

Tenly Biggs

Hi, everyone. My name is Tenly Biggs. I am the deputy director of the Office of Behavioral Health Equity at SAMHSA. On behalf of our office, I am thrilled to welcome you all to the final workshop of the Data Storytelling Webinar series. As many of the participants today represent community-based organizations, it is vital to use the data storytelling to connect what we do to with the mission, to showcase our impact and to inspire others, especially the potential funders.

Tenly Biggs

With that in mind, we are so honored to invite the Asian American Foundation or TAAF and the Hogg Foundation today to share their perspectives on data storytelling. Given that both TAAF and Hogg Foundation have their specific organization's missions and funding priorities, it is my hope that this workshop will help you better understand what funders have in mind when they review proposals through the lens of data storytelling.

Tenly Biggs

I also want to recognize both foundations also joining us in the Q&A sections later today, where all of us will have a chance to ask questions directly via the Q&A function on Zoom. Without further ado, let's get started. Carlos, thank you and back to you.

Carlos Morales

Thank you. Thank you, Tenley. All right, everyone, good afternoon. Welcome. Let's actually I'd like to have an idea in terms of where everybody's coming from right now. If you want to actually put in the chat where you are. That will be awesome. My name is Carlos Morales. Like Tenley mentioned, this is actually the last session session number four of the data storytelling workshop. Serious. Wow. I can see. My goodness, there's a bunch of people from different parts. However, though, I see someone from Saint Paul, Minnesota.

Carlos Morales

I'm actually in Saint Paul, Minnesota. So that's awesome. That's great to see. Jacksonville, Florida. Troy, New York. Toledo, Ohio. My, my, my my. So this is going to be an awesome, awesome session. Brenda Cruz from Elizabeth, New Jersey. Brenda, it's great to actually see you here. It's been a while. I actually worked with Brenda in a couple of projects in the past, so that's awesome to see some colleagues in here.

Carlos Morales

That's great. Thank you. Thank you for actually putting that information in the chat. So session number four is from impact to investment, leveraging your data storytelling, your CBO story story for funding impact and internal growth. So, you know, since this is the last session, it's going to be a little bit different the way that we're actually going to be doing this right.

Carlos Morales

We have two great foundations which are going to actually help us. They're going to share their stories. We have some questions for them. So in a minute, I'm going to explain to you what's going to be the framework that we're going to be using. Now, one thing that I want to remind you, though, is that if you have comments, if I'm asking you questions, then I'm asking you to actually, you know, answer to those.

Carlos Morales

Feel free to use the chat box. If you have a specific specific question, then you can use the Q&A box that is in your screen to ask those questions. So we have a team that is actually monitoring those questions. I'm going to be doing that, try to do the same as well. So thank you again. So let's start with what we want to kind of cover today, right?

Carlos Morales

And then I'll talk a little bit about the structure that we're going to follow for today's webinar. So the agenda for today is we're going to talk about the power of storytelling when it comes to funding or grant application. We have some specific questions that we're going to be asked. The foundations in regards to that, that we're going to talk about the importance, the importance of crafting stories and messages to resonate with funder audiences.

Carlos Morales

Then when it comes to data driven stories, what is it that we need to highlight, right? And then using data to create a successful grant proposal. So that is actually the goal for today. And the way that we want to do this is I'm going to actually start talking and, you know, kind of actually describing a few concepts and set the tone for the rest of the webinar for the first ten, 12 minutes after that, we're going to ask both foundations to introduce themselves and then we're going to actually have a conversation with them based on some questions that we actually created about data storytelling and fundraising or grant applications.

Carlos Morales

Okay. So and then after we have that conversation, there's going to be about, you know, about a 50 minute or so in having that conversation with both foundations, then we're going to allow it about 15 to 20 minutes for Q&A now, I'm going to try to be watching the time to make sure that we have enough time to answer your questions.

Carlos Morales

So as we are talking about the different concepts, as we are describing what data storytelling is from the perspective of the funder, if there are questions that actually come to your mind, make sure that you write them down so you know you have a chance to ask, you know, after we have this conversation with the funders, with the foundations.

Carlos Morales

And so and then we're going to have some closing remarks about 10 minutes or so. So that's the whole structure of today's webinar. But as you know, things might change throughout the webinar because if I see that we actually having a fun time and everybody's actually engaging, then we are flexible. We can change things to make sure that you actually get the most value of today's webinar alright, then things can change in just a matter of seconds.

Carlos Morales

All right. Let's start with this. I don't know if you remember. Let me ask you this. I know that we have 185 people right now. How many of you have attended at least one of the previous sessions when it comes to data storytelling? If you have just put. Yes. And maybe put the number of decision whether it's one or two or three.

Carlos Morales

So. Okay. So we got a lot of. Yes, number one, three session two and three. So we got a lot of people actually coming back for the final session. This is awesome. So I got to know here. But for the most part I got a whole bunch of yeses. Another No. From Roxanne. Uh, Paula Santos. No. Aslyn?

Carlos Morales

No. Okay, Ruben, this is my first training. All right? So thank you for actually joining us. All right, So we have a lot of actually people joining us. So what I want to actually do right now is to kind of walk us through to some of the things that we have discussed it. For those of you who actually attended the first session, that actually was data storytelling.

Carlos Morales

101, you remember that we actually did a survey, right? And we sent it out to you to sort of actually have a sense in terms of what your needs are. What were you thinking when it comes to data storytelling? What are the things that you actually are struggling with? And basically, you know, these are actually are the numbers are the data that we actually gathered from that.

Carlos Morales

So if I'm actually using data storytelling to describe this data, right, this is something that we did on session number one, right? So for example, the narrative to this data was our primary goal with data storytelling is to foster community awareness and engagement, highlighting our commitment to connect and empower the communities that we serve. Now, referring to the data that you're seeing on your screen, advocacy and policy change align more closely with the essential task of fundraising, followed by partnership opportunities.

Carlos Morales

Now, these goals collectively underscore our multifaceted pursuit to inform, to inspire action, to forge alliances and secure resources that amplify our impact. The reason why I'm actually wanted us to remember this is because at the end of the day, if we're talking about data, we also need to actually learn how to explain it in how to create a story for it.

Carlos Morales

Right? And so the data, obviously, as you know, based on the ones who are you know, based on those of you who attended the previous session, is basically it's is for us to actually showcase show numbers, the numbers back up some of the work that we've done. Right. But we have to tell a story behind it. So for a lot of you, you said, well, what are the primary goals that we have with data storytelling?

Carlos Morales

Well, I want to be able to actually do community awareness and engagement. I want I usually for advocacy and policy change. We have talked in the previous sessions about community awareness and engagement and then advocacy and policy change. We have provided guys provided examples, so feel free to actually check those out. But today we're doing fundraising because that's one of the actually one of the goals that we wanted to achieve, and that's one of the needs that you had right now.

Carlos Morales

Challenges. This is the things that you mentioned. What were the challenges that you were experiencing with when when you were doing data storytelling? Well, let's remember, this graphic shows that the most common okay, the most common problem here, the most common actually challenge that we face is translating data into narratives. That is something that we're going to talk a little bit about throughout this webinar as well that resonate data and narratives that resonate.

Carlos Morales

So presenting this information in ways that captivate and inform pinpointing the most accurate data and interpreting it accurately. So that's what actually is that these are some of the challenges that you actually had, In fact, that actually this translated data into a compelling narrative actually was most of you actually say look, these are some of the things that we're dealing with, we're struggling with.

Carlos Morales

And so we've been able, I think, throughout this workshop, series to go over and provide resources, information and show you how you can create a compelling narrative into when it comes to actually showcasing your data. Right now, we talked about presenting data in an engaging way. This actually that was part of the data visualization session number two, but also at the same time, we also talked about identifying relevant data, which is actually once part of data visualization as well when it comes to present the data in an engaging a way

Carlos Morales

We also talked about it when it was data storytelling with digital marketing, remember that? So it's actually once we actually have the data, we have the story, how do we promote it online to our communities, to our stakeholders and, you know, possible funders. So I wanted to remind you to kind of actually walk you through in some of the things that we actually have covered throughout this workshop series, right?

Carlos Morales

So when we're talking about data storytelling and fundraising or grant application, one of the things that I want you to remember is this a compelling story in fundraising should connect emotionally, provide clear and concise information, and be highly relevant to the funders goals. Emotional connection draws the listeners in, clarity keeps them engaged, and relevance ensures they see the value in supporting your cause.

Carlos Morales

So throughout this workshop series, we've been able to actually showcase and give you examples and how you can apply this. Today. We're going to be talking to specifically data storytelling for fundraising strategies and grant application right? Now in the previous presentations we talked about that three key elements when it comes to actually data storytelling: narrative, visualizations and context.

Carlos Morales

Right? And so this is one of the things that it doesn't matter what you do, whether you're actually applying for a grant or whether you actually are telling your story to your community to engage them or whether you actually want to do policy change, it doesn't matter what the goal is. These are three key elements that your data storytelling needs to have because you need to actually have a narrative, right?

Carlos Morales

That is the heart of your story. This is where numbers transform into a journey, right? So you're connecting the dots between the data points, crafting a story that not only informs, but also engages. But the visualizations is very important because if I actually see it and visualize it, then I'm starting to understand it, right? This is when you actually the story actually comes to life with visuals.

Carlos Morales

So and that's one of the things that we cover on session number two and then context. Context is important because if I tell you a story, I show you the visuals. I need to also tell you why this is important, and that's the context, why this matters, why this should matter to you. And so I wanted you to actually kind of remember some of the concept that we discussed and actually go from there, because I want to I want to make sure that we don't forget about the basics when it comes to data storytelling right now, when it comes to the role of storytelling in influencing funders, one actually one role is the purpose empower.

Carlos Morales

So we're talking about storytelling goes beyond just showing data. It makes your numbers come to life by showing real stories about people, right? So that's the purpose. This approach helps those who might find your organization feel a connection and understand the real impact of your work, which can influence their decisions to support you. Right. So what is the purpose of your work?

Carlos Morales

What is the narrative behind it then? Then number two is influence on funding decision. So as stories help funders visualize the real work outcomes and potential of your initiatives. But they aren't just funding data points there. They're investing in community, in transformation and improvement. So this is actually the connection, right? So they're not funding just the data, but they're actually showing they're actually funding the transformation that actually happens behind it.

Carlos Morales

And that's important for us to remember. Sometimes we get into and I, I work with several organizations, We, we, we get a lot more into, okay, what data we're collecting, what are the numbers are saying, you know, and it's more and more about the data. And sometimes we forget about the story, the narratives behind it, and the changes that we're making in the community.

Carlos Morales

And I think when you actually have those two and you relate it to each other, then now you actually are using the power of narrative when your actually telling your story and you're doing data storytelling, that's why you actually doing so is numbers, power and narrative and context. All right. So one of the things also that I wanted to highlight here is when it comes to and let me actually provide an example here. If I ask you this now, we were talking about the power narrative

Carlos Morales

when it comes to data storytelling, it has to have narrative that data visualization in context. So let me ask you this. We have one statement here, and it says, Well, we provided 150 individuals with access to mental health services, including counseling sessions and group therapy. This is one statement. Let's suppose that you actually you put it in a grant application, but then we have another one here.

Carlos Morales

And this one, it's a little bit more detail, right? This is actually outcome-based impact statement. And so I just wanted to illustrate a little bit in terms of what actually are being I've been saying when it comes to creating powerful narratives in actually relating it to your data. So here through mental health services, serving 200 youth, enhance emotional regulation skills in 85% of participants tell a story here reduce incidence of a school unattendance by 30%, improved classroom behavior in 70% of participants, for every \$1,000 donated, the community saved an estimated \$10,000 and reduced health care costs and juvenile justice interventions, representing a 1000% return on investment.

Carlos Morales

So which one would you fund based on the text that you're reading, which one do you think will actually catch the funders attention? And so and I wanted to actually just illustrate this because it's important that we don't we don't forget that this is more it just goes beyond data. It's more about learning how to tell the impact that we are, you know, that we're having in our community and we have the numbers to support it.

Carlos Morales

That's what that is. So one is the outcome statement of income impact and the other one is outcomes based impact statement. Right? So that's that's, that's the example that I wanted to give you in that regard. Now, when it comes to key components of the story that appeals to funders, there's actually a human element that we cannot forget and that we have to include, right?

Carlos Morales

So, for example, Sara, a 30 year old who struggled with depression for years, found support through our mobile counseling services significantly improving her quality of life. You're humanizing the number, you're humanizing the data, and you're starting to tell a story. Then we have a challenge and solution for example here we want to describe it challenging how your organization addresses it.

Carlos Morales

So, for example, in our community, one in five adult faces mental health issues, yet over 50% of them lack access to treatment. That's the problem. That is the challenge, right? Our telehealth service provide critical, crucial support increasing access for underserved populations. That is the solution that you are proposing right? Then we have data and outcomes using clear data to show effectiveness after participating in our program, 80% of clients reported a decrease in depressive symptoms within three months.

Carlos Morales

Right? You're showing what is the outcome? What is the result of the implementation of your program? And you are describing that by providing the numbers, but it also is stating the results of that. Then we have vision for the future. So you illustrate the potential impact of expanded funding. So with your support, this is statement that you can even add.

Carlos Morales

We can extend our reach to 500 more individuals annually, enhancing mental health resilience in the community right. So with this support, with this amount of money, we will be able to actually do



this. This is the amount of people that we actually would benefit from it. And if you think about it, though, if you actually are if you go to some organization's websites and if you actually go to the Donate Now button and you click there, one that's a perfect example in how you can actually see how they're crafting their data storytelling when it comes to fundraising strategies, right?

Carlos Morales

Sometimes it's just actually say the amount of money that you're able to actually that you want to donate, but there's no story behind it. In terms of what would \$100 do if, you know, within that community? And so if we actually put those together, I think our fundraising strategies would be more, more effective. And this one is actually clear.

Carlos Morales

I mean, this is actually crucial. Incorporating testimonial so in this case include a powerful quote that says, Thanks to the support I've received, I feel like I'm finally part of the world again, says Maria Program Beneficiary. And that's actually one of the questions that we're going to be actually discussing with these two great foundations in terms of how do we balance that when it comes to applying in a grant application, for example?

Carlos Morales

Right. So I wanted just to give you kind of an overview, give you a summary of the stuff that we actually have discussed. I'm glad that a lot of you actually have attended and seen some of the workshops here that we have conducted in the previous months, but I also wanted to actually set the tone in terms of what or what is going to come through the conversation with two of these to these two wonderful foundations.

Carlos Morales

So I'm going to stop here and I'm going to ask for the Asian-American Foundation to and the Hogg Foundation to introduce themselves. And then after they do that, we will actually start having a discussion about data storytelling and fundraising.

Sruthi Chandrasekaran

Thank you, Carlos. Hi, everyone. It's wonderful to see so many people here today. I'm Sruthi Chandrasekaran, director of data and research at The Asian-American Foundation, or TAAF. I use she/her pronouns, and I'm based in Houston, Texas. Our mission and task is to serve the Asian-American, Native Hawaiian and Pacific Islander communities in our pursuit for belonging and prosperity, free from discrimination, slander and violence. And Vicky.

Vicky Cofee

Good afternoon, everyone. I'm Vicky Coffee and I'm the director of programs at the Hogg Foundation for Mental Health in Austin, Texas, and I've been with the Hogg Foundation since 2007, where Dr. Octavio Martinez Jr is our executive director.

Vicky Coffee

Where I started about 17 years ago as a program officer. The Hogg Foundation has been around since 1940 as a philanthropic organization that was started by the children of the first native born governor, Governor James Hogg. We're a Texas based funder, and our mission is that the people of Texas thrive in communities that support mental health and well-being and it's to transform how communities promote mental health in everyday life. That's just a little bit about me. Good to be here this afternoon.

Carlos Morales

Thank you to both of you actually, for being here this afternoon and taking time out of your busy schedule. All right. So now the way that we're going to be doing this, everyone, we have a series of questions. So we have some questions that are going to be shared that actually go to both foundations.

Carlos Morales

And then we have some specific questions for each of the foundations. However, because we want to be flexible, we know that we can benefit from actually having different perspectives of different strategies explained from both foundations. Even if a question is only for the Asian-American Foundation, you know, then we have the Hogg Foundation who can actually go and provide feedback for in regards to that as well.

Carlos Morales

So they're not necessarily exclusive. We want to make sure that we have a lively conversation. And so as we are having this discussion, I want you to start thinking about some of the questions that you might have. Right. We have sometimes to actually talked about them right now. You know, I'll make the call. But what we want to make sure is that I want to give enough time for both foundations to actually go through the questions, you know, talk about the examples or concepts they want to explain, and then we'll have time towards the end for Q&A.

Carlos Morales

All right. So let's start with the first question from your from the founders point of view, from your perspective, what is the value of integrating data storytelling into grant proposals?

Vicky Coffee

So I'll start and I think for most of most of all, from time to time, when I think back to when I was a child, a young child, and most of us, I think a lot of us probably like to read, or at least our parents read to us.

Vicky Coffee

And when we learn to read, I know specifically I can speak to myself. I look for stories to help me understand the world and how I fit in the world. And sometimes stories would help me grow out of curiosity or teach me something new. And being a child, I grew up in rural East Texas. I learned a lot from reading, and reading really helped me to relate to things outside of my world and gain a better understanding of people and places that I had never heard of or places that I probably will never visit.

Vicky Coffee

So in short, I think for me, I think valuable insights into communities, people and concepts that were often unfamiliar, unfamiliar to me. And I learn how I might be better able to relate to them. So I think in terms of how data storytelling is important and how we can use it in grant proposals, it's very similar, right? As a grant writer or somebody that's responsible for applying for a grant, just remember that those of us that are reading the proposals who work at foundations are at least play like we were a program officer on TV or whatever.

Vicky Coffee

We also live in communities and we have family members and we have neighbors who might be experiencing some of the very challenges that you are writing to us about or seeking funding and support for. So the value to me in storytelling is that again, it makes it relatable and memorable. And when you share about the work that you're proposing and you share stories that talk specifically about your work, it's more engaging to me as a reader and as a reviewer

Vicky Coffee

I feel like I can connect with you and connect with the community that you're representing. And when you share specific examples like ones that were mentioned earlier, there is a value in tying that ask to the goal and the purpose and the use of the funding. So rather than just sharing the numbers and the details and we love those pretty charts and they're colorful and people take a lot of time, but the stories that are based on data are more likely to engage us as readers and funders, and they those stories can help change policies and help make the decision about whether or not you or your organization is one that we really see value

Vicky Coffee

in terms of investing or a specific initiative. I can tell you I might not remember the intricate details with percentages and impressive numbers. I have other colleagues that do better than that than I do, but I always remember those stories, and it's similar to a quote that I think about from Maya Angelou that says people might not remember exactly what you did or what you said, but they'll remember how you made them feel or something...

Vicky Coffee

I'm paraphrasing a little bit, but it's those feelings that you appeal to to us when you tell your story, that it also gives you an opportunity to talk about what are you doing well, what are your successes? And I think as a funder, sometimes we forget, but we should include a question that ask What accomplishments have your organization achieved that make you proud or that make you stand out?

Vicky Coffee

Because we read a lot of proposals. And then lastly, a more challenging question. I think we would be less inclined to ask and less inclined for you to share is what have been the challenges and where do you see the opportunity or growth when you where you can improve your work? And so yeah, I'll leave it at that. I could go on.

Carlos Morales

Well, yeah, I mean this is this is awesome because obviously I think one of the things that actually I got from your description is, look, you're a human being, even though you might be the one actually looking at the proposal, you might be actually reviewing it. You might be, you know, might be part of a team who is selecting who's going to actually get funded.

Carlos Morales

You're still a human being. So you're relating to the stories and and the impact that you're actually that that particular organization is having in their community. That's I think what actually matters the most. Look, we can have beautiful data. We can actually have charts and everything, but if there's not a powerful narrative that explains how that actually data made an impact

Carlos Morales

then it really doesn't matter. It just doesn't captivate. Right? And that's what I'm actually listening and hearing from you, Vicky, because it's important to remember that at the end of the day, we have to humanize the work that we do. And I always said this when we talked about mental health. When we talk about substance abuse, these are actually are these are a field that is very hard to sell.

Carlos Morales

It's not like one day somebody is going to say, oh, my God, I'm going to stop drinking today. They're going to stop using. There's a lot of things dynamic to actually happen from the human behavioral perspective, Right. And so therefore, the power in stories actually makes sense. We have to humanize our work. It goes beyond the numbers and so it's amazing.

Carlos Morales

And I appreciate that you mentioned that. I appreciate that you actually saying we're human beings, We want to be actually relate to the story that you actually are telling us. And I think that's important. Sometimes we forget, we get a little bit nervous. We're more like, oh, we got to be technical, we got to make sure that we cover all this because we want to have a better chance to get the money and get funded.

Carlos Morales

But at the end of the day, it's like, tell me a story. What is the impact that you have it right? So awesome. Thank you so much for sharing that. What's your take?

Sruthi Chandrasekaran

Yeah, no thanks Vicki. That was really beautiful. That was so poetic. So thanks for sharing that. Of course. Like you said, I think you know, the quantitative data only takes you so far. It's really the quality of the storytelling is sort of like the last mile that helps address that last mile challenge and makes, you know, an application stand out from the rest. But I think one of the other ways, I think, you know, we all think and process data in different ways. Some of us are like seeing numbers, some of us like stories.

Sruthi Chandrasekaran

But I think especially many of you may be sort of steeped in the data and stories. Take a big picture view, zoom out, and that 30,000 feet view. I think that's what's helping to communicate something that might be a technical finding or a technical sort of like a statistic to what might be a non-technical audience. So your program officer or, you know, whoever your audience might be, may not necessarily be as aware of the challenges or aware of the statistics as you are.

Sruthi Chandrasekaran

You're definitely the expert, but the way you tell that story is how you can convince them to come along with you on this journey. But I think data storytelling is also helpful because that's how we, as you know, people on working at a foundation might be able to talk to our boards about why we want to fund a particular particular organization or not and sort of be accountable to our board.

Sruthi Chandrasekaran

So it's easy, easier for us when we have a story because, you know, everyone is human to be able to tell those stories. And for different audiences, I think especially in this day and age, when sort of, you know, attention spans can be quite limited, having the data story sometimes can be easier to share. And so especially some of you may be working in areas where data doesn't exist.

Sruthi Chandrasekaran

So all the more it's important for us to be able to go out and share that data. It's much easier if you have like an infographic or, you know, some charts that we could share rather than sort of like a long paragraph with lots of numbers. But I'll stop there and pass it back to you as well. And I want to hear from you.

Carlos Morales

It's actually is nice to keep that balance between the graphics and the story. Right? And so and so having too much of it is like, well, how do we keep that balance? That is, how do we know that actually what's the right portion of data versus portion of telling a story? And I know that that's one of the questions we'll discuss more in detail.

Carlos Morales

I wanted to actually acknowledge something from Anya Mendiola, who actually said and in reference to what you were actually talking about, Vicky, it is like Maya. Maya Angelou said, I've learned that people will forget what you said. People will forget what you did, but people will never forget how you made them feel. Right. And so and this is a quote that we all have heard many, many, many times, but we tend to forget it.

Carlos Morales

And so and so we tend to sort of actually not make the emphasis is like, you know, this is important how you and I work together, how you and I relate to each other, the way that we actually collaborate. And at the end of the day, that's what that's what matters. What is the level of service that we are providing to the community?

Carlos Morales

What are the impact that we're having in the families? Right? They came here and they were actually, you know, having this issue. What happened after they received the services? How did their life improve, right. And so what how did they benefit from it? And so so that's the power I think, behind when it comes to telling this story and having the numbers to back that up.

Carlos Morales

All right. So let me actually go in to the second question here for both of you. What are funders looking for in a grant application? Example how do we balance quantitative and qualitative data, for example, you know, in how do we actually make sure that what's you know, what's enough when we actually talking about personal stories, how much of that do you want to see? Can you tell us a little bit more about that? I mean, what would be the right balance there?

Vicky Coffee

So I think that balance is incredibly important because, again, even looking at foundation staff, we have our areas of expertise and interest as well. And so, again, appealing to us in a well rounded fashion is really important. One of the things that we really look for at the Hogg Foundation is alignment.

Vicky Coffee

And I think other funders as well that we're looking for the organization's ability to define how their work fits the intent of the grant funding. That's really important to us. So there should be a question or something that invites the proposer to include the organization's vision, mission and goals. And it's important that you try to align those with the organization, with those outlined in the application, and even show how their vision aligns with the funder.

Vicky Coffee

Very similar to what you mentioned earlier, Carlos, as you were sharing your expertise and advice, I think history and experience is real important. Also, we look to make sure that the applicant can share how they have a history or experience or most importantly, relationships. Right? That they worked in the communities and worked with the population of focus that they're proposing to work with.

Vicky Coffee

And then at the Hogg Foundation, we strongly value the participant and community engagement. So it really matters to us that the applicants include how those who will be most impacted by the proposed services or programs that we're funding making sure that they have a voice in the project and they're not just service recipients. And we see that where we ask the question specifically, how are you going to involve the participants or recipients of service in this work?

Vicky Coffee

And they'll say, well, they're going to be service recipients. We're looking for more than that because engagement is important to us. And so we'd like to hear about how you're going to engage the clients or participants in the proposal, in their your proposed project. Did you ask for or include their input into whatever project or activity you're proposing? Do they have a seat at the table or even have a voice and a choice about the project that you're proposing to offer?

Vicky Coffee

Are they included in the decision making all those levels of engaging the participants is very important to us, and I know I can tell you and you've heard this before, but in some communities it's believed that if you're not at the table, you're on the menu. And so we want to make sure that we're making people very clear up front.

Vicky Coffee

But it's important to us that that community voice is included. Did the participants get to help determine what the outcomes look like and we want to make sure and see that they make a choice. They have a choice. And developing the success measures what successful to us, or as the applicant may be very different to what the community is considering as success.

Vicky Coffee

So what does success look like to the people that are actually going to be receiving the services? And then lastly, of course, clear outcomes. What are you expecting is going to be different or improved as a change and are changed as a result of the programs that are being funded through this project? We would like to see that there is both that qualitative data which can sometimes feel a little squishy and not as absolute as quantitative data.

Vicky Coffee

We care, like you mentioned earlier, you proposed to serve 300 kids, but it's more important to us that you talk about how did their quality of life improve? How are they better off because you



worked with them? And so the examples that you gave earlier were excellent. Wow. You know what? I have a lot to say in regards to what you just actually talked about.

Vicky Coffee

And here's the thing, right. We're we're talking about how do we balance data with personal stories. And I'm thinking here, how do I balance myself into to actually kind of, you know, summarizing where you say, but at the same time moving along because we have limited time. So trying to apply some of what actually I'm preaching here to myself.

Vicky Coffee

But one of the things that I wanted to mention really quickly, the importance of actually including the community in the process of your program implementation, this is something that we did talk about in in data storytelling 101. And actually we talked about ethics. And so what does that look like when it comes to actually, you know, having data that is representative of the community.

Vicky Coffee

But not only that, though, you know, the community provide feedback in terms of the data that is being collected in how it's going to be used. That's actually very, very important. So I'm glad that you mentioned that. So I'm going to stop right there.

Carlos Morales

And so I'm going to give you the floor now to truly to to actually tell me, what are the funders looking for in a grant application?

Sruthi Chandrasekaran

Thanks, Carlos. So at TAAF, we are you know, we're a very new foundation. We're only three years old. And our model is, I think, unique in the sense that we invest in best in class nonprofits. But then we also execute our own innovative programing. And so part of what we need to do with that kind of innovative programing is fundraising.

Sruthi Chandrasekaran

So like on the field, sometimes we are also applying for our own grants, we're doing our fundraising, we're reaching out to Foundations, we're reaching out to other stakeholders. And so I'm going to

reflect on this question, but potentially in other questions as well. Some of the things that have, you know, that we use at our organization that we have found helpful.

Sruthi Chandrasekaran

So usually when I'm writing a grant proposal, some of the things that I do is I start with setting the context and usually I tend to use quantitative data to explain some of that. So if it's about articulating anti-Asian hate incidents in the country, I would share some numbers around that. And then to articulate the exact gap or the issue that I'm talking about, which might be the lack of, say, bystander training.

Sruthi Chandrasekaran

I would articulate the magnitude of that gap or impact by using some more quantitative data, but also adding in some qualitative data there. So, for instance, a quote from someone who has received bystander training and how has that helped them in safeguarding either their own safety or helping out someone else who was in need. And so that sort of helps to articulate the importance of also the issue to your audience.

Sruthi Chandrasekaran

And then one of the other things I try to articulate, and I think this is sort of building on what Vicky was saying, is articulating the theory of change. So I would start with outlining what are the inputs, like what is TAAF going to be investing in and what would we think of the sort of outputs. So immediately what do we think is going to happen?

Sruthi Chandrasekaran

There are going to be certain trainings happening. There are going to be, you know, people who are receiving bystander training, etc.. And then what is the outcome of that? What do we hope will happen because of that? Which is better safety, more belonging, more, you know, people feeling safer in their neighborhoods, for instance. And then what is the impact of that, both in the short term and what is the impact on the longer term?

Sruthi Chandrasekaran

So that might look like, you know, more more safety might make you feel like you belong more there. And that sort of goes back to our mission and then connecting it back to our mission of creating pathways to prosperity, pathways to belonging, being free from slander, violence, etc.. So sort of making that connection as to why this work that we are requesting funding for is so critical to our mission and critical to the communities that we serve.

Sruthi Chandrasekaran

But I know that we're short on time, so I'll stop there and pass it back to you.

Vicky Coffee

Carlos, can I just add something real quickly? And I'm just sitting here, as you say, things are making me think of more to add. And so one thing I thought about that's so important is that as we're collecting data, quantitative, qualitative, all the metrics and including people and helping make those decisions, it's really, really important and key that we reach back out and share that information with them as our community.

Vicky Coffee

Right? Because a lot of times, a lot of communities that we work in have people always gathering data and asking about them, but they always we have a tendency to fail to go back and then share that data and information with them. So I think that's very, very important. Is that circle back and include community in that data storytelling and making sure that they know what those stories look like and they hear those as well, and not just the funders.

Carlos Morales

Yeah, I know. That's a very good point, is actually, you know, involving again, the community as being part of the process. And so one of the things that I like about why you mentioned is that impact short term and long term. Tell me what's going to happen in the near future. Is that tell me what your vision is.

Carlos Morales

You know, in the long term. And so and I think it's important to because it's a way for us to actually say, well, if you're actually applying for this funding, this is something that these are some immediate needs are going to be solved. But at the end of the day, also, we are actually setting up the foundation for kind of a a longer term goal, you know, a more, you know, kind of a bigger impact in the community.

Carlos Morales

And that's important to actually mention that as well. I, I, I also heard here that it's important for you to have that also that balance between quantitative and qualitative. Right. You start by actually

showing some some numbers, but at the same time, you also have a paragraph explaining what those numbers mean. And I think it's it's important to actually keep that.

Carlos Morale

I think when you are filling, I grant, you know, filling a grant application, there's going to be sections where they actually you've got to keep that balance and there's going to be a section where you might want to expand a little bit more and tell a story or even, you know, introduce some testimonials from some of the clients or the participant that actually you work with.

Carlos Morales

And it's important to actually recognize that as well. Great. So let me actually then ask you, what kind of data are funders looking for in reporting? What kind of visuals in story and storytelling are accepted? What actually will get your attention and will make the proposal stronger?

Vicky Coffee

I was just looking in the comments, so it's like so many different areas to pay attention to. But Sruthi made a great point, and that is exactly what we believe is that the community actually owns their data. It's not that we're collecting it on them and it's being collected on them for our use and they don't have access to that, but they own that. So that's such an important point to make as you're doing CBR, community-based research that you are sharing that data back because they own it.

Vicky Coffee

It's not our data. If we're talking about morning communities and partnering with them, it's important that first of all, we hope they help define success, what it looks like, how it would be measured. And those defining that is that's clearly defined in the goals from the beginning, again, including the voice of community in doing that. And then also what are the plans for how they will be, how the engaged population

Vicky Coffee

of focus would help with that data collection. Yes, very, very relevant. And communities who have historically been excluded, that's critical because again, we want that buy in and it's bigger than that buy in. But we want that participation from the people that are going to be most impacted for in the Hogg Foundation. We ask our grant partners, we let them know upfront a set of questions that we share with them earlier in the grant term to let them know these are the things that we're going to be asking you to report on.

Vicky Coffee

So we're looking at our reports. As far as visuals and storytelling we ask our grant partners to share in a way that's comfortable for them. And so I'll give an example. We have we offer our grant partners in one of our communities in Houston the opportunity to do what's called a report to community. And it's just a clear, concise document.

Vicky Coffee

Not only that they share with us, but they share with their community about the work that's being done in their community. Some folks told us that doesn't work for us because people in our community reading is not the best way to do that. But we have these great radio stations that are culturally relevant to our community, so we'd like to share that information on some radio spots and some shows that we have in our community that people really pay attention to and they tune into.

Vicky Coffee

We also have tools that our our grant partners that use like photo voice. I'm sure most of you are part of that, and that allows people to show and take pictures of what's happening in the community from their perspective, and they can share data with that or pictures as well from what the work is looking like in their community.

Vicky Coffee

And then other folks have told us that just a simple newsletter telling the story in a newsletter and they share that with us. So we have a feature through our data system that people can upload whatever it is that they use to tell their story. We're not prescriptive on that because that looks very, very different in different communities.

Carlos Morales

Awesome. Thank you so much. And here's what I'm going to do. I'm going to actually talk less and I'm going to actually ask you to to sort of actually, you know, to move along because we're getting short on time. This is a great discussion I mean, this is like 90 minutes is so short in time. And so I appreciate that.

Carlos Morales

So let's Sruthi do this for you. What kind of data are funders looking for in reporting?

Sruthi Chandrasekaran

Yeah. All right. Great. So I'm just sharing my screen here to talk through a couple of examples. So this is actually taken from our impact report 2023 Impact report. And I wanted to talk through this example because at one sort of snapshot, it gives you both the numbers and a little bit of context as well.

Sruthi Chandrasekaran

And so here, you know, based on one's interest, you could sort of look at the overall numbers, but also you can look at specific the pillars that we work on, our specific pillars and the kinds of impact we've achieved. So that's one way of presenting, you know, numbers and stories. Another way is what I have here next, which is a grantee case study which we've used in our conversations with our board about when we tried to when we've talked about what our impact has been.

Sruthi Chandrasekaran

So you can see here that, you know, this is one of our grantees that we had the privilege of working with. And we talk a little bit about some of the numbers related to their services, their service delivery, the kinds of, you know, what they've done with some of the investment. But then we also have a quote, and I think there was a question in the chat about how can you talk about data stories without giving away confidential information?

Sruthi Chandrasekaran

And maybe it could look something like this where you anonymize the quote, you take out any sort of individual personally identifiable information and that we you know, you're able to communicate the impact of, you know, what the investment brought about without having to specifically sort of pinpoint another way. It could be just aggregating like the previous slide where you're aggregating to the big picture numbers so that you're not having to talk about individual you know, individual folks who were impacted or their specific stories.

Sruthi Chandrasekaran

And then lastly, this is another kind of example that I wanted to share just again, more visual using like a pie that talks about like where the money is going and what different ways is it being used and and, you know, sort of a headline statement with with sort of highlighting what the money is being used for. And then the pie gives you an idea of where the investments are and a key to sort of a company that just wanted to give some examples of what different kinds of reporting could look like.

Carlos Morales

Awesome. This is this is a great example. So in fact is actually for those of you who attend a data visualization session number two, we actually talked about the different examples saying how do actually you want to present your data? So it actually this is on point. All right. So now we actually got some specific specific questions for each foundation.

Carlos Morales

All right. And so for the for you, Shruti, for the American Asian Foundation, what are some effective strategies you've seen of community-based organizations using data to highlight their work and impact?

Sruthi Chandrasekaran

Yeah, once again, I'm going to share one screen so I can talk through some examples. So as I mentioned, you know, we're a young foundation and we're in our own journey about how we ever set proposals.

Sruthi Chandrasekaran

So like I did before, I'm going to lean in more on some of the own programing we've done and hopefully those examples are also helpful. So I wanted to talk through this example, which is Decoding hate. This is a project we developed when we noticed that the frequency of news media that was covering anti-Asian hate during the pandemic was different from how you would see people talking about it on Twitter.

Sruthi Chandrasekaran

So we developed this interactive data storytelling project so that we can better communicate the impact of anti-Asian racism or anti-Asian hate on our communities. So continue here. So here you can sort of you know, this is a forum where we view sort of, you know, there's a message. We let people read it and then you can see that, you know, with the yellow like fragments were indicating news media and the blue indicates Twitter.

Sruthi Chandrasekaran

And you can see that the number of tweets far outweigh the number of news reports. And here you can click and see some of the tweets where people have this this is, you know, drawn from Twitter publicly available data. So, you know, examples of how people have experienced racism. And then

you can also click on the yellow fragments to try and see some of the ways that the news has covered the same not the same incidents per say, but just around the same issues.

Sruthi Chandrasekaran

And so now that you get a sense of like what the data story is talking about, then we go into the message which is around, you know, COVID and and its impact on our communities. And we have then we follow up with a timeline that speaks to the difference in frequencies between news reporting and Twitter stories or actual incidents that are happening.

Sruthi Chandrasekaran

And you can sort of scroll and see there are different time points when, you know, there was a spike in one in either news media or in Twitter stories, etc.. So I bring up this example because when I first looked at this project, I found it extremely visually compelling and it was something that really almost brought me to tears when I started reading some of the tweets and got really into it that point.

Sruthi Chandrasekaran

So I thought that was, you know, an example that I could share. A second example is this kind of one pager. So recently we completed a study which was looking at understanding the baseline levels of safety and empowerment of AAPIs in New York City. And so what we did was we have, you know, a 20 page report, but we also developed a one pager because again, we felt it would be compelling for us to be able to share these with our stakeholders.

Sruthi Chandrasekaran

And so in this one pager, you can sort of see the main sort of takeaway is that you know that over half of the Asian-American population in New York City had experienced physical insults, harassment, physical threats, etc., and women especially more likely to feel unsafe. And that's kind of leading to avoidance behaviors. And how have people change their own behaviors for that?

Sruthi Chandrasekaran

And then what is stopping people from reporting when an incident happens to them or when they see someone else experiencing an incident? And then what are we suggesting in terms of recommendations that came out of our survey? So this kind of one pager up was really helpful, especially when we were going out to media and talking sort of getting their interest to report about our study.



Sruthi Chandrasekaran

And I also like that, you know, we have sort of different visuals that we're using throughout the one pager to talk about some of the statistics. The third example is, is a quick 30 second video that we developed. I let you watch it. It's part of a clip that we designed for our annually national nationally representative study that we do called the Status Index.

Sruthi Chandrasekaran

And so it talks about one of the key statistics from from the study and then talks about some of the recommendations that came out of the study. So again, this hopefully, you know, this was a way to again, we found that this was really helpful for young people, especially influencers, to share easily on social media about our study, bring more attention from people who are more active on social media to to come and visit the website, read more about the findings from our study, etc. So those are some examples.

Sruthi Chandrasekaran

I will stop there. And maybe Vicky, you want to chime in.

Carlos Morales

Well, here's one thing that we're going to do, because I want to make sure that we have enough time too to kind of answer all the questions so what we're going to be doing that right now is we're going to go and continue asking the question for each foundation.

Carlos Morales

And then we're going to have remember that we're going to have Q&A when I allow enough time for people to actually ask questions and for you to respond to those. So I'm going to have to be moving along because we only have now 30 minutes left. All right. So these are great visual examples. And this is awesome because it's a great way to obviously engage your audience for them to actually understand the problem better than just merrily, just simple words, right?

Carlos Morales

So this is this is awesome. Now, what for you in your perspective Sruthi, what actually stands out or resonates with you in grant applications or proposals?

Sruthi Chandrasekaran

Yeah, great question. So once again, back to sharing my screen. So this time I'd like to talk about an example that a whole project that we worked on that won two awards, it won the Webby Award and the Shorty Awards for its interactive content and

Sruthi Chandrasekaran

I use this example because while it's not specifically a grant application or proposal, I think that there are some lessons that we learned that, you know, I would love to share with all of you, but also hear from you all about what might have been engaging. So this is the API nonprofit database. This is a database that we developed at TAAF because of the the we were hearing that donors who are interested in investing in Asian-American Pacific Islander communities didn't know who to work with.

Sruthi Chandrasekaran

And so there is no centralized repository of verified information about nonprofits that are serving the AAPI community. And so we developed this website. So there are different ways of looking at the data. You could look at specific focus areas, you could look at specific populations you're interested in or you and or you might be looking for an organization in your specific area.

Sruthi Chandrasekaran

And we also offered three different views, the traditional list view, which is, you know, just a table, and then you can click and read more about a specific organization. You could also look at a map, view which plots it on a map, and then you can understand sort of, you know, who's nearby, which organizations are serving what communities, etc.

Sruthi Chandrasekaran

And then we also have what is called a plot view. And we thought this would be really interesting because if you're if you're a community-based organization working specifically with Korean communities, you might want to know who else is in your sphere of work. Well, how can you collaborate with them? And it gets even more, I think, interesting when you cut the data in different ways.

Sruthi Chandrasekaran

So, for instance, I only want to know who is working in the space of anti-hate with different communities. So this way it sort of cuts the data in different ways and hopefully it's engaging. I think

one of the other things that we did was also have a matching service. So say you're a funder and you're looking and you don't know exactly what you want to who you want to fund or who you want to support.

Sruthi Chandrasekaran

Then you can take a short quiz there where you answer five questions and then it lets you, it matches you. It's like a dating service. It matches you with which, you know, organizations are best sort of matched with your interests, the kinds of causes you're interested in, the location, the the budget, the communities, etc.. So I'll share some of these examples on the chart, but just to give you a sense of the kinds of features that we built into our website, but some of the things that I think what may have resonated with our communities, I think is because this was built in partnership with our communities.

Sruthi Chandrasekaran

So we had a community advisory committee that was closely involved. They provided us feedback on the user interface, their experience using the website, and gave us really critical feedback that helped us make the website interactive and accessible. Obviously, you know, mission is important. All of the work that you all are doing is so important, but how we communicate that in a creative way, but that's also easy to use, that's accessible, that's mobile friendly, but at the same time, you know, it can be something that can be viewed on a desktop, etc..

Sruthi Chandrasekaran

So just keeping those kinds of things in mind. And obviously I think the partners you work with can make such a difference. So that's also I think some of the one of the main sort of the key lessons learned for us in this example. Carlos?

Carlos Morales

Thank you so much. Wow. It's a lot of great visuals. It kind of actually help us actually understand the concept a lot better. So I appreciate that. So let's move it along with the Hogg Foundation. What are the common mistakes you think organizations make in grant applications or reporting.

Vicky Coffee

So that's a great question. I think that, man, we have a long list of those, but for the most part, people do a really good job and as a funder, we always take into consideration and remind ourselves that people are doing the best job they can with the tools that they have.

Vicky Coffee

And so to be really kind and give grace to our applicants, because it takes a lot of time and a lot of energy and a lot of grit to apply for four grants. And so one of the mistakes that we see is when our applicants use a proposal that's not specific to the grant that is being posted or anything that's available.

Vicky Coffee

So they'll try and cut and paste from other proposals that they use that may have slightly different goals and kind of squeeze it into the box for this specific proposal. Sometimes it's real clear when that happens. Other times we're reading for a while and you have to go back and read again because we're just not making that connection.

Vicky Coffee

And so we do understand that there are parts of our piece that can be redundant and things that you can cut and paste from other ones. But we really just ask that and it's helpful if you really read the directions and make sure that your responses respond to the specific question that's being asked. I think another one is real unrealistic goals that the proposal just doesn't seem realistic.

Vicky Coffee

So for an example might be that they're proposing to do a lot of things and it's like, man, who can do that much? That sounds great, but with that, there's not that much funding available and you certainly have not listed in your budget enough staff to be able to do all the activities that you proposed. And so we sometimes see this when the grant funds requested

Vicky Coffee

are being used primarily to pay staff or contractor salaries, and then it leaves just a little bit of dollars for the actual activities to be carried out. And it's like, man, all your money is being spent on salaries and a little bit is being spent on the actual doing the, the other pieces to the work. I think we also we since we're funded primarily in mental health, we have an applicant that may be requesting for the use of funds to purchase something that's not they're unable to tie to the funds.

Vicky Coffee

And so an example was I think of the clearly is one that we had someone asking their project or their organization bought shoes for kids and so they wanted to seek mental health funding from us to

support that and that the examples that they provided were very weak for how buying shoes impacts the child's mental health. And so we understand that it's important to fit in and it addresses someone's self-esteem or lack of and feeling of inadequacy.

Vicky Coffee

However, just making that case and again, telling that data story that ties the request for the funds to the ask. Just real quickly, any errors is just making sure to check for your errors. Sometimes reading proposals, we know it takes a lot to write and you read them over and over and you become blind of or unable to see your errors.

Vicky Coffee

And so we it just makes sense, solution wise to have someone review that that's outside of the scope of work to make sure it's clear. It's easy to understand from someone that's not right in the day to day work and also for errors, common errors that we might overlook because we just read it so much. I'll stop there because I know we're short on time.

Vicky Coffee

But I could I could go on a long time on that. Yeah, I know.

Carlos Morales

So let me ask you one final question then, and then we're actually going to do a Q&A. So can you provide any advice to community-based organization as to how to reach new funders with their stories?

Vicky Coffee

Absolutely. I think one way, of course, that we see a lot of people is share now more so electronically.

Vicky Coffee

It used to be would get in the mail stacks of newsletters and an annual report. So it's kind of old school, but just forward any newsletters, any exciting things that you're doing, invite us to events that you're having. And sometimes people will ask us, if it's an area that we have subject matter expertise in then they'll ask us to be a guest speaker.

Vicky Coffee

You can also reach out to our communications and offer say, I know you're funding mental health and we provide mental health. We love to co-write or coauthor a blog post with you or even be on a podcast and talk about this, the content, not necessarily about what you're providing. So not an infomercial, but offer to be offer your expertise about the topic that we're looking for information about.

Vicky Coffee

And then you can always just email us and reach out. We get lots of questions and inquiries about our work. And so just showing an interest in the foundation or the funder and share your stories again and just just keep us in the loop about what you have going on. Thank you.

Carlos Morales

Thank you. It's a little bit more about doing a little bit of homework in terms of who that potential funder could be and based on that sort of actually try to establish that relationship, you're providing some specific activities that actually community-based organizations can do to start establishing that relationship.

Carlos Morales

So that that is awesome. So. All right.

Sruthi Chandrasekaran

So sorry, can I add to Vicky's answer. Of course. Couple of things as well. You know, sometimes or I think as a practice, one of the things we do is when we're starting something are we think about who are all the stakeholders we want to engage with and what are the best ways to engage with them.

Sruthi Chandrasekaran

So at TAFF we work with community-based organizations. We also work with policy makers in the government, we work with corporates, we work with the media and we work with other foundations. So each of these stakeholders have different ways of, you know, what might work best. So like one pager might work really well for a for a policymaker or for someone in the corporate sector.

Sruthi Chandrasekaran

But foundations may be more interested in sort of the longer report. So just thinking about your audience and coming up with a plan, especially a communications plan, that can help you hit each of these sort of target audiences in the way that best speaks to them. And then the other thing I would say is also that hopefully your funder is approachable, easy to work with.

Sruthi Chandrasekaran

I would urge folks to reach out to their funders and ask them to introduce you to other funders. You know, funders usually have collaborators and communities that they're part of and maybe some opportunities for you to co-present some of the work that you've done as a way to bring some of the work that you've done to the limelight with other foundations.

Sruthi Chandrasekaran

So that could also be something that you could if you if you have that kind of relationship with your found funders, might be open to doing.

Carlos Morales

Awesome. Thank you so much for providing that additional feedback and perspectives. So here's what we're going to do now. We're going to actually open this to Q&A, and I'm going to start actually by reading some of the questions that people have already submitted in the Q&A box here.

Carlos Morales

So how do you bring your seat to the table when community leaders say that they are ready to do the advocacy, education prevention work and many of them are funders who are helping to make the decision better but aren't extending the olive branch to work collaboratively. Great question.

Vicky Coffee

I think you ask them respectfully how they do that. How are you doing that? And is that something that I can become a part of? So you offer your time and your expertise to share with them. Because I think not intentionally, but sometimes community leaders think they are doing the work and sometimes they are and sometimes they're not. And so I think it's it's perfectly okay to ask them that is so tell them that's so great that you're doing that work.

Vicky Coffee

Can you tell me a little bit more about that and what that looks like and not to put them on the spot, but just to get your question answered and then again, offer to be that voice, be that person. Right. And Sruthi feel free to jump in if you have a different perspective or you want to add into that.

Carlos Morales

How about a question here for Sruthi that do you weigh or do you consider for profit versus nonprofit funding differently for every for any given initiative?

Sruthi Chandrasekaran

That is a little hard for me to talk about because at TAFF we we are 501C3 and we only usually support other 501C3s. I don't know if Vicky in your case it's different.

Vicky Coffee

No, it's the same we are not we fund primarily 501C3 organizations so I'm not really sure I can respond to that. All right.

Carlos Morales

Any recommended, any recommend resources. So templates for demonstrating your theory of change?

Sruthi Chandrasekaran

Yeah, I think there are lots of resources online that talk about theories of change. I think lots of visual templates that you can use.

Sruthi Chandrasekaran

So you can just sort of plug in your theory of change into an existing template. I think Canva also has some that I've used in the past, so those are some hopefully those are helpful.

Carlos Morales

All right. Here's a question for you, Sruthi. How are you collecting disaggregated data for Asian American subgroups in your organization?



Sruthi Chandrasekaran

Yeah, that's a great question.

Sruthi Chandrasekaran

And it's, I think, something we all struggle with when we are trying to reach communities that are undercounted under resourced. So it's definitely something that we try to keep front and center and all of our data resource projects the way at least for our big bigger scope studies like our status index, which is nationally representative, or the New York study example that I shared, which is specifically about representative of New York of AAPI New Yorkers, the way we go about doing that is oversampling.

Sruthi Chandrasekaran

So we oversample for the Asian-American community, we oversample especially for subgroups. We try to we work with a data collection partner to hit certain targets in that oversample for East Asian, South Asian and Southeast Asian Filipino. And we also try to sample for oversample for any NHPIs and where we are finding it challenging, especially for an NHPI community to be able to oversample.

Sruthi Chandrasekaran

And so recently we're now working on a study that's looking at the mental health of young people and we're purposely sampling for young people who are identifying as especially in sort of specific subgroups. So it's definitely a challenge. But one of the ways we we try to address it is by oversampling. And the other way we try to do it is whenever we publish data, wherever possible, we try to share disaggregated data to the extent that, you know, there is still rigor, but at the same time the results are useful.

Carlos Morale

I think there's another question here about applications you may be using for visual mapping.

Sruthi Chandrasekaran

So I know there have been some other questions as well about softwares. Now we what we tend to do is I think I, I have mentioned the sort of the power of partnerships really I think it's key that we work with the right partners.

Sruthi Chandrasekaran

And part of that is working with the right sort of people who can help tell you the stories that are in your head. And so we tend to work with individual consultants who have experience with data storytelling or helping sort of visualize some of our content. We also work with organizations, companies that are doing this on a sort of like a much larger scale.

Sruthi Chandrasekaran

There are some companies that could offer to do some of these services pro-bono if they're, you know, have a lot of corporate engagement and then they're able to divert some of those resources for CBOs. But we we tend to work with a variety of consultants and independent consultants and organizations and I think there was a related question about money, and I think I would really bring up what Vicky said, which is understanding that each of our organizations have different levels of capacities and and so sort of, you know, tailoring our products on and under expectations based on the type of organization, the resources you have at hand.

Sruthi Chandrasekaran

And so really keeping that front and center, because sometimes these can be expensive. Sometimes if you're working with like a young sort of up and coming individual consultant, they may be willing to work with you at a at a more like discounted rate because it's good experience for them. So I think it really depends on who you're working with and what you're looking for.

Carlos Morales

Yeah. And I think obviously when you are trying to, you know, you're looking with a software or some sort of app that we help, you kind of actually put the visuals together. I mean, your vision went beautiful and obviously you can see that behind the scenes. You have a team of people actually creating all that. Right? And so but one thing that I want to say is like, you know, for a lot of community-based organizations might not have the necessary resources to put something like that.

Carlos Morales

However, that doesn't mean that you cannot tell your story in a compelling way. And so, you know, throughout these sessions, we have provided examples how you can do that. And so one thing that I wanted to tell you is that in session number two, and if you can actually in the link, you provide the website that the link to the website of the previous sessions so everybody can see that because in session number two, there is a document for software that you can actually use for to create your own data visualization.

Carlos Morales

And so that way and there's actually are some of them are free, some of are paid. But just to give you an idea in terms of the resources there are there, so you actually have that in the in the chat, the link to the sessions data session number two, data visualization look there for that document in terms of I think is a data visualization guide.

Carlos Morales

And within that guide there is a list of resources that you can actually have access to to start creating your own data visualization. So before we wrap up any final comments that you would like to make to our audience, because we are done with a Q&A. In fact, there was a lot of actually questions in the chat that, actually, that were answered as you were speaking.

Carlos Morales

And so any final comment, Vicky, Sruthi, before we wrap up, I just want to thank you. I have really, really, I'm really grateful for both of you for taking the time to actually talk and to provide specific and tangible advice in how to use that data storytelling in the process of the grant application.

Sruthi Chandrasekaran

So what it actually means is that yes, please, one is just reflecting on one of the questions, which is about common mistakes.

Sruthi Chandrasekaran

And I think one of the challenges when you're reporting on data is ability to aggregate. So, you know, what are the numbers you can add up and what are the numbers you can't add up? Because not all of the data is collected, not all of the metrics and indicators are collected in the same way. And so, for example, if you're thinking about the number of teachers who are trained, you know, was this a one-off training?

Sruthi Chandrasekaran

Was it an intensive five day long training? How you know, and then the other challenge is also about how does it translate into impacts. So the so what QUESTION So teachers were trained, but did they actually incorporate principles of say Asian-American history into their curriculum? Did they talk about at one time, did they talk about it throughout their curriculum?

Sruthi Chandrasekaran

So or was it somewhere in between? So I think there are some of the nuances of how you report out on the data and what level of detail you give. And sometimes when you take that 30,000 feet view, some of those details kind of tend to blur. And so just thinking carefully that you're being honest and the data that you're that have confidence that really does, you know, robust, high quality and you're being honest about how the impact of that data is conveyed.

Sruthi Chandrasekaran

So that's one thing. And then the second thing I will again reiterate the power of partnerships. I think we really benefit from the communities that we work with, the partners we can work with. And I think in grant applications, it's really helpful to see who is doing what. So just clear roles and responsibilities, who what kind of expertise are different partners bringing in and and how can you, especially with data storytelling, if that's something that you're integrating into your proposal, what is their experience like and what what are they bringing to the table?

Sruthi Chandrasekaran

But I'll stop there.

Carlos Morales

Vicki anything you want to add?

Vicky Coffee

I would just add, just to be mindful as you're working your applications to make sure and tell the story that you want to tell, because rather than try to tell the story that you think we want to hear as funders, you do the work, you're the experts, you know what your communities need.

Vicky Coffee

And so just be very transparent and tell your story from your heart. And we can read that through everything else that you put. So I just think focus on the emotions and again, tie in that data and your proposals will be awesome. So thank you and thank you for your work. And again, I'm honored to have been included in this conversation today.

Vicky Coffee

Thank you. Thank you so much. Carlos. We can't hear you.

Carlos Morales

All right. Thank you to both of you. I just want to read really quick some of the feedback. Yes. Excellent info, great presentation, great workshop. Thank you all so much. People clapping. They actually blew the clapping emoji in the chat. Thank you. All. This was excellent. So I just wanted to give you kind of a, you know, thank you wonderful workshop.

Carlos Morales

You're actually hearing it from the audience themselves. And so thank you again. I want to remind everyone, please don't leave yet. We got a few things that we want that we want to tell you. But if you remember that next week, next Thursday, we have the Q&A session. This is a Q&A session, the post workshop. So we'll take the time for an hour.

Carlos Morales

We'll meet together. You have a specific questions, we'll be there to answer it. You have to register for that. So that is going to be the last. Actually, that's where we're going to end session number four. And I want to thank you and I'm going to give this to the floor to Tenly for the closing remarks. Thank you.

Tenly Biggs

Thank you so much, Carlos. And I will be quick because I know folks have to hop off as we are approaching to the end of this final session of our webinar series, I want to take a moment to express my deepest gratitude to all of you. Thank you for joining us on this enlightening journey, for sharing your insights and for your commitment to serve those who need our supports.

Tenly Biggs

A special thank you goes out to us, to our distinguished speakers from all of our workshops, 1 to 4, including Jennifer Vanhooze, with the United Way of Southwest Missouri and Southeast Kansas. Meredith Gibson with the Institute for Public Strategies, Sruthi Chandrasekaran with the Asian American Foundation, and Vicky Coffee with the Hogg Foundation. Thank you all for generously lending us your expertise and inspiring us with your passion your presentations have not only been informative, but transformative, providing us with the knowledge and tools we need to tell our stories more effectively.

Tenly Biggs

Most of all, our deepest thanks to Carlos Morales are phenomenal and amazing workshop speaker, trainer and facilitator. So I wanted to give lots of handclaps to you, Carlos and I also want to extend our heartfelt appreciation to the planning team of these webinar series, including members of the Achieving Bay Area Health Equity Initiative and the Office of Bay Area Health Equity.

Tenly Biggs

Your hard work and dedication have been the backbone of the series success. We are really keen to stay connected with all of you. The shared experience of these series has created a community of professionals who are not just colleagues, but allies in strengthening and uplifting our own communities. If you have any ideas or topics you'd like to explore, especially those related to capacity building for community-based organizations, please don't hesitate to reach out to us.

Tenly Biggs

Your feedback and says suggestions will guide us in creating content that will meet your needs and supports in your important work. So thank you again and we hope to see you all in future OBHE workshops. Thank everyone. Have a wonderful rest of the day. Happy.