

Multiplying Impact Through Video

Grant Type: **Dollar amount support**

Dollar Amount: **\$3,000**

Foundation Name: **Walters Family Foundation**

What was your objective with the grant or initiative?

In today's social networking age, telling stories through video has become an impactful way to engage and connect on a human level with others. The objective for this grant was for the Walters Family Foundation (WFF) to fund the cost for Inland Temporary Homes (ITH) to develop a storytelling video that illustrates how they are helping families and children break the cycle of homelessness. This video became a valuable asset that ITH has used to generate additional funds in support of their cause. Go to <https://vimeo.com/145293278> to view the video.

What were the results of this grant or initiative?

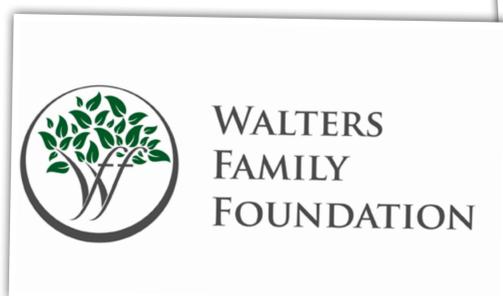
ITH was able to generate roughly \$20,000 in additional donations through the viewing, marketing, and advertising of the storytelling video funded by the WFF.

The WFF recently awarded ITH an additional \$3,000 to develop another video in 2016. It is the ITH's belief that this second video will bring in an additional \$20,000. The WFF continues to support ITH and ITH's mission to break the cycle of homelessness.

Why would you say this grant or initiative had outsized impact?

A mindset in the nonprofit sector is that nobody likes to see donations spent on overhead or advertising. Frequently, organizations do not have enough funds to support their basic expenses—let alone enough funds to create a video that would promote the good they are doing in their community. The WFF saw something different, though. Instead of just donating \$3,000 directly to the cause, the WFF funded the storytelling video, which multiplied the donation for ITH by six times to help support ITH's cause to break the cycle of homelessness.

Nonprofits need to reinvent how humanity thinks about impacting social change. In addition, nonprofits need to take a for-profit mindset more frequently in helping the day-to-day operations of the charities we hold so dear. Investing more money in overhead and advertising has the potential to multiply the amount of money available for the cause that we nonprofits care about so deeply.



IGNITE your passion.

ELEVATE your impact.

exponent
philanthropy

2016 National Conference

Hall of Outsized Impact