



Technology for a Better Community

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT

TechBridge Helps The Warrick Dunn Foundation Bridge the Digital Gap

Understanding that nonprofits require a technology strategy that is resource sensitive, cost effective and sustainable is the unique strength of TechBridge. This holistic approach was successfully employed in a recent Web site design project completed for The Warrick Dunn Foundation. Providing assistance to single mothers who are making headway toward family economic security, the Foundation wanted to leverage the power of the Internet to provide sponsors, donors and volunteers with the information and tools they needed to support the Foundation's goals. After determining the Foundation's short- and long-term requirements, TechBridge first developed a framework for determining what content should be on the Web site, and then built a method for quickly updating it. As with many nonprofits, The Warrick Dunn Foundation had a wealth of information in the form of news articles and video but lacked the ability to get the content organized and Web-ready. To simplify this daunting task, TechBridge developed a special site outline that mapped each sec-

tion of the Web site to a content request form. The outline enabled the Foundation's staff to identify where information was needed on the site and allowed the content to be easily added. Once the initial site was launched, attention was focused on implementing EasyEdit™, a tool designed by TechBridge to provide nonprofits with an easy way to create new content and update a Web site's existing content. With the integration of EasyEdit into the site complete, Foundation staff members are able to change text, fonts and colors, build links, and manage Web images in a manner similar to using their word processing program. But our work wasn't done. With less than two months before their primary fundraiser, the Simply Red Gala, the Foundation also required a

powerful way to promote the event via the Internet. In addition to the Foundation's main Web site, TechBridge was tasked to build a dedicated web site for the Gala event. TechBridge quickly designed a functional micro-site that provided complete event and sponsor information and managed ticket requests online. Declaring TechBridge's quick turnaround and attention to detail a truly heroic effort, organizers of the Foundation's Simply Red Gala credit the event's new Web site with greatly enhancing its success. Today, the Warrick Dunn Foundation has a professional and functional Internet presence. Like many of the nonprofits we serve, the Foundation is looking forward to maximizing the technology's full potential.

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TechBridge has but one mission – to put technology know-how in the hands of Atlanta's nonprofits.

Through expert consultation and the delivery of high-value solutions that solve problems and create opportunities, TechBridge extends the impact of a variety of nonprofit agencies who are dedicated to making our community a better place. Since its inception, TechBridge has facilitated the donation of more than \$2 million in free Microsoft software. In 2004 alone, we delivered over 9,000 hours of professional and programming services to help more than 80 nonprofit clients enhance their operational efficiencies and improve the delivery of essential services. But there is much work ahead, and our goal for 2005 is even more ambitious. Home to NPower Atlanta, TechBridge is part of a network that helps nonprofits across the country put their ideas into action. Since partnering with Microsoft in 2000, the NPower Network has grown to include twelve independent, locally based nonprofit technology assistance providers delivering a variety of services that help nonprofit organizations create healthy, vibrant communities. The hallmark of the NPower Network is excellence. As Atlanta's NPower affiliate, TechBridge provides high quality, unbiased, affordable and appropriate technology servic-

es. Driven by nonprofit needs, our services and solutions are scaled to a nonprofit's ability to pay, and always include hands-on implementation. In addition to our partnership with Microsoft, the United Way of Metro Atlanta has named TechBridge as a preferred provider of nonprofit technology services. This important collaboration ensures that United Way grantees receive the best in class technology resources they need to make a difference in our community. The business community also plays an essential role in ensuring that Atlanta's nonprofits are able to leverage technology to achieve their missions. Thanks to the generosity of corporate sponsors such as Accenture, presenting sponsor of our annual Digital Ball® fundraiser for 2004 and 2005, TechBridge looks forward to delivering vital services and solutions to even more Georgia nonprofits in the future.



Unusual Clarity

Because we are a nonprofit, we understand the unique needs and challenges of the charitable industry. Collaboration with other associations, nonprofits and for-profit organizations ensures that every TechBridge solution is relevant and of the highest caliber.

The individual technology needs of our clients vary as much as the services they offer. For this reason TechBridge delivers a broad range of solutions and expertise, including:

- Strategic technology planning
- Custom website design and development
- Custom database design and development
- Software package selection
- Network design and implementation
- Web and email hosting services
- Web content management
- Scheduled hardware and network support
- Other technology services

TECHNOLOGY EDUCATION

Technology is most effective when it is implemented from a long-range plan that keeps the mission of the organization in focus. By offering a Technology Education Series, TechBridge helps nonprofit leaders stay current on available technology trends and resources.

UNIQUE SPONSOR BENEFITS

TechBridge creates a rare synergy between a corporate sponsor's philanthropic initiative and its core business objectives. Rarely is the impact of a company's charitable involvement as evident as with the operational improvements achieved by the nonprofit clients we serve. And, in the cases where technology provides an immediate impact on the delivery of essential services to those in need, the community becomes a better place to live and work.

CORPORATE PARTNER PROGRAM

Building on a rich legacy of support from its corporate sponsors, TechBridge recently announced the Corporate Partners Program. This program is a cost-effective way for TechBridge sponsors to support their employees' community volunteer efforts. Through this valuable program, technology-skilled employees of our corporate partners participate directly with the nonprofits we serve through well-defined volunteer programs.

THE TRUE MEASURE OF SUCCESS

The best way to measure the impact of our work in the Atlanta nonprofit community is to listen to what our clients have to say:

"Because TechBridge added event registration functionality to our website, we doubled the number of participants in our fundraiser and tripled the amount of money we raised."

*Dina Zeckhausen, Executive Director,
Eating Disorders Information Network*

"It used to take a week to compile our monthly client tracking report and every hour we spent on the report was one hour less we had to help women and children in desperate need. TechBridge helped us turn reporting time into service time."

*Cathy Spratz, Chief Executive Officer,
Partnership Against Domestic Violence*

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FOR MORE INFORMATION

To find out more about TechBridge and our services and solutions, or to obtain sponsor information, please call or visit our Web site.

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