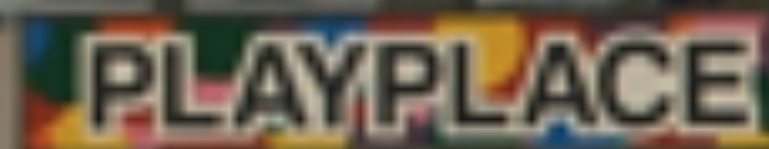


LIFECITY

What is your story?







Men talk about women, sports and cars.
Women talk about men inside sports cars.





BLACK
LIVES
MATTER

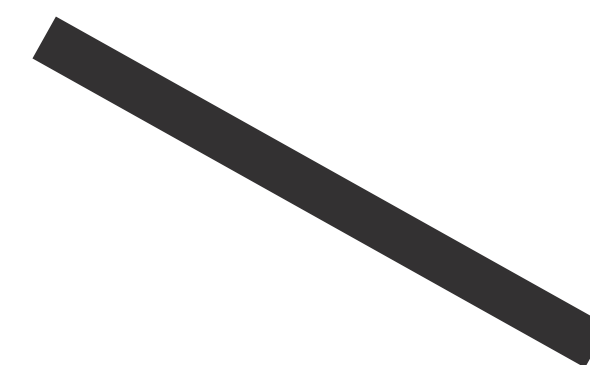
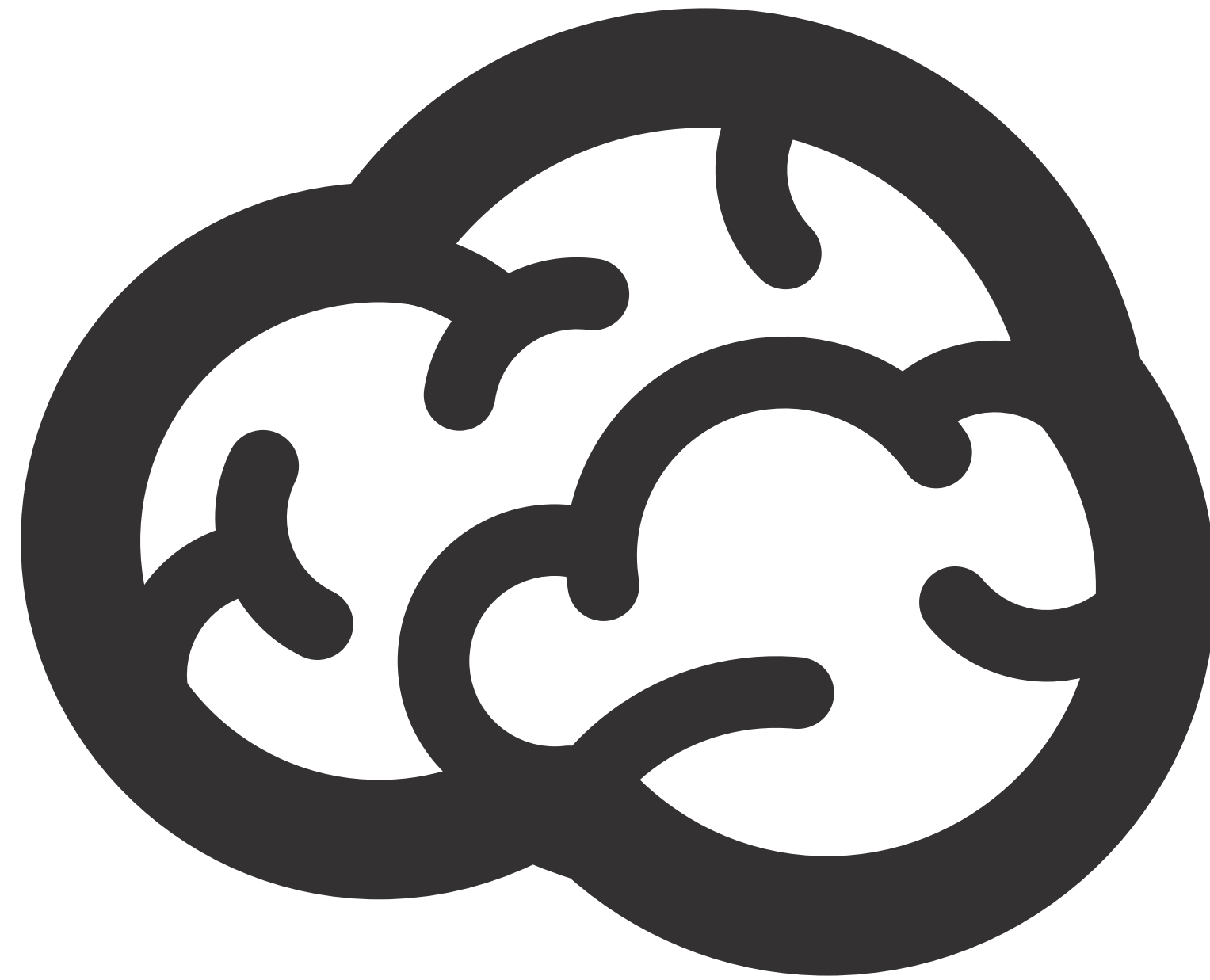
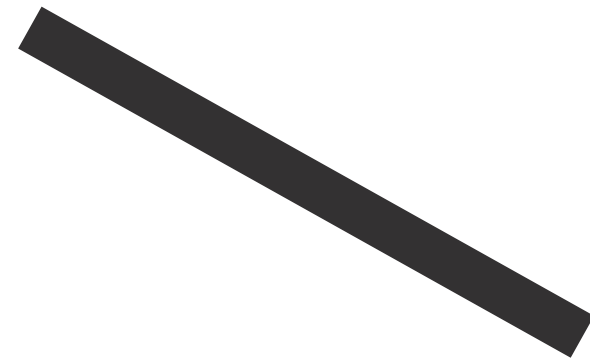
BLACK LIVES MATTER

HANDS
UP
NO SHOOT

BLACK
LIVES
MATTER

STOP
THE

Emotional



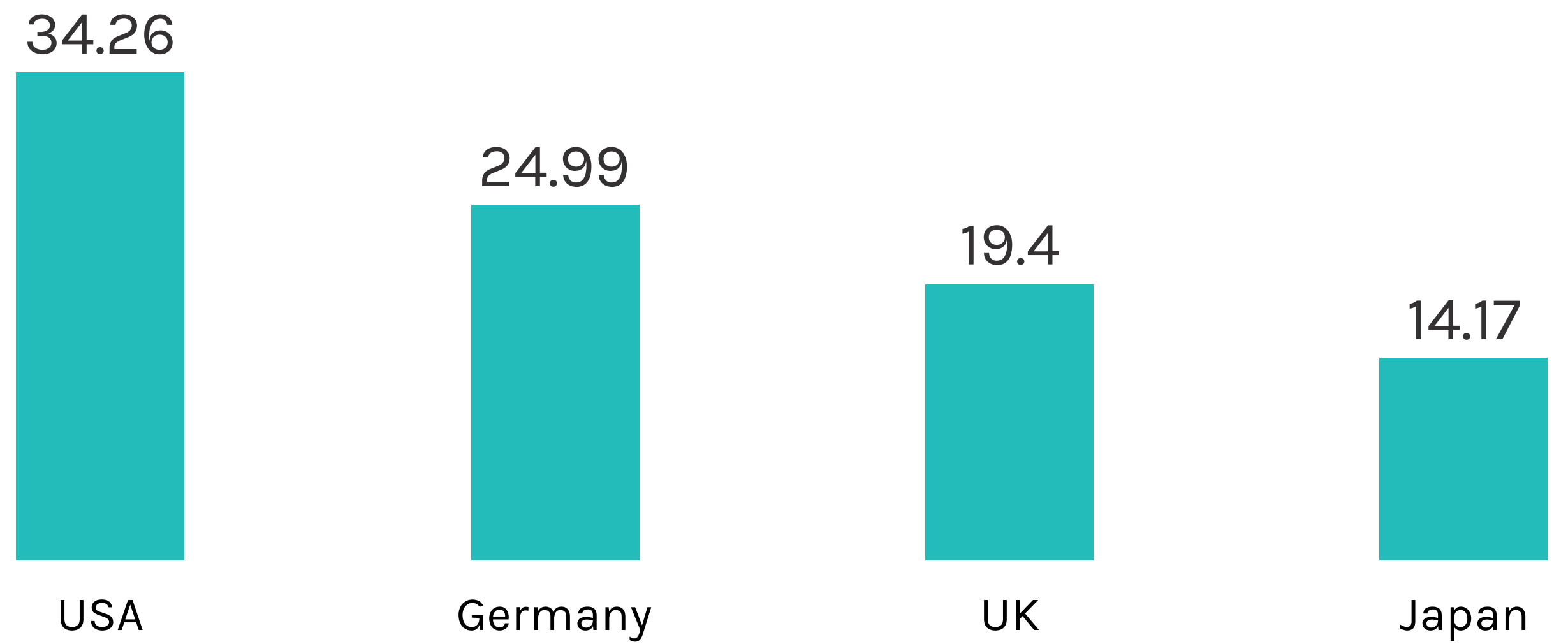
Visual

Information Transmission rates of the senses

Sensory System	Bits per second
Eyes	10,000,000
Skin	1,000,000
Ears	100,000
Smell	100,000
Taste	1,000

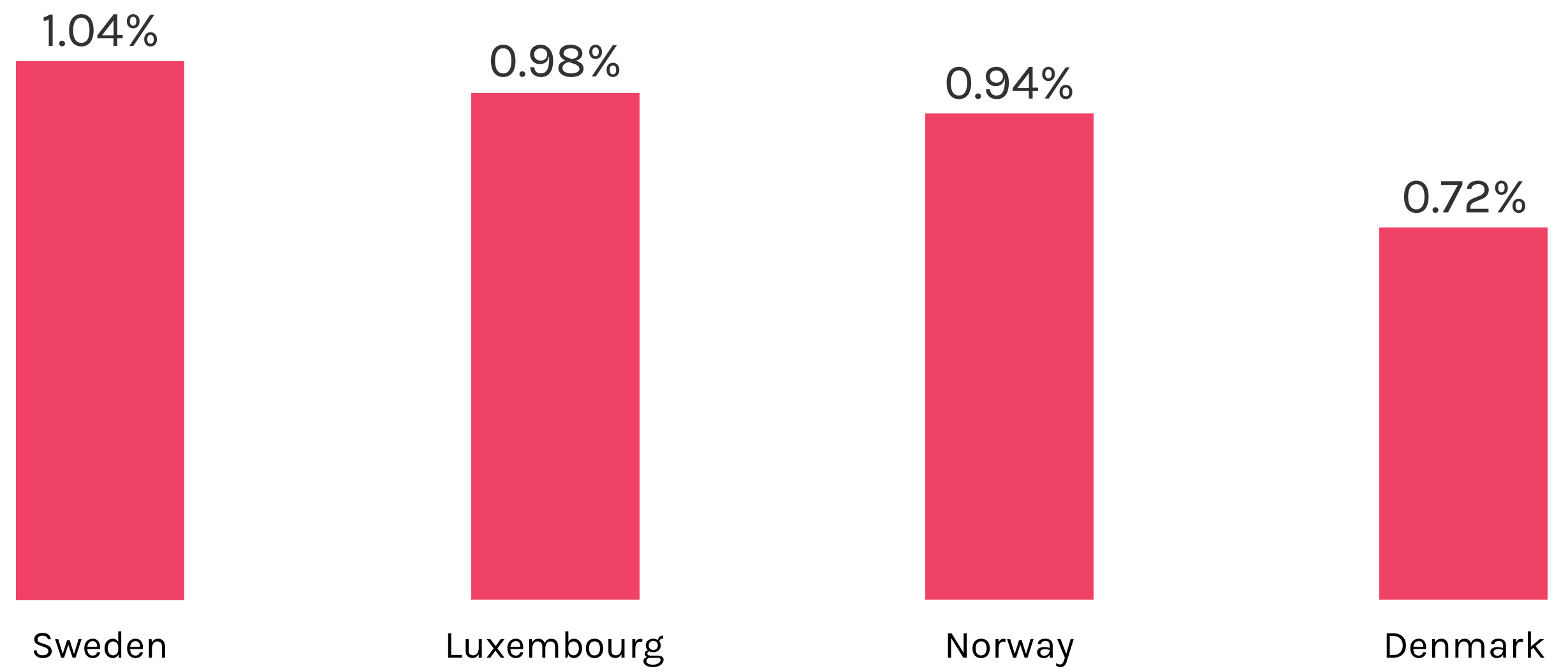
ODA

USD billion (2018)



ODA

% of GNI (2018)

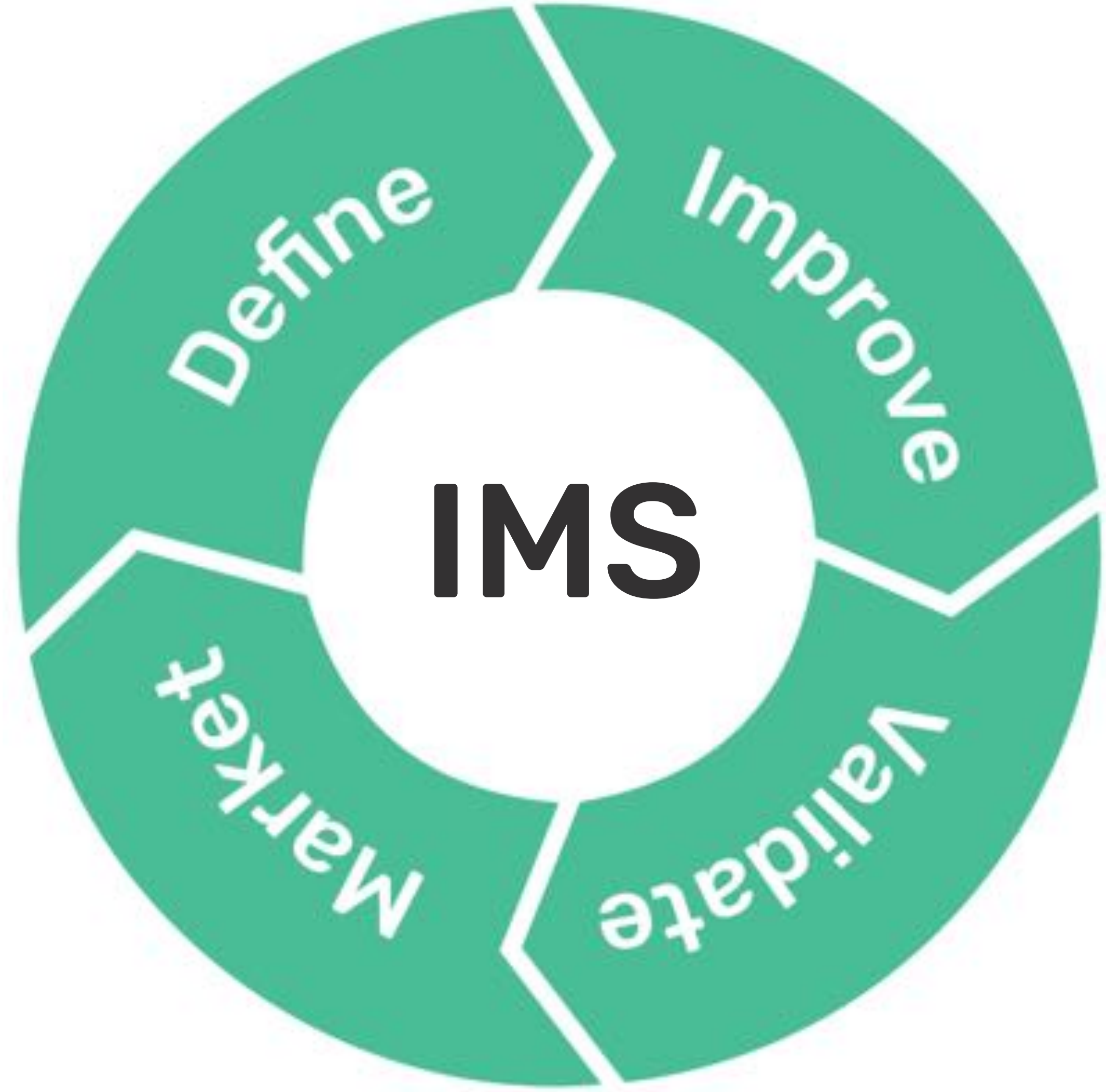
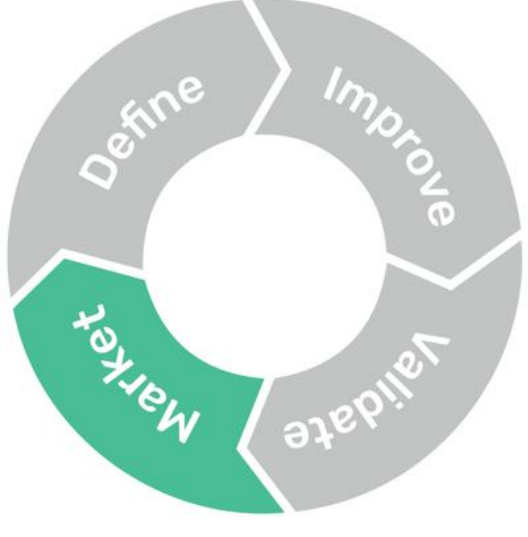
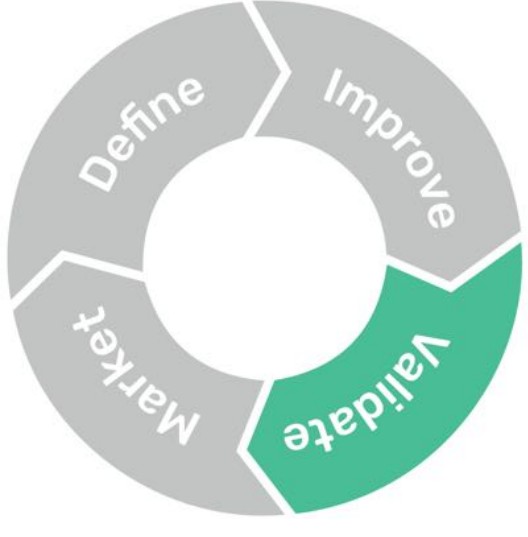
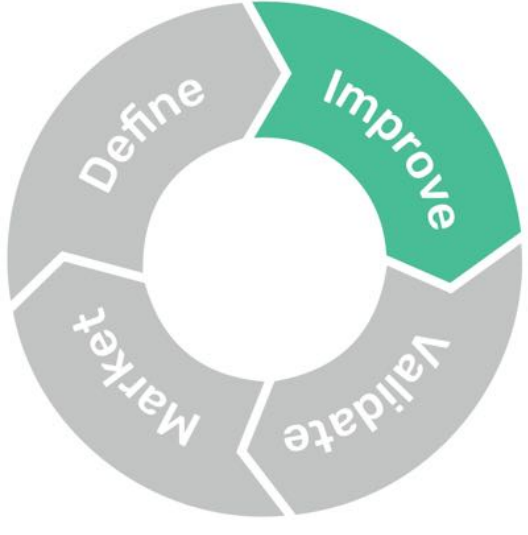
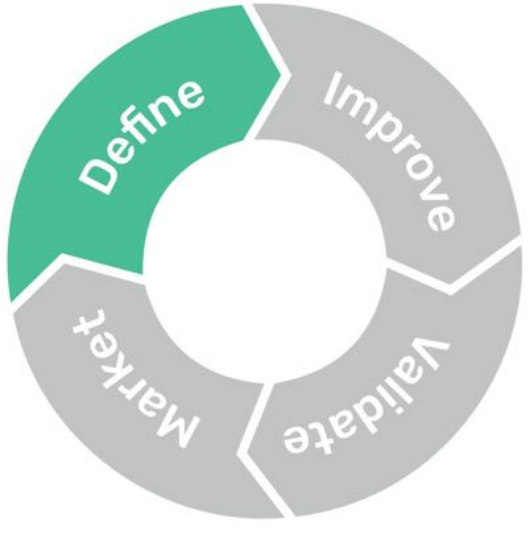


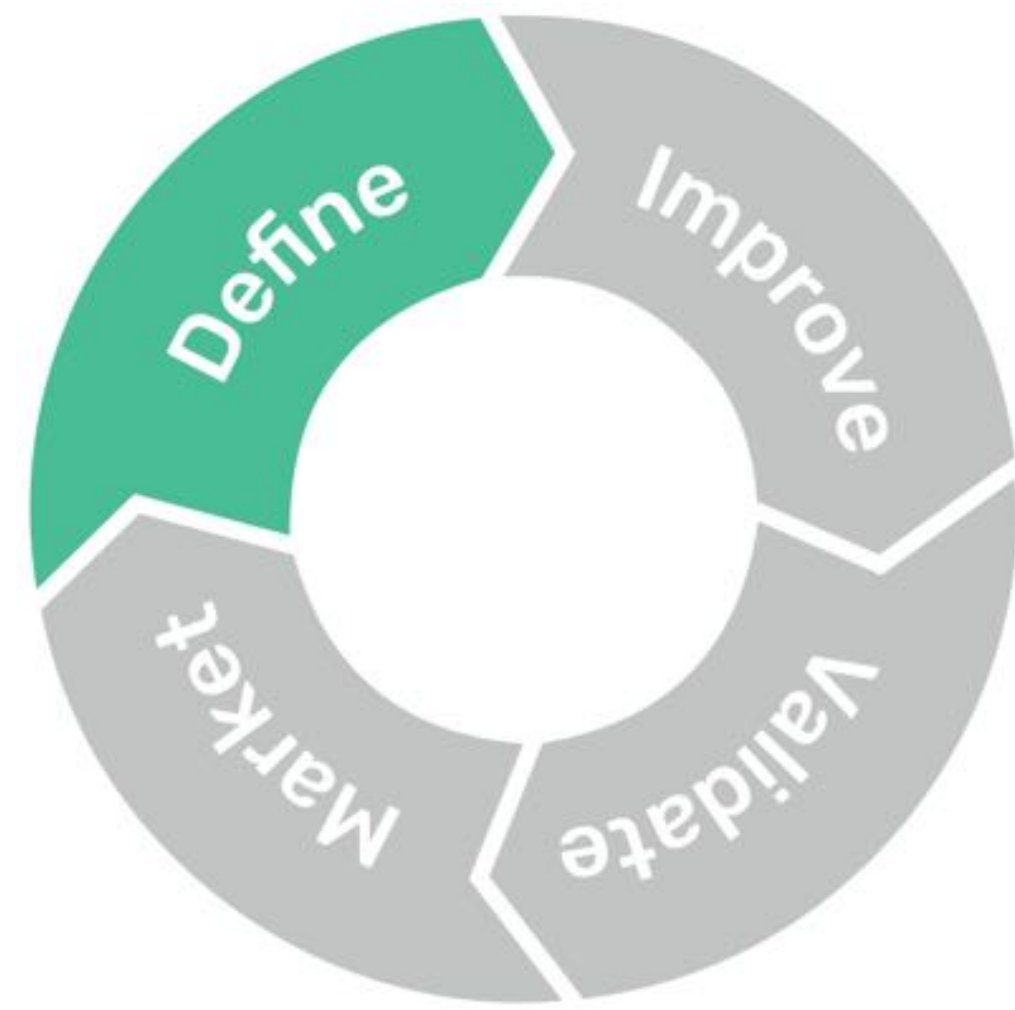
**Absolute figures in a
connected world, don't give
you the whole picture.**

-David McCandless

Impact Management System

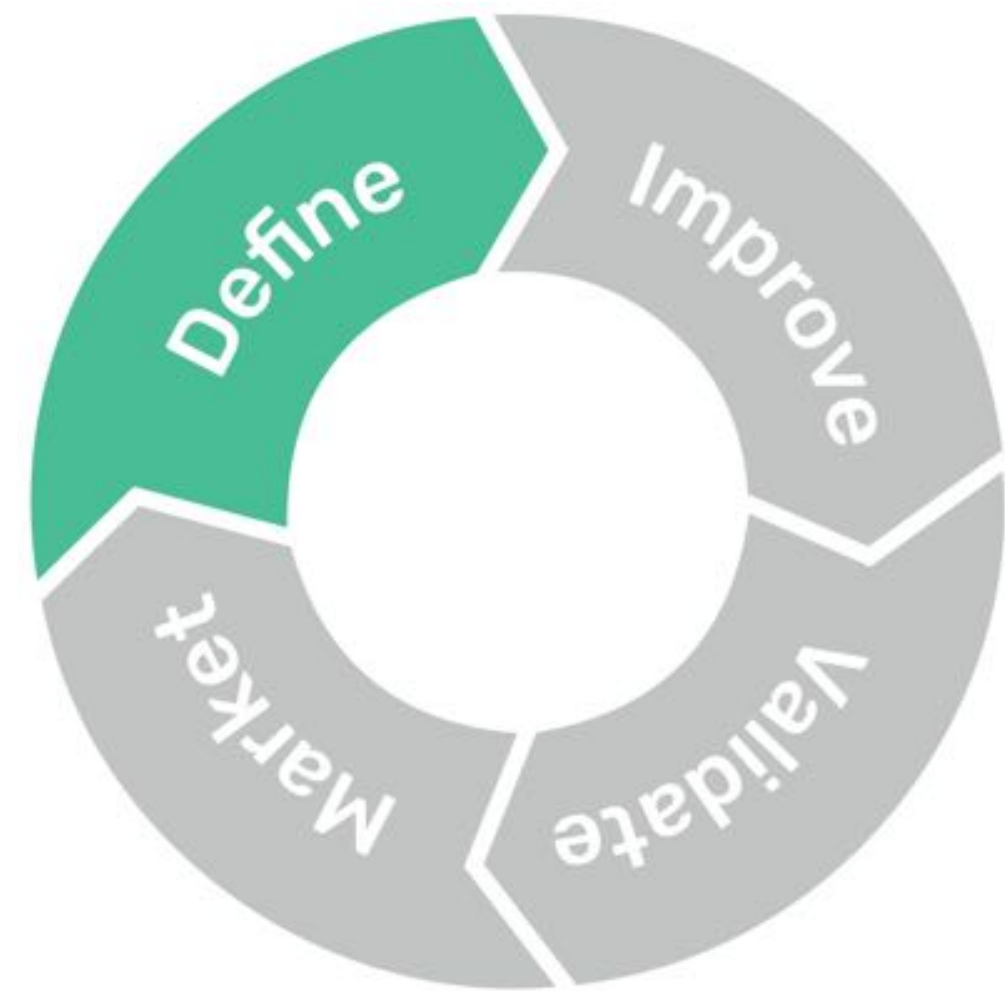
Measure + Market





Define your goals.

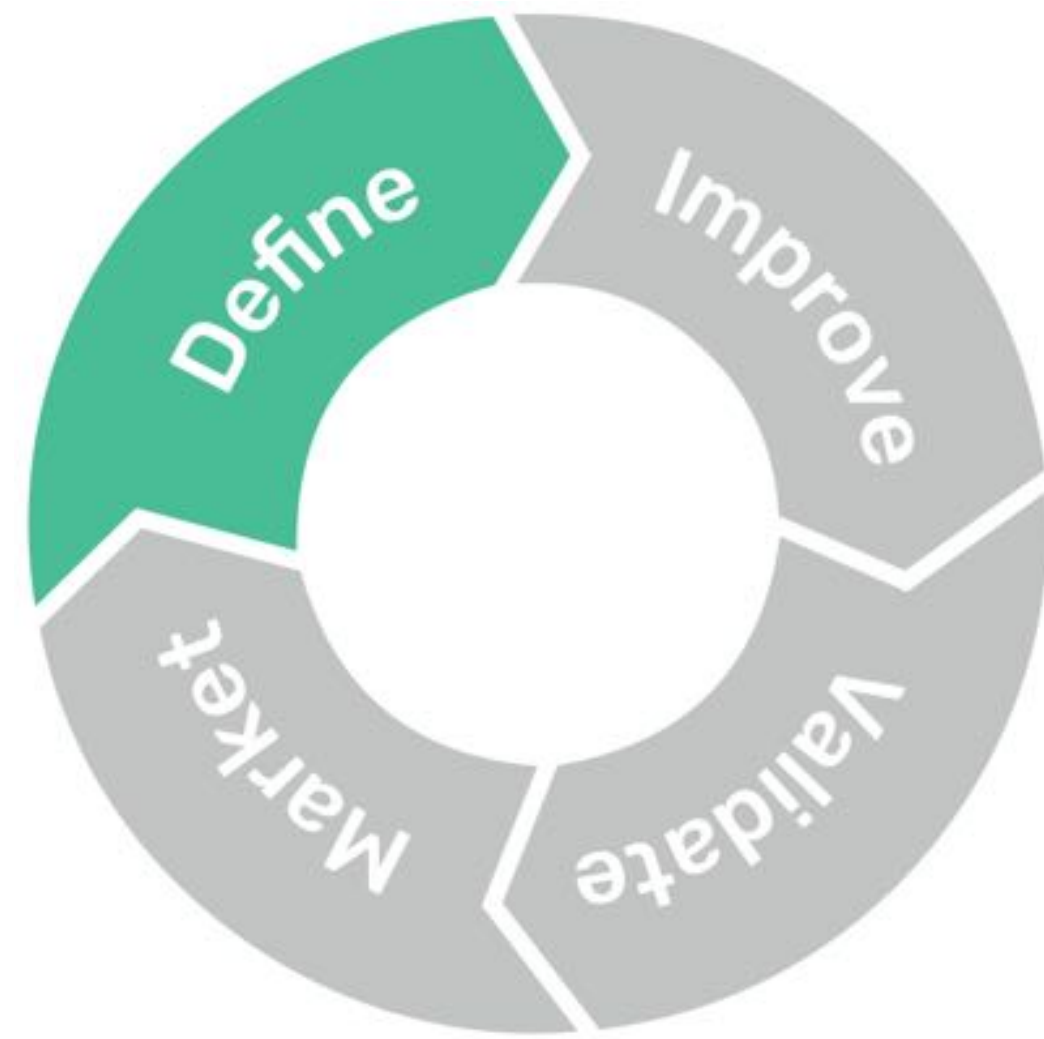
Define success.



MILESTONES

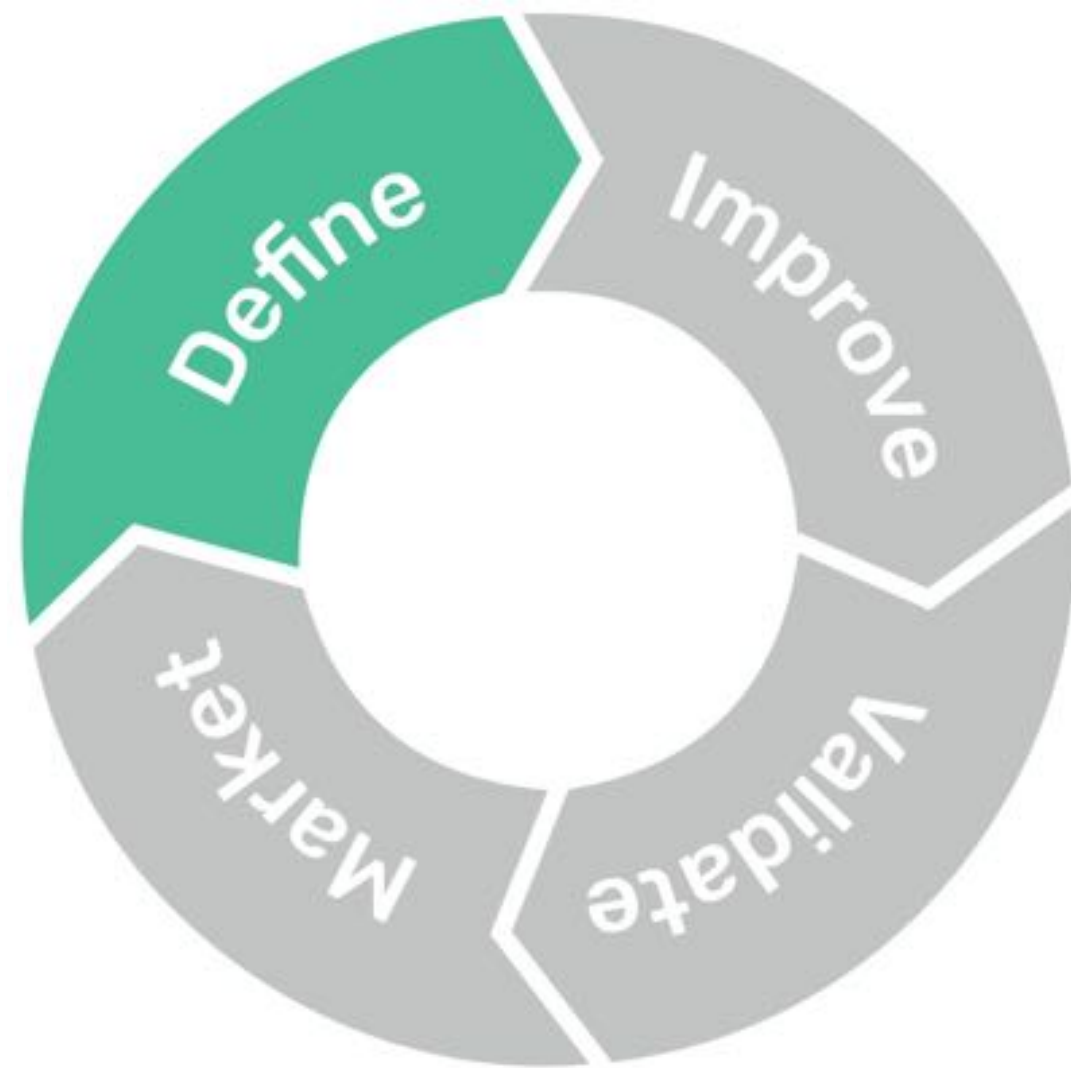


METRICS



Define your audience.

Target Market Profile



1.



Debra Shoaf (CFO), Atlanta
Community Food Bank
QALICB

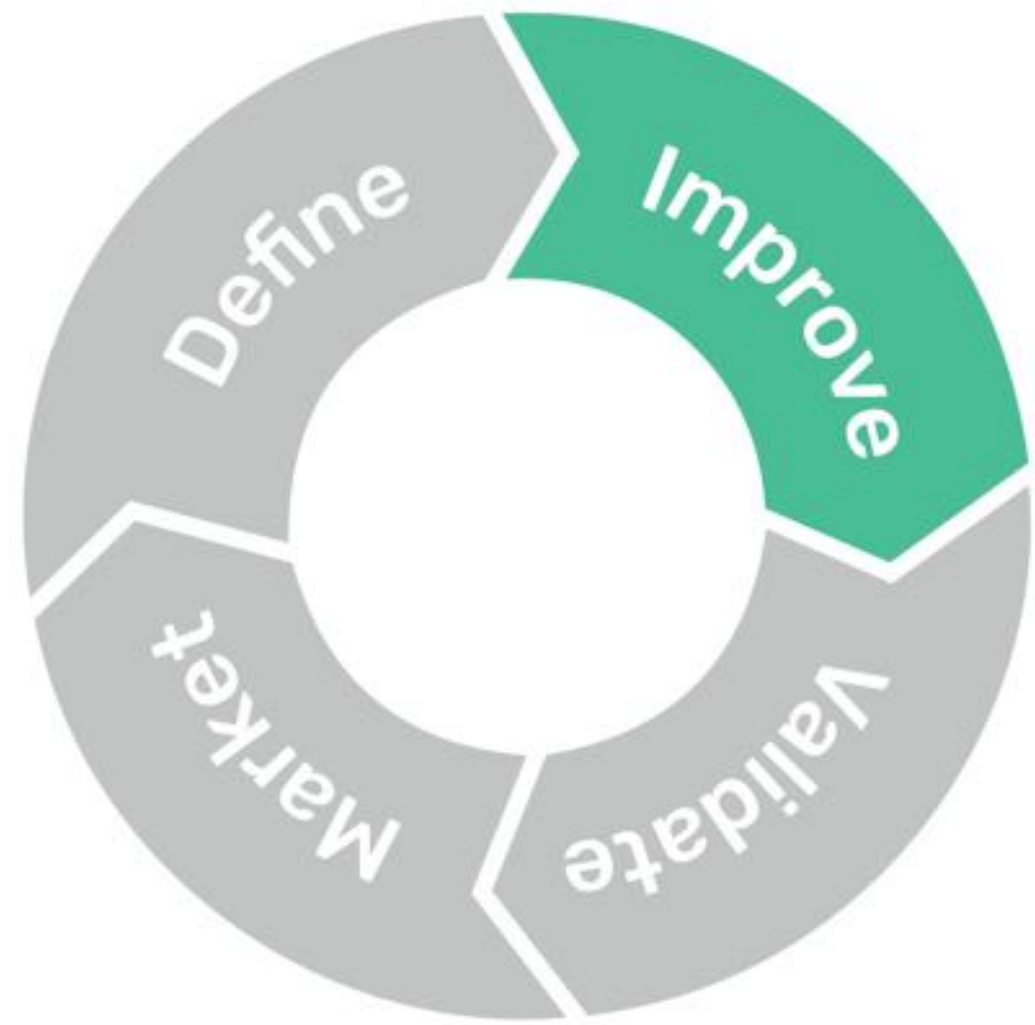
"Videos are so much more powerful than a piece of paper with data on it"

Role: Oversees finance, facilities, and asset protection departments

Values: Philanthropy, qualitative storytelling, quantitative impact reports

Messaging Channels: LinkedIn, Twitter, Conferences, Email, Phone Calls, Meetings

Needs: Financing options to support goals, relationship management in rural areas



Optimize operations.

Intake Form

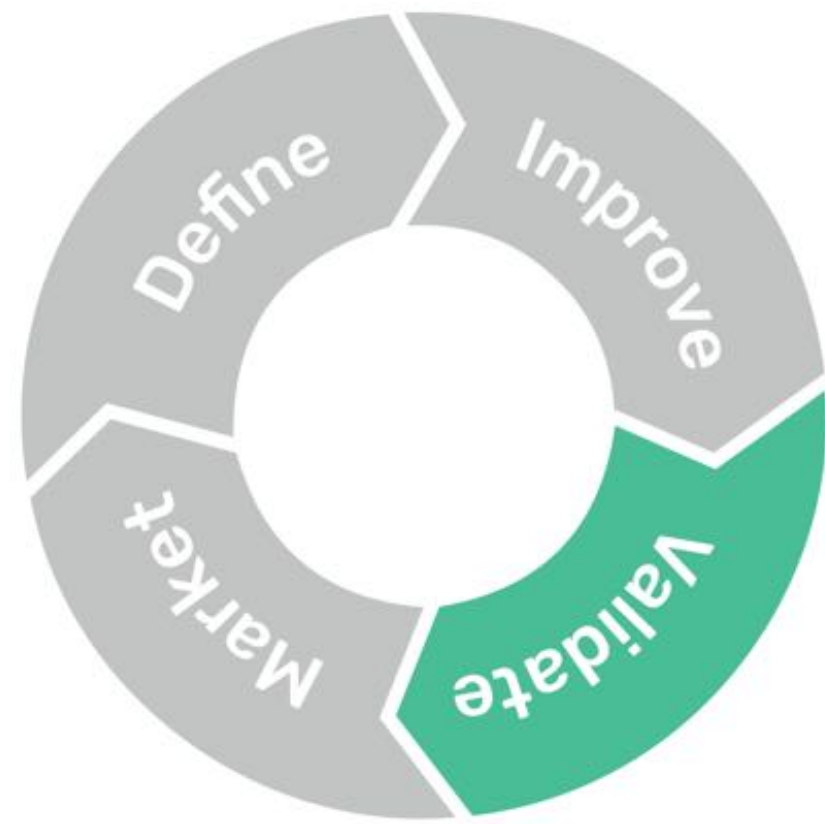
Project Name

Site Address

Census Tract

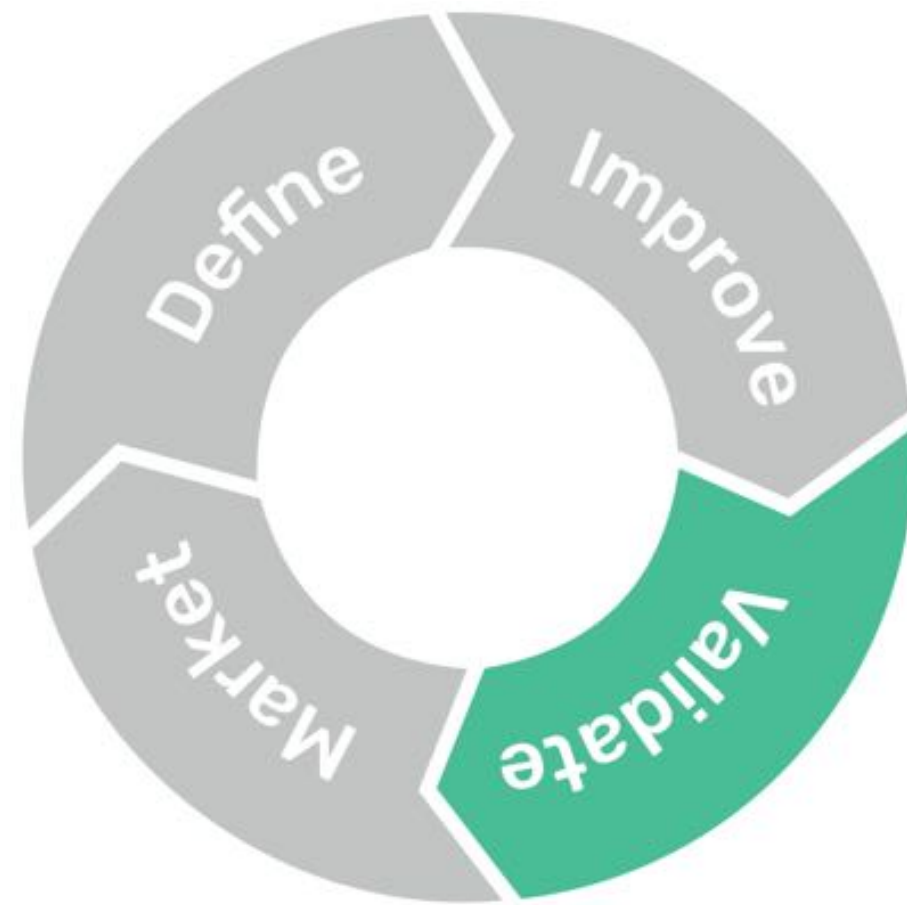


- **Community Benefit Agreements**
- **Community Advisory Boards**



Track your data.

Impact Reports



MISSION STATEMENT

Mission Statement: Preserve and improve City Park spaces for recreational, educational, cultural and beautification purposes.



IMPACT TRACKER
Year 2018



Clean Energy

1'450,000
Pounds of CO2
Setoff/Sequestered
over the next 12 years



Responsible Stormwater
Management

625,087
Gallons
of Runoff avoided



Clean Transportation

1.3
Additional Miles
of Bikeroads/Sidewalks

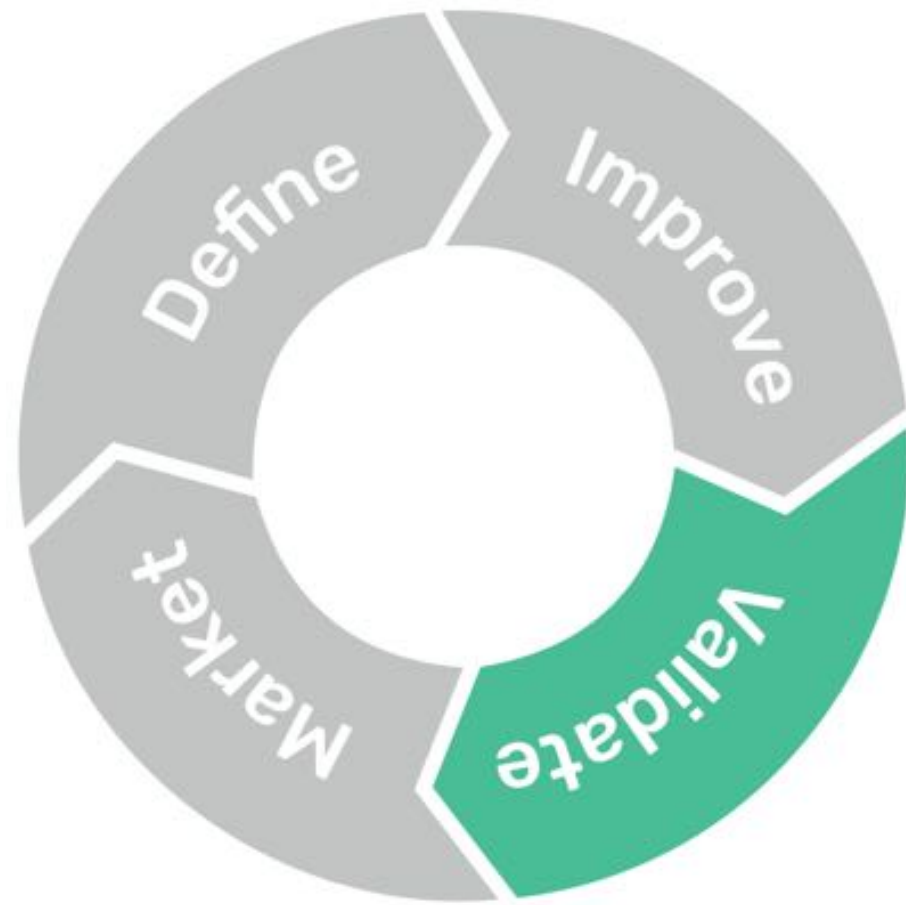


Zero Waste

5,829
Pounds
Diverted from the Landfill

LifeCity
Verified

www.mylifecity.com




Be transparent.



TOGETHER WE
MAKE AN IMPACT

[Home](#) / [Our Impact](#)

 [Print page](#)

Our Impact

Assessing change, measuring impact

In the field of community development, change is a constant. At NeighborWorks America, we are committed to driving and sustaining positive change – and to documenting what's effective, and what's not.

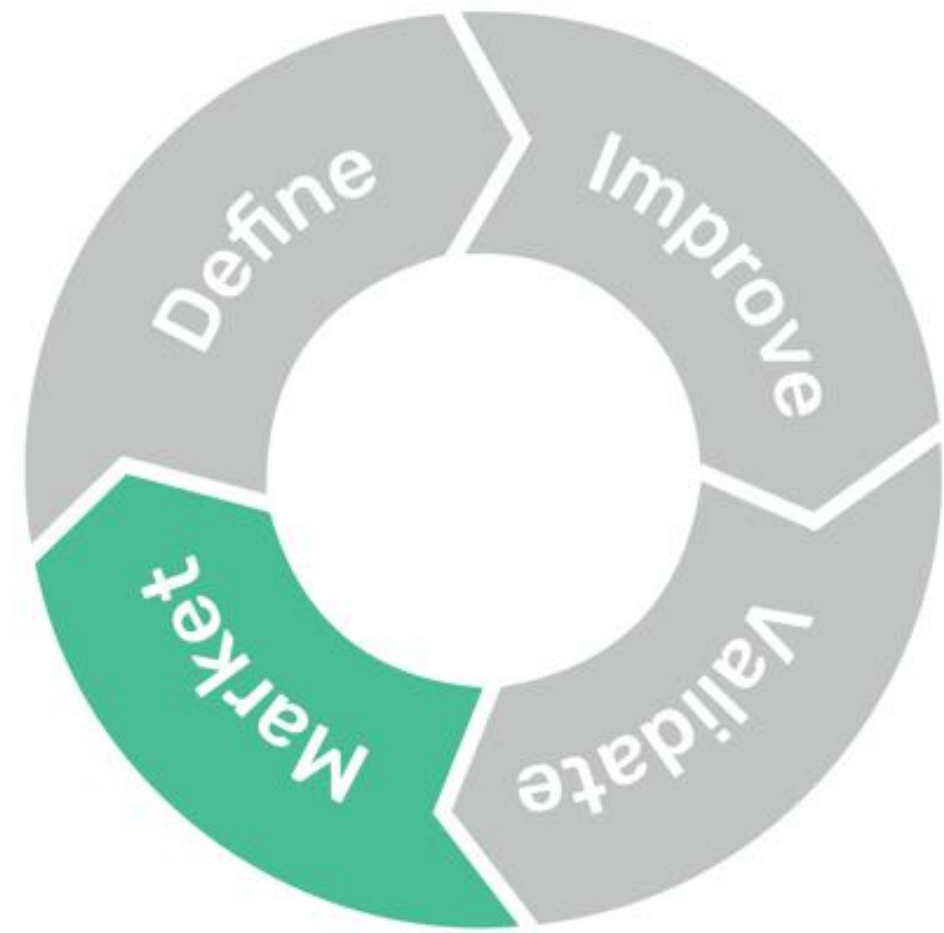
Are communities safer? Businesses healthier? Homes in better condition? We measure it and report back, so everyone can learn, improve and celebrate success. Below are examples of why our work matters for the people and communities we serve.



**WE'RE
TRANSPARENT**

Learn how we define our data

**DATA
EXPLANATIONS**



Share your success.

FY18

NeighborWorks® America

Working Together for Strong Communities®

NeighborWorks America creates opportunities for people to live in affordable homes, improve their lives and strengthen their communities.

WHAT WE DO

Investing in Local Capacity



GRANTS TO
LOCAL NONPROFIT
ORGANIZATIONS



TECHNICAL ASSISTANCE



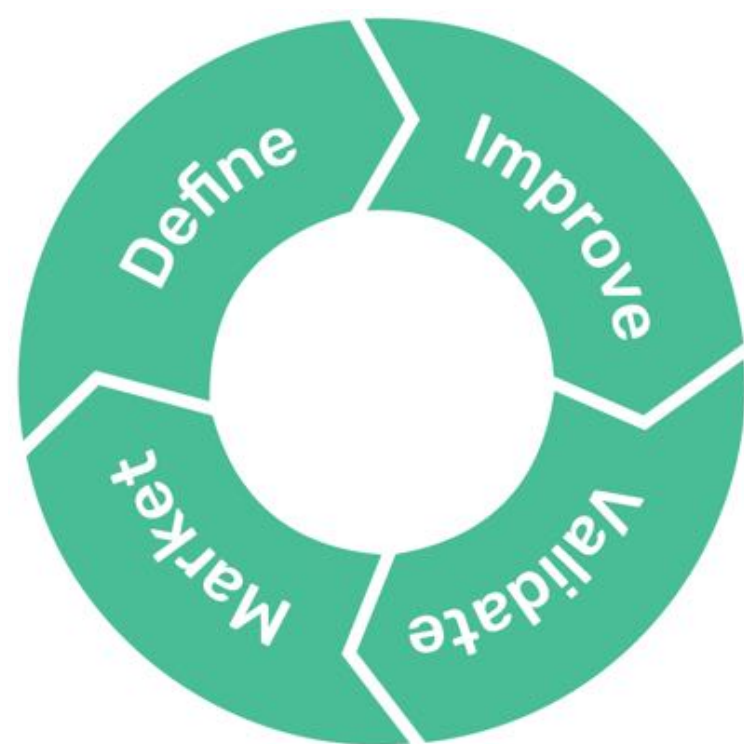
TRAINING FOR COMMUNITY
DEVELOPMENT AND HOUSING
PROFESSIONALS



We build stronger communities in every state, the District of Columbia and Puerto Rico.

IMPACT

Who is telling your story?



Thank you!

LIFECITY

liz@mylifecity.com, [@lifecitynola](https://www.instagram.com/lifecitynola)

[#loveyourcity](https://www.instagram.com/loveyourcity)

[#impacteconomy](https://www.instagram.com/impacteconomy)