

An aerial, top-down view of a dense urban area, likely a city center, featuring numerous high-rise buildings and skyscrapers. The buildings are packed closely together, with some showing signs of construction or renovation. The overall scene is a complex, multi-colored mosaic of architectural structures.

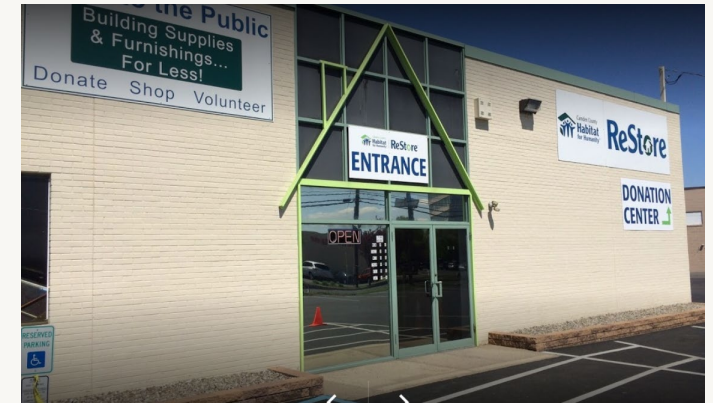
The application of data analytics in the non-profit sector

Organization: Camden Habitat for Humanity

Presenter: Yingchen Zhang

Camden Habitat for Humanity

- Provide **homeownership opportunity** to partner families with related financial education
- Since 1986, have helped over **60** families achieve affordable home ownership
- Work with **low to moderate-income individuals and families.** 95% of partner homebuyers are single women with children
- **ReStore** opened in 2008, which is a retail outlet offers deeply discounted new and used home improvement products to the public



My responsibilities

- **Primary task: fundraising**

- Research possible funding sources
- Draft Letter of Inquiry and grant letters
- Attending online professional webinars related with fundraising, grant writing, and sources searching

- **Other: impact measurement**

- Design homeownership feedback survey
- Conduct spatial analysis



Outcomes

- **Camden Habitat for Humanity:**
 - Find more than 150 funding sources
 - Write about 10 letters of inquiry/ grant letters
 - Homeowners Feedback Survey
 - GIS spatial analysis and visualization
- **Housing and Community Development Network of New Jersey**
 - 7 Professional Development Trainings
 - 11 outstanding Community Scholars



Camden County Habitat for Humanity Homeowners Feedback Survey

We're inviting you to take a Homeowners Feedback Survey. We want to know how owning a Habitat home has made a difference in your life. Habitat strives to provide high quality service and fulfill our mission of providing strength, stability and self-reliance to our partner families.

This survey will take approximately 5 minutes and it is completely voluntary. There are no negative consequences if you don't want to take it. Also, your response to this survey is anonymous. Nothing you say in this survey will affect your ability to participate in this organization's services in any way. Answers will only be used to conduct statistical analysis and help us to improve our service.

We appreciate your participation and feedback!

Section 1. Impact Measurement

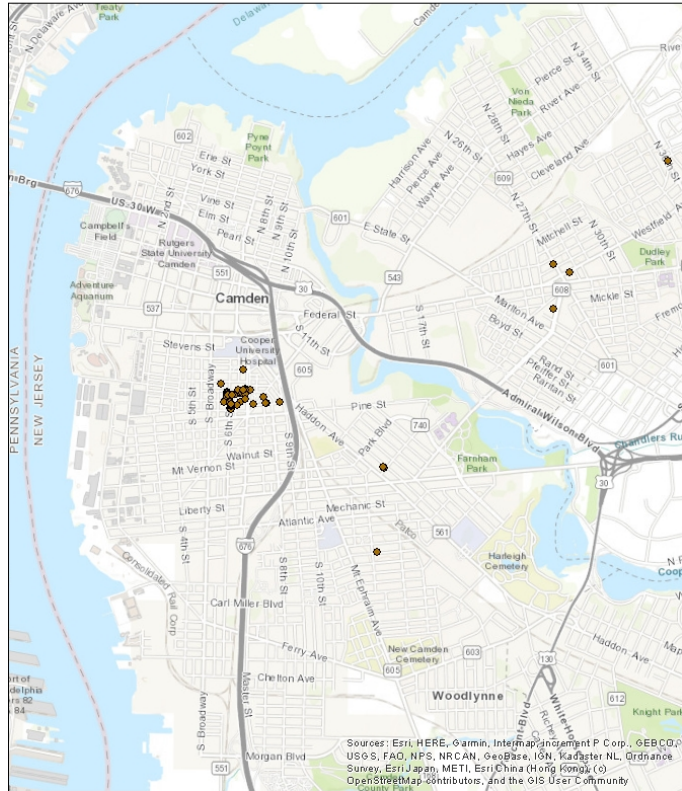
1. How many years have you been a Habitat homeowner?

For questions 2-7: In the past year, from 1 to 5, how much do you agree with the following statement? 1 refers to strongly disagree and 5 refers to strongly agree.

2. This house provides a safe and healthy environment and has a positive impact on my families health.

1 2 3 4 5

Camden Habitat's Properties Map

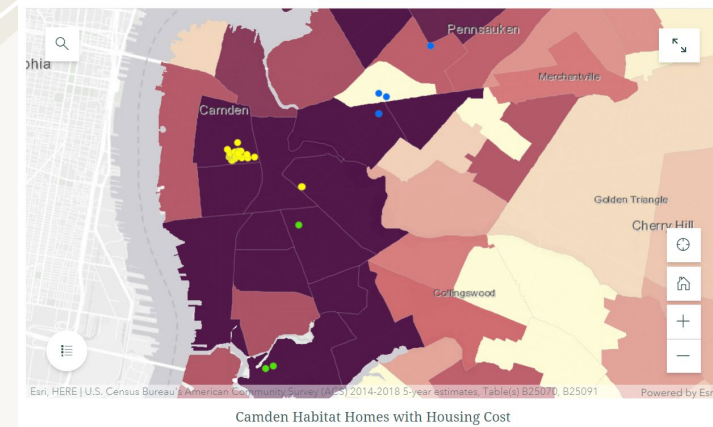


Legend

- Camden Habitat's Properties



Data Source: Camden Habitat for Humanity



Interactive Map Website:

<https://storymaps.arcgis.com/stories/b885bec17b644408ac170473>

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Application of data analytics in the non-profit sector

Make better decisions about effectively allocate scarce resources to maximize social impact

- *The volume of data*
- *The connection of data from multiple sources*
- *The visualization of data*

“A problem-solver and user of data analytics to drive innovation in public service and community development”

Thank you!