



T E C H B R I D G E

ATLANTA'S npower PROGRAM

TechBridge – A Nonprofit Helping Other Nonprofits Revolutionize Service to Our Community

During times such as these when donations are down and demand for help is up, nonprofits of every size scramble to maximize resources in every way possible. No doubt, technology can impact a nonprofit's overall efficiency significantly. But, implementing technology solutions is often too costly and complex for these resource-challenged providers. So where does a nonprofit turn when it is the one who needs help?

Bridging the Technology Gap

TechBridge was founded as a nonprofit to meet this unique need: helping other nonprofits leverage technology to better achieve their own worthwhile missions. Just like their for-profit counterparts, TechBridge helps nonprofits use technology to:

- Solve mission-critical initiatives
- Improve communications with important constituents
- Increase operating efficiencies

We have the peace of mind that TechBridge is taking care of our systems, which lets us focus on the needs of our residents.

*David Sprowl, Executive Director
Lutheran Towers*

Making Charity Work Better

One mission-critical initiative for any nonprofit organization is ensuring that donations and other resources are used as efficiently and effectively as possible. This is especially difficult when several

charitable agencies provide similar services within the same community.

Vince Smith, Executive Director of Atlanta's Gateway Center tapped TechBridge to help his organization streamline operations and improve communications with other organizations serving Atlanta's homeless population. Improved communication and collaboration has helped the Gateway Center maximize its resources and significantly enhance its impact.

The Gateway Center's extensive IT system, developed by TechBridge, helps the Center's 50 employees record, organize and manage client information, track outcomes and generate documentation needed to secure funding. Thanks, in part, to its improved record keeping and tracking, the Center secured grants to help fund its primary-care medical clinic and new recuperative center.

"To my mind, TechBridge is the best thing that's ever happened to technology in the nonprofit arena in Atlanta," says Smith. "For every dollar we've put into technology, TechBridge has provided about \$3 worth of services. Our technology has helped us maximize our resources and minimize duplication with other agencies."

The TechBridge Effect

Typically, nonprofits attract employees who are sympathetic to their mission. Yet, these smart, capable and purpose-driven employees generally lack corporate IT experience. In addition, nonprofit executives are often reluctant to divert funds away from service delivery in favor of complex technology. Especially when there is little

As a nonprofit, we have a commonality with TechBridge and we're confident they truly understand how to create the best possible solution for our needs at the best possible price.

*Maria Manaban, VP of Finance & Operations
Hemophilia of Georgia*

or no on-staff expertise to ensure that the technology investment will accomplish its goal.

But, the same passions that fuel most nonprofit employees burn just as strongly at TechBridge. The organization's 20 employees are capable and experienced technologists and are driven by a shared passion to leverage technology to improve human lives.

The TechBridge synergy has resulted in an array of specialized technology services that provide real and meaningful impact to the nonprofits they serve. For example, TechBridge offers e-mail and website hosting, outsourcing of IT infrastructure, IT planning and assessment consulting, virtual office solutions and much more – all at a fraction of the cost of other IT vendors.

One of TechBridge's newest ideas - server sharing - is especially appealing to smaller nonprofit agencies. TechBridge is creating hosted virtual environments that enable smaller nonprofits to avoid the cost of purchasing and maintaining server hardware. This new offering is making it possible for nonprofits of all sizes to take advantage of TechBridge services.

TechBridge talked to us in a way that we could understand. They really earned our trust.

*Cedric Edmundson, CFO
Golden Key International
Honour Society*

New Board Members

TechBridge welcomes the following individuals to its Board of Directors. We appreciate their leadership and contribution to TechBridge's continued success:
Dave Faupel, Vice President, Business to Business, The Haystack Group
Ellen Ray, Partner, King & Spalding



L to R: Larry Clark, Managing Director & CIO, Randstad; Pam Clark; Wade Vann, SVP & CIO, Simmons; Deborah Vann



L to R: Marianne Crowe; Dan Crowe, Chief Product Officer, AutoTrader.com; Debra Morrison, Greg Morrison, VP & CIO, Cox Enterprises, Inc.



L to R: Becky Blalock, SVP and CIO, Southern Company; Jean-Michel Arès, SVP & CIO, The Coca-Cola Company; Kristin Kirkconnell, SVP & CIO, AGL Resources

Unprecedented Support Empowers TechBridge's Impact

Since its inception in 2000, TechBridge has delivered effective IT solutions to hundreds of nonprofit clients and facilitated the donation of more than \$6 million in Microsoft software as an affiliate of the NPower Network. But, perhaps the most surprising part of the TechBridge story is its enthusiastic support by the local IT community.

Earned revenues account for only half of TechBridge's annual operating budget. The remainder comes from fundraising activities such as the annual TechBridge Digital Ball. Careful attention to detail from planning to execution has earned the Digital Ball a veritable who's-who sponsor list and reputation as the not-to-be-missed tech event of the year. Accenture has served as the Digital Ball's presenting sponsor in each of its eight years. Other major supporters include Microsoft, The Home Depot, Cisco Systems, SAP, IBM, The Coca-Cola Company and AirTran Airways.

Revolution was the theme of the 2008 Digital Ball held on May 10th at the Georgia World Congress Center. The festive evening which included dinner, dancing, and high-energy artistic performances brought together more than 1,100 technology, business and nonprofit leaders. Ninety-four corporate sponsors participated to raise nearly \$1.2 million in cash and in-kind donations to

continue the TechBridge mission. This year's fundraiser, co-chaired by technology executives Kristin Kirkconnell, SVP and CIO, AGL Resources and Jean-Michel Arès, SVP and CIO, The Coca-Cola Company, also honored significant achievements with the presentation of the seventh annual Technology Innovation Award, given by Accenture, to nonprofit MedShare International.

SIM Golf Tournament Benefits TechBridge

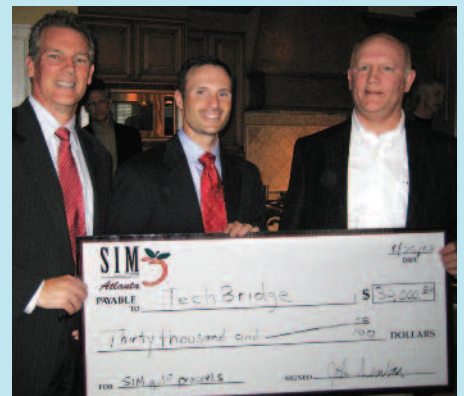
Proceeds from the 2nd Annual SIM Atlanta Technology Exchange and Charity Golf Outing on May 19, 2008 is helping TechBridge continue to provide Atlanta-area nonprofits with the technology they need to operate more efficiently.

Approximately 50 companies were represented in the event's 21 foursomes and the event raised \$30,000.

"TechBridge is honored to have been selected to receive the proceeds of this event," said Kathleen Kurre, TechBridge CEO. "SIM members are responsible for developing management techniques for strategic use of information technology," adds Atlanta SIM President, Chris Horace, Director, IT Procurement, The Coca-Cola Company. "As such, our chapter's support of TechBridge is a natural and meaningful way for local IT professionals to impact our community."

TechBridge Wishes to Thank...

SIM and the tournament sponsors for their contributions: HCL (Key Sponsor), BMC Software, Consonus Technologies, Datalink Corporation, EMC, Force10 Networks, Forsythe and HP, Hunter Technical Resources, IBM Optim Solutions, Information Builders, Microsoft, Netuitive, Newmerix, PAETEC, Primus Software, Pyramid Consulting, RCG Information Technology, Sovereign Systems, TIBCO, and VACO Technology.



L to R: Representing SIM Atlanta, John Dunbar, CIO Aquilex Corporation and Mark Farbman, Director of Sales, Pyramid Consulting; Jack McMillan, Former CEO, TechBridge

Plan Now For Digital Ball® - May 9, 2009

TechBridge's annual Digital Ball is the best way for members of Atlanta's technology community to maximize their philanthropic impact and to extend the influence of technology in ways that really matter...the improvement of human lives. For sponsor information, visit www.techbridge.org or email digitalball@techbridge.org