



# ATLytics

Atlanta Analytics for Community Service

## Corporate Partnership Opportunities



# Our Mission:

ATLytiCS helps nonprofits use data and technology to make smart decisions that create real, positive changes in our communities.

## Who We Are

We are innovators, harnessing the power of data and technology to enable nonprofits in Atlanta to make impactful, smart decisions that create lasting positive change in their communities. With a deep commitment to empowerment and education, we provide expert consulting that helps nonprofits overcome challenges, amplify their impact, and turn aspirations into actionable results.



## Our Vision:

### Empowering Progress for a Better Future

We envision a future where data and technology are catalysts for a thriving, equitable society. In this future, community organizations are empowered with cutting-edge tools and knowledge, driving progress that prioritizes the well-being of all. By equipping these organizations with the resources they need to shape their futures, we are building a world where every individual and community has the power to create meaningful and lasting change.



# The Need: Empowering Nonprofits Through Data

## Data is more crucial than ever

In today's world, data is vital for every organization, enabling businesses to maximize profits, minimize costs, and enhance customer experiences. For nonprofits, data is equally crucial—it helps optimize limited resources, support grant applications, and demonstrate their impact on the community.

## Nonprofits lack the resources to use their data

Many nonprofits— especially small and mid-sized ones—lack the ability and resources to fully leverage their data.

## Businesses and professionals want to help

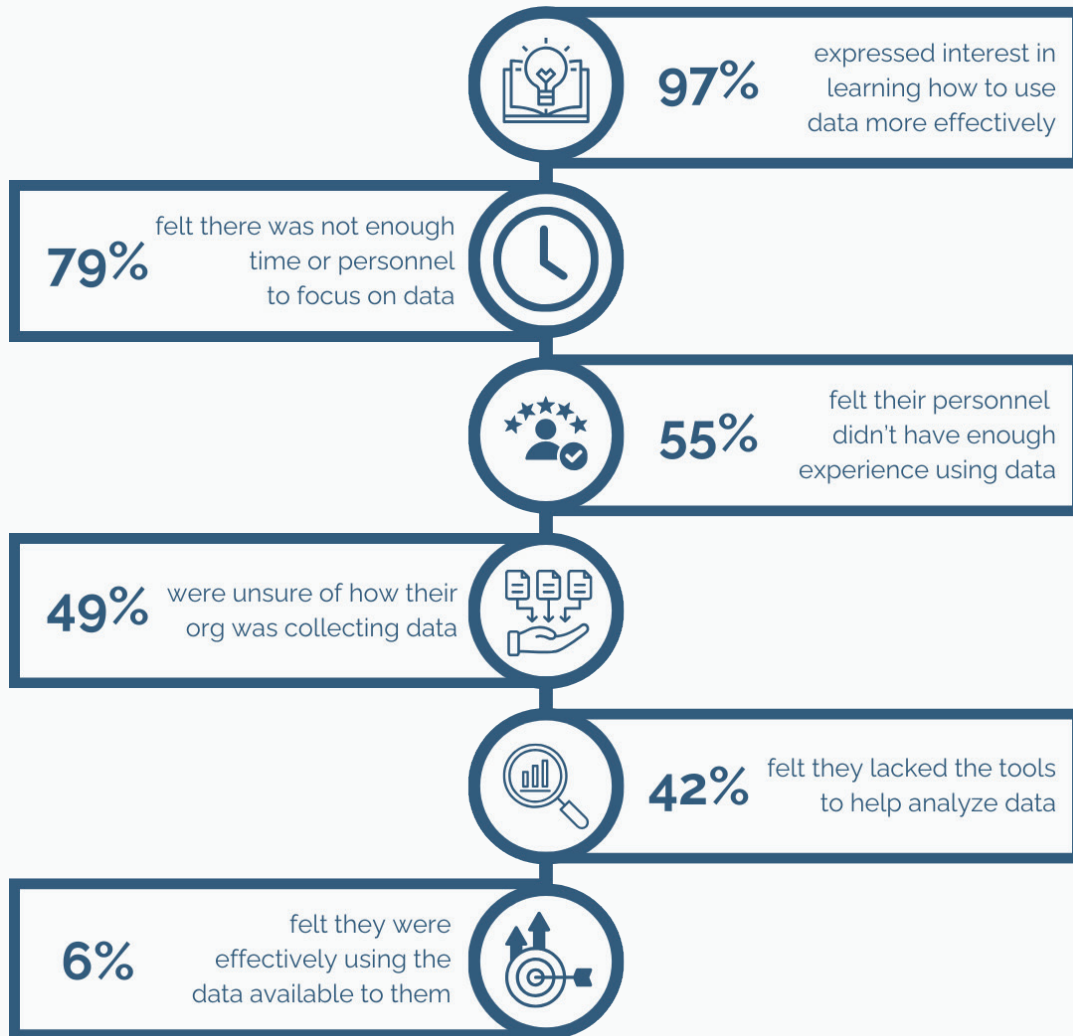
Although numerous Atlanta-based data professionals and companies are eager to assist, they often find that nonprofit needs and structures differ significantly from those of the businesses they typically serve.

## ATLytiCS makes it possible

ATLytiCS bridges this gap by providing programs (consulting, education, and events) that connect skilled data professionals with community organizations, allowing them to use data to fulfill their mission.



A survey of nonprofit professionals from EveryAction and Nonprofit Hub showed that:



# Data Consulting: Harnessing the Power of Data for Good

## Empowering Nonprofits with Data-Driven Solutions

Through our tailored data consulting services, we empower organizations to maximize their impact and achieve their mission.



### Short-Term Engagements:

The first step is understanding the data of the nonprofit. Our short engagements focus on providing data audits and defining clear data strategies to equip nonprofits with the data they need to optimize their operations and make informed decisions.



### Long-Term Partnerships:

For more significant challenges, we help tackle impactful projects that nonprofits lack the resources to carry out on their own and work closely with these organizations to ensure that their data initiatives drive real, measurable outcomes.



### Volunteer and Corporate Team Opportunities:

Our programs offer unique opportunities for members of the data community and corporate teams to get involved by volunteering their skills.

Bringing together a powerhouse of data experts to bridge the gap between technology and nonprofit missions, we're empowering organizations to harness the power of data, making smarter decisions that create real, lasting change in our communities.



# Transforming Communities Through Data-Driven Solutions



Volunteers from ATLytics and graduates from our education program recently completed a project for Westside Works, a neighborhood-based workforce collaborative.

# Data for Hope® Understanding Analytics: Nonprofit Staff Development

## Empowering Nonprofits Through Tailored Learning

Our Data for Hope® Understanding Analytics programs are designed to meet the unique needs of nonprofit organizations, offering tailored workshops and experiential learning opportunities that drive real-world impact.



### Tailored Workshops:

Our workshops are customized to address the unique challenges and opportunities within the nonprofit sector and equip nonprofit staff with the knowledge and skills to succeed.



### Experiential Learning:

Hands-on experience is key to mastering new skills and our programs allow nonprofit staff to engage in experiential learning and allow them to work on projects relevant to their roles.



### Leveled Learning:

Developed for all levels of nonprofit staff, we provide valuable resources and training that meet them where they are in their professional journey.



ATLytiCS is dedicated to empowering nonprofit staff with the knowledge and skills they need to harness the power of data effectively. Together, we're building capacity, fostering growth, and empowering organizations to create a lasting impact.

# Data for Hope® Competition

Our flagship event, the Data for Hope® Competition, focuses on a specific social issue each year. This week-long event is dedicated to addressing challenges faced by vulnerable communities and includes:

## Nonprofit-Led



### Talks:

Learn from nonprofit leaders as they share the issues impacting our community and the challenges at hand.



### Data Exploration:

Shared public and open-source data to explore the issues and develop data-driven solutions.

## Crowdsourced Solutions:



Teams tackle a pressing issue shared by local nonprofits and work collaboratively to crowdsource innovative solutions.



### Awards Ceremony:

The awards ceremony and reception held at the Optimized AI conference celebrate the impactful work of the teams.



The Data for Hope® Competition, sponsored by The Home Depot's generous donation, has taken a fresh look at homelessness amid the pandemic's shifts.



# ATLytiCS Events

## Engaging the Community for Impact


ATLytiCS' events are designed to bring together the data community and nonprofits in a collaborative effort to tackle pressing social issues affecting vulnerable communities in Atlanta.

Events like our Community, Conversation, and Code (3C) gatherings offer a more informal setting for volunteers and the broader community to connect. These social gatherings provide an opportunity to:



**Network & Socialize:**

Meet like-minded individuals who are passionate about using data for good, and discuss everything from volunteer work to data careers and life in general.



**Foster Collaboration:**

These events serve as a relaxed environment where ideas can flow freely, fostering collaboration and strengthening the bonds within our community.



We're investing in a movement that harnesses the power of collective impact. Together, we're building bridges between technology, data, and our community's needs—creating a future where collaboration drives lasting change.

# How You Can Make a Difference

## Support Nonprofits Through Sponsorship

Your sponsorship will directly impact local nonprofits, equipping them with the data expertise and skills they need to amplify their efforts and achieve their mission.

### Sponsor an Event



**Driving Innovation and Solutions:**

Through our annual Data for Hope® Competition, participants have the opportunity to work directly with nonprofits, leveraging public and open-source data sets to develop impactful, data-driven solutions.



**Building Community and Collaboration:**

The 3C and other gatherings provide a more relaxed, informal setting where community members can connect, share experiences, and foster long-term relationships.

### Sponsor a Consulting Project



**Empower Nonprofits with Expert Guidance:**

Consulting projects provide a nonprofit with a dedicated team of skilled data expert volunteers from your company or the community.



**Employment Engagement:**


Engage employees through skills-based volunteering opportunities that foster growth, develop leadership skills, and boost team building.

### Sponsor a Workshop Series



**Build Capacity with Data Literacy:**

Workshops are designed to give nonprofit staff the tools knowledge they need to effectively use data to make more informed decisions, enhance operation, and better serve their communities.



**Align Your Brand with Data for Good:**

Through this engagement, align your brand with data for good initiatives, build relationships with local change-makers, and unlock co-marketing opportunities that highlight your community involvement.