

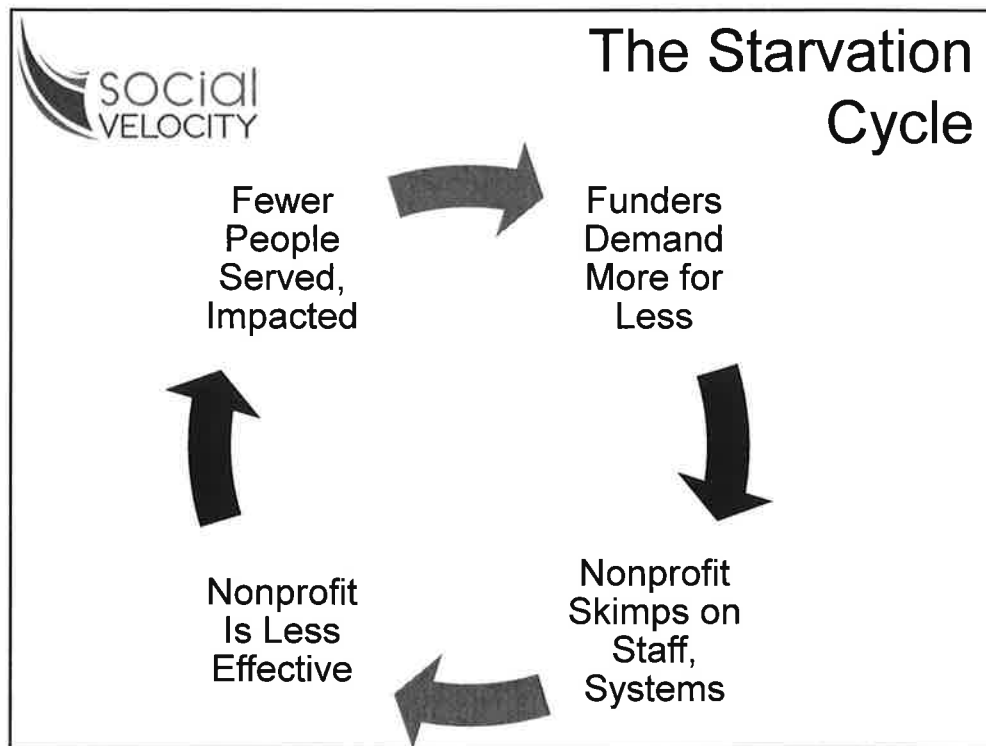
# The Power of Investing in Nonprofit Capacity

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Nell Edgington, Social Velocity  
Ellen Solowey, Virginia G. Piper Charitable Trust  
Darryl Tocker, Tocker Foundation

“Nonprofits that build *robust infrastructure* (like sturdy IT and financial systems, fundraising processes, and other essential overhead) *are more likely to succeed* than those that do not.”


- Ann Goggins Gregory & Don Howard,  
“*The Nonprofit Starvation Cycle*”



### A Money Distinction

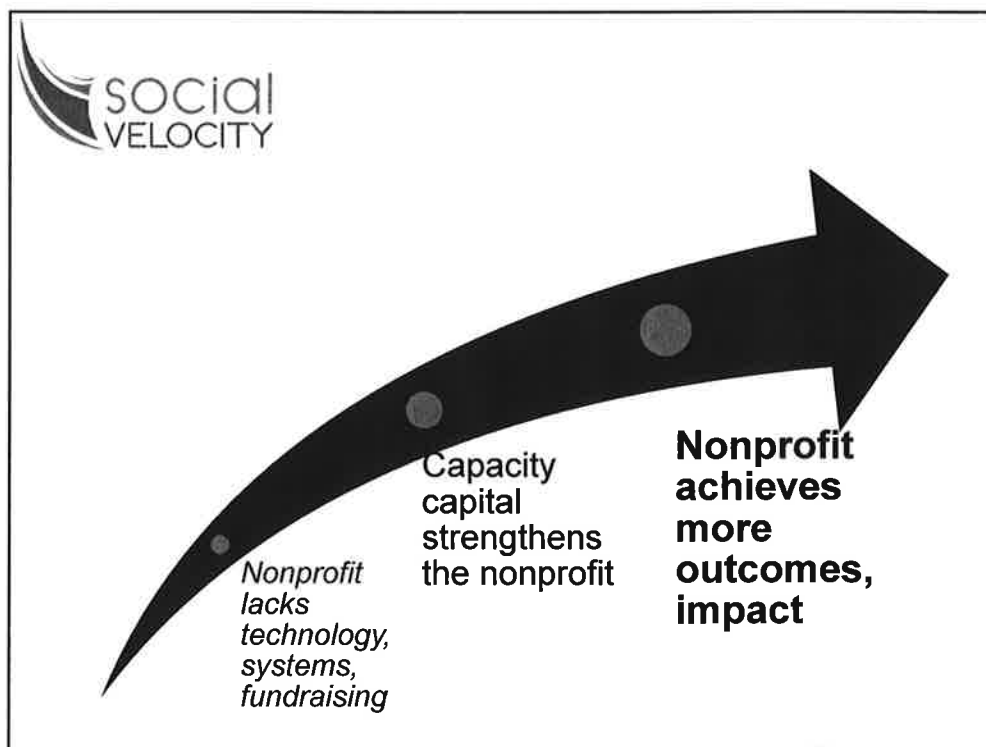

**Revenue**  
Ongoing  
Supports day-to-day  
BUYS services  
Beds for a homeless shelter

**Vs. Capital**  
One time  
Supports infrastructure, systems  
BUILDS organization  
Technology, evaluation, development staff

 **SOCIAL VELOCITY**

# Capacity Capital BUILDS a More Effective Nonprofit

- Technology
- Systems
- Planning
- Development staff
- Training
- Leadership development



## **Before**

Tutoring 800 students/year  
Small, disengaged board  
Lack of management expertise  
Limited individual & school district dollars



**Raised \$60K+ in capacity capital for  
planning & management coaching**

## **After**

Tutoring 2,400 students (3X growth in students)  
Larger, more engaged board  
Significant financial commitment from school district  
Growing donor base

Nell Edgington, Social Velocity [nell@socialvelocity.net](mailto:nell@socialvelocity.net)

Ellen Solowey, Virginia G. Piper Charitable Trust  
[esolowey@pipertrust.org](mailto:esolowey@pipertrust.org)

Darryl Tocker, Tocker Foundation  
[dtocker@tocker.org](mailto:dtocker@tocker.org)