\$2300	50	\$115,000
100 - 249	\$2100	100	\$210,000
250 - 499	\$1900	250	\$475,000

Invited nonprofits have unlimited access to the Online Platform. Additionally, all parties have unlimited access to **Nonprofit Coaches** for topical consultation, needs assessments, and platform setup.

*\*Applicable as of January 1, 2022*



# APPENDIX: Founder Story

# Sevetri Wilson, Founder & CEO



Sevetri Wilson is the Founder and CEO of social enterprise Resilia, founded in 2016.

Sevetri is a 2010 recipient of the **Nobel Prize for Public Service, the Jefferson Award;** and her work was featured in the **U.S. Senate report to the White House on Volunteerism in the U.S, under President Obama.** Sevetri's work and that of her clients has been featured in national publications such as USA Today, Time Magazine, and CNN. She serves as a voice for communities as a Forbes contributor and has amassed over 200,000 followers across social media.

Headquartered in New Orleans with a second office in New York, Resilia is revolutionizing how nonprofits are created and maintained, and how funders scale impact. In 2020, Sevetri became one of the only 50 Black women in the U.S. to have raised over \$10M in venture funding. In September 2020, Sevetri was named a Rising Star on the Forbes Cloud 100 List. Resilia was named to Venture Beat's top startups to watch out for in 2019; also in 2019, Sevetri was named to Inc. Magazine's 100 Female Founders building world-changing companies and to PitchBook's 27 leading black founders and investor list.

Prior to Resilia, she founded Solid Ground Innovations, LLC., a strategic communications agency and authored *Solid Ground: How I Built a 7 Figure Company at 22 with Zero Capital*. Her book spent 6 weeks at #1 on Amazon in the startup category. Learn more at [www.sevetriwilson.com](http://www.sevetriwilson.com), [Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#).



**THANK YOU**