



ANNUAL REPORT 2019

Launched officially in December 2018, our year 2019 was AGIF's second full year of operation. It was also a year of growing pains and learning opportunities.

We started the year with our original Word Press site and payment platform which ended up being unfunctional. The payment system did not work properly and caused constant delays. And Word Press could not provide the robustness and broad functionality to improve our operations.

We therefore lost five to six months as we converted to a new platform called Brilliant Directories (BD), provided through an Indian company called Business Labs.

Even after it was installed, the payment system crashed periodically.

By year-end however, we had greatly improved our members' experience by:

- a) Providing a far more stable software platform with sustainable growth options and a new array of tools
- b) Improving overall aesthetics of the website, offering a more professional and polished directory listing for our members
- c) Optimizing the overall flow of the website to make it more intuitive for the user
- d) Initiating built-in SEO features to improve member Google search rankings
- e) Streamlining our social media assistance program to make it faster and more efficient, and sustainable for exponential growth with minimal staff.

And the payment platform was working correctly.

Other achievements:

1. **Interns.** Started in 2017 as we assembled our team, in 2018 we paid \$500/semester for four interns from Duke University (NC) to assist Spencer in various functions: social media, data analytics, marketing, website development, product management, and member outreach.

Although we were only able to pay the stipend to four interns per semester, our numbers quickly grew as word spread through the Duke Alumni network. At points, we had 40+ volunteers and interns working on various projects, all with Master's degrees, effectively multiplying our workforce and allowing us to accomplish a great deal more than we would have with our limited staff.





By year-end the pump had been primed, and future internships will be unpaid and secured through word-of-mouth and public listings.

2. **Nonprofit.Courses.** In partnership with Nonprofit.Courses of Drexel Hill, PA, we dramatically increased our capacity-building course offerings from around 30 of our own to 123 (both free and paid). All NP.C course listings are at no charge to AGIF and instructor fees will be paid to NP.C when these courses contract. Subjects range from management to cause marketing, operations, strategic planning and personal development.
3. **Bahamas.** In February, our Bahamian Board Director Phyllis Johnson altered us to a bill going through Parliament that would restructure the Nonprofit Organization (NPO) sector. Ms Johnson set up a conference call between the permanent secretary to the Attorney General whose office drafts all legislation and Philip Auerbach to discuss the situation and propose that AGIF be hired to transform the country's 3000 NPOs through capacity building courses. AGIF rushed to submit, as requested, an original proposal on March 12th complete with course listings, descriptions and prices. A general overview of the economic power of the NPO sector was submitted in May. In August, the Bahamian Government asked AGIF to change the arrangement from one set of courses for all nonprofits to three separate curricula for start-up, intermediate and advanced NPOs. A revised proposal with three sets of courses, descriptions and prices was submitted September 4th just as Hurricane Dorian was starting to devastate the country. Obviously, the country's priorities shifted to rebuilding and recovery. But Civil Society Bahamas, the group charged with liaising with development organizations, recognized the importance of strengthening the NPO sector before the next crisis hit.

USAID in Nassau had arranged a meeting with CSB and our Director Phyllis Johnson but due to the ensuing chaos, no funding for our venture materialized. The initiative remains on hold.

4. **Podcasts and Videos.** AGIF added the benefit of Podcasts through CausEcho Studios and downplayed the benefit of Videos since implementing them would prove too time-consuming. They are still offered but not emphasized.
5. **Dynamic.** During 2019, Philip initiated conversations with Dynamic Pay to set up this shopping system with buyer and nonprofit rebates as an Alternative Funding Opportunity for AGIF members. The contract will be finalized in 2020.
6. **Marketing and Branding.** Besides finalizing our offerings and content, AGIF's primary focus of 2019 was to present the Foundation to generate memberships. In this regard, we were not overly successful as we tried various methods to convey the message and attract new members. Methods included a musical PowerPoint video called, "How we help nonprofits succeed," direct emailing and personal contacts.





7. Website Branding. We did however finalize our website messaging with two descriptive slogans: a) An all-inclusive, one-stop toolkit of support services for growing nonprofits; and b) Solutions for even more success.

8. Social Media on Brilliant Directories. One of the advantages of the new BD platform is that it will enable us to create members' social media campaigns with minimal staff, drawing upon members' Directory listings and their websites. This process, including increasing their SEO rankings, will be implemented in 2020.

9. Our initial website launch listed three categories of Membership:

- *Simple* for \$0 (one social media post per week on three platforms – Facebook, Twitter and Instagram – for three months);
- *Basic* for \$87 (one social media post per week on three platforms – Facebook, Twitter and Instagram – for one year); and
- *Premium* for \$155 (two social media posts per week on the same three platforms for one year).

10. Other Membership offerings, besides the social media campaign, included a Directory listing, translating and interpreting, videos, 12 Resources, and eight free management reports which we completed during the year and written by Paulina Duran and Ayax Rangel.

At the end of 2019, we counted 60 members, of whom 20 had free listings.

