What is Data for Good?

Data for Good is a national non-profit organization leading the way to guide social change makers to use data to support bigger impacts on your communities and constituents. Our number one goal is to help you better understand the power of your data as a fact-based source for your organization's efforts and outcomes.

Who is Data for Good?

Data for Good is a collective of like-minded individuals who want to give back and have a positive impact on their communities. It was founded in 2013 by Joy Robson & Victor Anjos.

We are a purely volunteer driven national organization with chapters that stretch across the country – from Vancouver to Montreal with plans to expand to Halifax. Each chapter is run and managed by a team of local professional volunteers who are all very active in their communities.

The power comes from the collective skills, vision and experience of over 8,000 volunteers from all walks of life including data scientists, architects, computer scientists, data analysts, marketers, artificial intelligence engineers and a host of other professionals. All these volunteers are energized to share their advice and tips through intensive and specialized practical hands-on data events. So far there have been over 50 events held across the country with participants from over 40 organizations.

How do you find Data for Good?

You can find Data for Good through a variety of streams including word of mouth, or through one of our "meet ups". We gather for meets ups for practical sessions throughout the year that range in scope with themes including:
- Panel Discussions on Charities
- Data Science to Predictive vs. Causal Analysis - Unique Data Science Needs in the Social Sector
- Data Talks - How data can be used for good
- How to Use the Canadian Census Data for Good with Statistics Canada

At these voluntary events, all participants are exposed to Data for Good's mission and are encouraged to reach out to the local chapter to take part in upcoming events.

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www.dataforgood.ca

What does Data for Good do – it starts with DataThons!!!

Working with organizations in local communities, we:

- Hold hands-on full day DataThons, which are similar to Hackathons
- Provide an intensive 12 hour long forum for strategic thought and analysis
- Led by our volunteer team of data scientists, analyst and strategists this is an investment of time and effort focussed on that session's theme
- Collaborate with participants to provide solutions to some of their specific organization's top pressing business and operational questions
- Encourage positive results through this intensive day we discover insights that most of the participants weren't aware of or knew where to start looking
- Discover together new tangible knowledge that was previously "hidden or unknown" by the participants

As part of our mission to empower NFPs with data-driven strategies we:

- Look to internal data, coupled with third party data, to optimize operations, marketing, donor, and financial strategies
- Work with each organization to identify questions that could be answered based on available data
- Identify the questions that we want to challenge our volunteers with
- Undertake a full day of 'data cleansing and security', where some of our most senior and experienced volunteers take the time to ensure the data is secure, anonymized and set up for the actual DataThon

Examples of challenges that we look to help solve include:

- Finding cost and donor efficiencies
- Identify Optimization gaps
- Analyzing the flow of sponsorship dollars to find cost gaps that could be leveraged
- Determine Donor trend analysis
- Discover Campaign optimization

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How does Data for Good choose who to work with?

Many organizations approach Data for Good directly and self-identify that they would like to be considered for a DataThon. The Data for Good local chapter teams are ultimately responsible for identifying, approaching and vetting individual organization's request to take part in one of our events.

Considerations that are part of the decision-making process include the types of questions that the organization would like to try and solve:

✔ Very specific donor/donation based questions
✔ How to explore the amount and quality of data available
✔ Can this can be augmented with third party/open source data
✔ How can the current roster of identified volunteers be able to answer the questions raised for the day

What does this mean for you?

1. An opportunity to access the skills and experiences of dedicated professionals with huge potential to give you insights that might not otherwise be uncovered or would take you a long time and investment of resources to discover on your own
   Potential Cost Savings from a DataThon in comparison to a Consulting Firm:

Event	Rate	Hours	Volunteers	Total
Data Cleansing	$200/hr	10	30	$60K
DataThon	$200/hr	12	100	$240K
Wrap Up of Insights and Final Deliverables	$200/hr	15	5	$15K
TOTAL				$315K

2. Benefit from collaboration with Data for Good professional volunteers and your peers who are striving for the same objectives locally as you are
3. Sharing questions and working through the discovery of finding the answers with others naturally generates more impactful results for everyone
4. Your specific information is kept safe and private at all times
5. An opportunity for you to open up questions and results that you can apply immediately to your efforts
6. Increase your own skills while adding to your organization's knowledge
7. An investment of time to prepare any data needed and to commit to an intensive, long day to truly go through a DataThon effectively
8. It's free to attend – we find sponsors for the venue and refreshments and the facilitators are volunteers so it's up to you!

Come join us for a rare opportunity to discover how data can help drive increased success rates in all your efforts – a DataThon is coming to you and if not, you can help make one happen today!!
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