



#DATA4GOOD

DATA HELPING HUMANITY



Data4Good's mission is to inspire and enable people so that we can use our skills and passion to benefit humanity



Volunteering



Solutions



**Corporate
Responsibility**



**Inspiring
Change**

How Data4Good helps NFPs

COLLECT

Data collection strategy & cleaning

- Strategy advice
- Tool selection
- Data profiling
 - Identify data gaps
 - Identify future data needs
 - Identify areas for data cleansing
 - Ensure correct data formatting
- Data quality improvement
 - Reduce time creating reports from multiple data sources
- Guide survey data collection



INFORM

Create graphs & reports for insights

- Exploratory analysis -> what's in my data?
- Explanatory analysis -> reports & dashboards
- Fundraising analytics
 - Understand your donors
 - Forecast future donations
- Compliance Reporting
- Impact reporting
 - Support grant applications
 - Share your impact with your supporters
 - Create new advocates for your cause
- Guide decision making
 - E.g. allocation of grant/scholarship funds
- Analyse survey data



RELATE

Relate your data to public data

- Data-driven storytelling
 - Clarify the need your organisation serves
 - Verify importance & need for grant funding
 - Connect with new supporters
- Use your own/publicly available data to support advocacy
- Compare your findings to other impact measures



BENEFIT

Benefit from Statistical Analysis

- Analyse big data to find patterns & insights
- Identify correlations and prediction indicators
- Google Analytics to assess website
- Sentiment analysis: text analytics on feedback
- Analyse location data on maps
 - Where are services needed?
 - Reduce costs with route optimisation
- Analyse digital images for Machine Learning (ML) and to extract meaningful information
- Forecasting Analytics
 - Estimate financial benefits
 - Plan future funding



Projects that make a difference

DATA

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GOOD



Giving kids a fair go with
Variety – the Children's Charity



Tassie Devils ML with
Tasmanian Nature Company &
UTAS



Improving data quality and
reporting for Aboriginal Legal
Service



Using Data to Maximise
Impact for Big Group Hug



Adding Business Analytics
tools with BaptistCare

DATA

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GOOD



Partners at maximum performance



Streamlining data collection for the Australian Himalayan Foundation



Data improving Mental Health Services with Candella



Victorian

Science



Creating a data strategy with Fight Motor Neurone Disease (FightMND)



Increasing Impact for the Fred Hollows Foundation

Enabling better training for trainees with

Children's Institute



Evaluating and communicating value and impact data with Kilfinan Australia

Using Data to Maximise Impact for Big Group Hug



Corporate Social Responsibility

We aim to bring amazing people together to continue this impact and we would love for you to join us on this journey.

Ongoing sponsorship



Tera

Web Page sponsorship



Giga

Project sponsorship



Mega

Event sponsorship



Byte Size

Team Building



Team Building with Purpose

Charity Partner



Corinium
connected thinking

Founding Sponsor



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connect@data4good.com.au

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