Data for Social Impact

Microsoft

Agenda

The not-for-profit sector in Asia faces major challenges

Data analysis could help not-for-profits address these challenges

There are some lessons learnt on how to capture this potential

Not-for-profits in Asia are tackling a rising set of societal challenges

EXAMPLES ONLY

Area	Description
Health & nutrition	**190 million** people in Asia have been diagnosed with type 2 diabetes
	Out-of-pocket share of total health expenditure is up to **62%** in South Asia
	Over **800 million** people are hungry, over **2 billion** suffer from micronutrient deficiencies (many of these in Asia)
Education	Asia-Pacific region is home to **29%** of the world's out-of-school children of primary school age
The environment	More than **40%** of arable land in China and India has been degraded
	61% of 'commercial' fish populations are fully fished
	At least **20%** of the world's aquifers are overexploited
	Up to **37%** of food is wasted in the Asia-Pacific region
Housing & electricity	Over **107 million** urban households currently live in sub-standard housing in China, India, Indonesia, Bangladesh and the Philippines
	512 million people in developing Asia lack access to electricity

SOURCE: Business & Sustainable Development Commission

At the same time, not-for-profit organizations need to grapple with a number of internal challenges

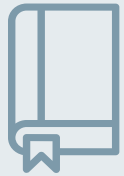
People-related challenges

- Retaining top talent

- Coordinating with field teams

Innovation-related challenges

- Knowledge management



- Changing beneficiary needs

Operations-related challenges

- More with less

- Cybersecurity

- Engaging donors

- Governance requirements

People-related challenges

Challenges	Description	Data points
Retaining top talent	How can non-profits retain top talent, particularly when faced with competing offers and other time demands (e.g., child raising)?	▪ **36%** of non-profits reported their staff turnover as “high” ▪ **77%** of non-profits have no succession plan ▪ Only **13%** of non-profits offer flexible work schedules
Coordinating with field teams	How can non-profits manage the need to be “in the field” while ensuring staff collaborate?	▪ Social workers spend **80-90%** of their time outside the office ▪ Employees work on nearly **2x** the number of teams than they did five years ago

Operations-related challenges

Challenges	Description	Data points
More with less	How can non-profits scale up the size of their impact, without necessarily scaling up their budget?	▪ Donations in many Asian countries are **lower** than they were prior to the Global Financial Crisis
Cybersecurity	How can non-profits ensure valuable / sensitive data is not lost?	▪ Cybercrime losses forecast to reach **$2 trillion** by 2019
Governance requirements	How can non-profits meet the rising governance requirements (including financial reporting) and better utilize boards, while not overburdening staff?	▪ **57%** of non-profit boards do not benchmark their performance against a peer group of similar organizations ▪ **69%** of non-profit boards say they have faced at least 1 major governance challenge in the past 10 years
Engaging donors	How do non-profits measure and promote effectiveness and let donors know what has been accomplished?	▪ **62%** of non-profits state that their strategic plans didn't have a sustainable fundraising plan

Innovation-related challenges

Challenges	Description	Data points
Knowledge management	How can non-profits manage the exploding amount of data they are generate and draw value from it?	▪ Digital data will grow at **42%** annually to 2020 ▪ In the 2010-2020 decade, the world's data will grow by **50x**
Changing beneficiary needs	How do non-profits make themselves stand out? How do they utilize brand recognition to energize and mobilize their supporters?	▪ More than **half** of those living in emerging and developing nations have at least occasional Internet access on a computer or smartphone

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What exactly do we mean by cloud technologies and why is it important?

Cloud technology
Use of computer hardware and software resources delivered over a network or the Internet, often as a service

BENEFITS

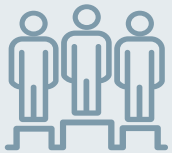
People	Enhancing staff productivity and happiness through enabling better collaboration, more flexible working, and better use of time
Operations	Enhancing operational efficiency by using cloud applications to improve analysis, communication, and reporting. Lowering costs by transforming costly hardware and personnel, into flexible “pay as you go” services
Innovation	Using cloud services to better serve beneficiaries through more targeted and enhanced delivery approaches

Don’t think of cloud as a horseless carriage!

When cars emerged in the early 20th century, they were initially called “horseless carriages”. The first cars even looked very similar to the horse and carriage (just without the horse), as engineers initially failed to understand the new possibilities of this innovation, such as higher speeds and safety.

Today, IT is going through a similar change: the shift from client/server to the cloud. Cloud promises not just cheaper IT, but also faster, easier, more flexible, and innovative technology-driven solutions.

People-related challenges

Challenges	Opportunity from cloud
Retaining top talent 	▪ Automation of repetitive tasks (e.g., document updates) keeps staff happy with more meaningful work ▪ Ability to work more flexibly (e.g., from home)
Coordinating with field teams	▪ Cloud products enabling document sharing, video conferencing, etc.

Case study: Child Protection Unit (CPU) in Cambodia

More than half of all Cambodian children experienced some form of physical violence prior to age 18 by an intimate partner, parent or adult relative, or community member.

The Child Protection Unit (CPU) is a joint initiative between the Cambodian Children's Fund (CCF) and the Cambodian National Police Force to bring child abusers to justice and protect vulnerable children.

CPU introduced new forensic techniques and provided equipment and collaboration tools (Office 365) to gather and collect better evidence to assist the prosecution case.

Impact

- Improved collaboration to solve cases. The ability to provide immediate assistance has saved lives. It has allowed them to solve the most cases using technologies such as SQL DB.

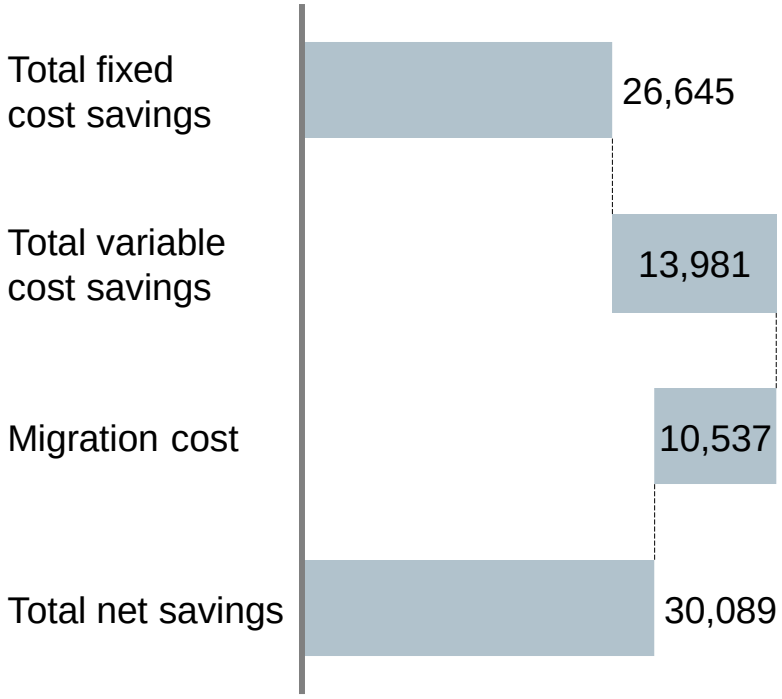
Operations-related challenges

Challenges	Opportunity from cloud
More with less	▪ Reduce cost of hardware, software, web hosting, and associated administrative costs
Cybersecurity	▪ Ensure data security by storing on cloud
Governance requirements	▪ Solutions such as Power BI enable easier financial reporting
Engaging donors	▪ Enhanced CLM ▪ Utilizing mobile as a donation platform ▪ Data analytics solution can track and compare various measures of effectiveness vis-a-vis resources spent

Case studies show an return on investment of between 7 and 12 times!

Christian Family Service Centre in Hong Kong

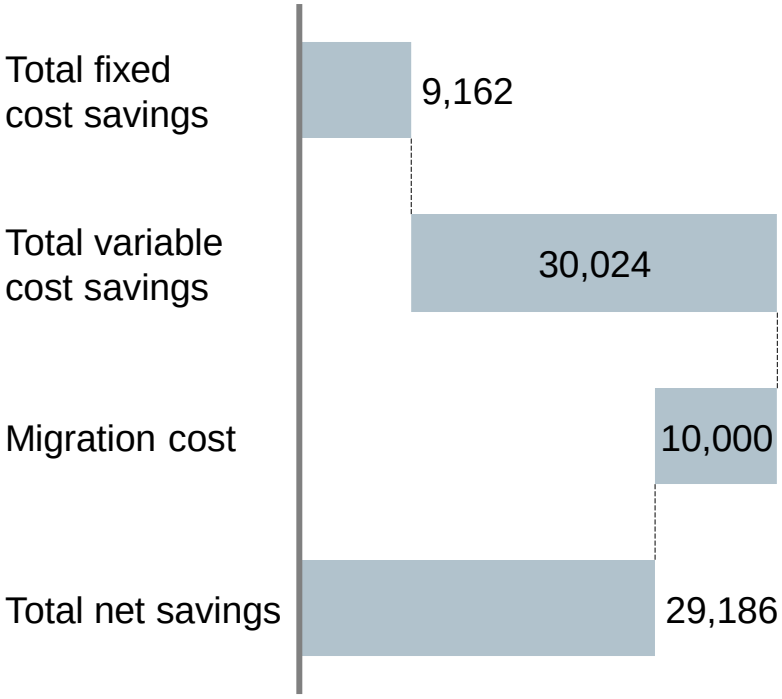
Annual figures; USD



Over 5 years, results in Return on Investment (ROI) of 12:1

Gawad Kalinga in the Philippines

Annual figures; USD



Over 5 years, results in Return on Investment (ROI) of 7:1

SOURCE: JustEconomics

Case study: Securing sensitive information

Barnardos Australia, one of the largest child protection organizations in Australia, has designed & developed a digital memory box to help children raised in foster care preserve their life stories in the cloud.

The application, MyStory, helps record life histories & memories by capturing key events, images & records during their time in care, giving caseworkers more time to spend with their beneficiaries, instead of administrative work.

With all files stored on the Azure cloud, children will be able to access them any time throughout their lives—without any worries about the security and privacy of the sensitive information being compromised.

Impact

- Secure storage of sensitive information
- Easier sharing of information to support caseworker productivity
- Value-added services to beneficiaries

Innovation-related challenges

Challenges	Opportunity from cloud
Knowledge management	▪ Cloud enables easy storage and retrieval of information
Changing beneficiary needs	▪ Cloud products enable easier communication to external parties ▪ Better targeting of beneficiaries, faster response times, and ability to adjust services flexibly

There are 4 ways in which non-profits have used cloud technologies to innovate the service delivery to better meet beneficiary needs

	Opportunity	Description	Key fact
	Faster, more accurate, identification of beneficiaries and their needs	Cloud database to help track beneficiaries' status and needs, with automated alerts	▪ Gawad Kalinga is draw insights from real-time data to pre-emptively relocate residents in high-risk areas ▪ New Zealand's Stand uses cloud services to review case files and track impact of interventions
	More efficient engagement with beneficiaries	Improved online / mobile services direct to beneficiaries (e.g., self-help websites)	▪ M-Powered portal is working to identify job and skill development opportunities for people with disabilities ▪ Grand Rapids 311, built using Microsoft Dynamics CRM, is a single point of contact for non-emergency services
	Faster response	Ability to respond faster to urgent needs (e.g., disaster response) through tracking and mapping technology, crowdsourcing, etc.	▪ Gawad Kalinga uses Azure to rapidly mobilize manpower during disasters to reach even the most remote locations
	Better adaptability	Ability to scale up online / mobile services to accommodate changes in demand	▪ Don Bosco National Forum for the Young at Risk uses the cloud so that capacity can be flexibly ramped up to cope with unexpected spikes in traffic, such as the need to track missing children after a natural disaster.

Case study: Saving children from the streets

Don Bosco National Forum for the Young at Risk is a network of organizations in India that tracks and rehabilitates missing children in India.

Using Microsoft Azure, Don Bosco built a robust information management system. Information sharing between agencies was enhanced as Azure SQL Database allows Child MISS to support the heavy load of interlinking with other government tracking systems.

Capacity can be flexibly ramped up to cope with unexpected spikes in traffic, such as the need to track missing children after a natural disaster. Azure has also empowered Don Bosco to explore leveraging new technologies to improve its child protection services.

Impact

- Increasing the rate of lost children tracked from 35 percent to 67 percent
- Enabling collaboration between 79 agencies for better information sharing

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There are four stages of the digital transformation of not-for-profits

Description

1 Toe in the water

- Starting point for not-for-profits where there is initial exploration of cloud services
- Potentially strong cost-focused rationale
- Relevant tools include Azure, Office 365

2 Support employee productivity

- Non-for-profits exploring ways to better leverage cloud tools (e.g., Skype, OneDrive) to enable more flexible working models and improved staff productivity

3 Transform operations

- Use cloud tools to improve broader organization operations, including donor engagement, impact measurement, and reporting
- Relevant tools include PowerBI and Microsoft Dynamics

4 Innovating to maximize impact

- Use these cloud-based technologies to rethink the entire service delivery model

Key success factors

- Start small, prove success
- Start with issues, not the software
- Build the skill base
- Foster conviction
- Don't reward A while hoping for B
- Lead from the top
- Start with a blank sheet

[DRAFT #9] Microsoft - NZ - Cloud for Global Good Case Study Video Project

Unlisted

https://www.youtube.com/watch?v=VI-2TZyr7BM