



Leveraging the Power of Data for Non Profits

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With 7 years of hands-on experience in social enterprises and start-ups, I possess expertise in conducting both quantitative and qualitative analysis across diverse areas, including gender behavior, healthcare, public policy, and data ethics.

I also co-authored India's first book on crowdfunding called "Crowdfunding: The Story of People," which uses a data-driven storytelling approach to capture the impact and potential of crowdfunding in a world governed by inequality, maintaining a constant grip on both the micro and macro perspectives of collective giving, social collaboration, and financial inclusion.

Currently, I am actively engaged in cutting-edge research focused on climate migration at UMASS Amherst



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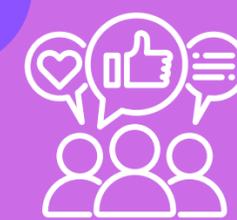
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Introduction



The Role of Data in Today's World

- Marketing Strategies
- Business Processes
- Tracking
- Decision Making
- Predictive Analysis

Data in the Non- Profit Sector

- Traditionally not as data-centric
 - Recognizing the benefits of data-driven decision-making
 - Showcasing transparency
 - Monitoring and Evaluation
 - Measuring Impact
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Non-Profit Data in India

Brief History

- Qualitative Reports
- Anecdotal Evidence
- Limited Field Surveys

Current State

- Traditionally not as data-centric
- Recognizing the benefits of data-driven decision-making
- Showcasing transparency
- Monitoring and Evaluation
- Measuring Impact



Challenges

- Lack of Data Infrastructure
 - Resistance to Change
 - Concerns over Data Misuse
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Why is Data critical?

Enhancing Program Impact

Increasing Funding

Stakeholder Communication

Predictive Analysis

Improving Efficiency



Case Studies: Successful Data Utilization

SEWA & Rockefeller Foundation



Data Strategy Framework

Saajha



Response to the Pandemic

Tools & Techniques

Survey Tools

- Google Form/ Dot form
- Assessing Impact
- For Feedback
- Tracking Progress

Data Management

- Naming, Categorizing, Cataloguing
- Excel for basic data analytics
- SQL for Database
- R and Python are more advanced

Data Visualisation

- Importance of Visualizations
- Tableau, PowerBI
- Types- Pie Charts, Heat maps, Bar graphs

Cloud Storage

- Safe Data Storage
- Easy Accessibility

Data Ethics and Privacy

Maintaining Privacy

- Data misuse leads to problems
- Anonymizing data
- Get informed consent

Indian Data Protection Regulations

- Protection laws
- Implications for NGOs

Engaging with the Data Community

Collaborations

- Academic Institutions
- Companies
- Government
- Other Non for Profits or NGOs

Hackathons, Competitions, Volunteering

- DataKind

Data-Driven Grant Proposals & Report Making

1. Importance of Data

- Validates the need: Demonstrates the genuine requirement for resources or intervention.
- Evidence-based: Funders prioritize data-backed claims over generic statements.

2. Components of a Data-Driven Grant Proposal

- Executive Summary: Brief overview highlighting key data points.
- Statement of Need: Present data illustrating the problem or gap your nonprofit aims to address.
- Objectives and Goals: Clearly defined milestones backed by target data points.
- Methods: Outline the data-driven strategies and tools you will use.
- Budget: A data-supported breakdown of costs, possibly using past expenditure data or industry benchmarks.
- Evaluation: Metrics and methods for tracking project performance.

3. Effective Report Making

- Consistency: Maintain a uniform format for capturing and presenting data.
- Visuals: Use charts, graphs, and infographics for clarity.
- Narrative + Data: Combine qualitative narratives with quantitative data for comprehensive insights.
- Impact Stories: Share success stories but also provide the numbers behind those stories.

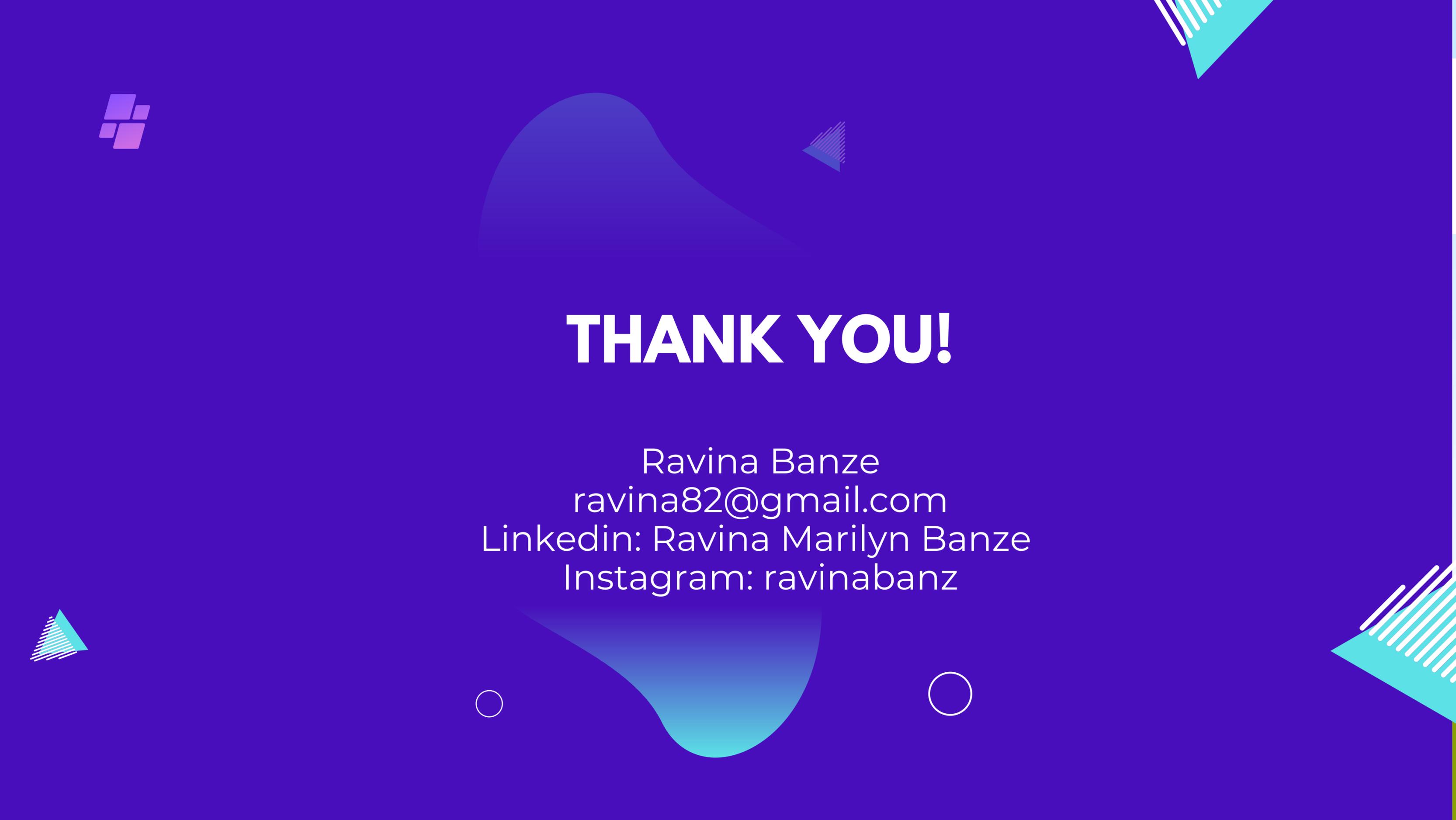
4. Tools & Platforms

- Data Collection: Tools like Google Forms, Kobo Toolbox.
- Data Analysis: Software like Excel, R, or Python for advanced analytics.
- Visualization: Tableau, PowerBI for creating compelling visuals.
- Report Writing: Platforms like Microsoft Word, Google Docs with integrated charts/graphs.

5. Remember

- Ensure data privacy, especially when sharing sensitive beneficiary data.
- Always be transparent about data sources and methods.

Q&A



THANK YOU!

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