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Nonprofit Organizations, Social Media, and Mobile Applications

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NONPROFIT ORGANIZATIONS, SOCIAL MEDIA, AND MOBILE APPLICATIONS

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B.S., Southern Illinois University, 2011

A Research Paper
Submitted in Partial Fulfillment of the Requirements for the
Master of Public Administration

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Approved by:

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Nonprofit organizations survive through grants and donations. As society progresses into the technology age, it is important for nonprofit organizations to follow suit and become more technologically adept. The days in which donations were obtained through direct mailings, phone calls, and emails are fading. In order to stay current with the most donors, nonprofit organizations need to have a presence on social media websites, and should explore the use of social media and text-to-give campaigns for the solicitation of donations. This paper attempts to provide insight to nonprofit organizations, on both national and local levels, regarding the advantages of using social media and mobile applications to solicit donations. To provide this insight, questionnaire results for four nonprofit organizations located in Chicago, Illinois were analyzed. All organizations that participated in this research have a significant presence on social media websites, two had previously explored using text-to-give campaigns, and two had experience with receiving donations through mobile applications.

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CHAPTER 1

INTRODUCTION

In the past decade, technology has undergone incredible advancements and become the key to keeping up with our fast-paced world. If one were to empty out their pockets or purse today, the four universal things found would be keys, a wallet, money, and a cellphone. The cellphone is the perfect example of technology that went through a dramatic evolution to become the touch screen computers we rely on today.

Motorola made the first cell phone in 1983. Although the early cell phones were clunky, the emergence of the cell phone that could be carried around rather than attached to one's car was novel. Nokia later came out with several models of cell phones, first with QWERTY keyboards then finally screens with color; rather than a green background and black text. Sony Ericsson featured the first touchscreen phone in 2002, though it was not until 2007 when touch screen became commonplace.

By 2004, flip phones came out and the most in-demand model was the Razr by Motorola. In 2007, the first generation iPhone came on the market, and the cell phone industry evolved rapidly as the public fell in love with the ease and seeming simplicity of it (Cell Phone Design, 2009). The Apple iPhone not only brought beauty and ease to consumers, but also introduced the first cell phone with an operating system. The public, consequently, could do more than simply making and receiving calls and text messages. Cell phones became the computers people kept in their pockets and information became available on the go (Chowdhury, 2012).

The two most popular operating systems available on cell phones currently are Apple and Android. Not only are these operating systems available on cell phones, but on tablets, mini versions of computers and larger versions of cell phones, as well. Apple, Motorola, and Google

all offer the latest tablets, but even Barnes & Noble and Amazon are competing in this market

with digital readers that have the same capabilities as tablets.

The donor base population, like the rest of society, has become one that is dependent on

technology and prefers instant responses and instant communication. Nonprofit organizations,

therefore, are finding donations coming in through social media outlets or websites rather than

through direct mail campaigns. Nonprofit organizations should take the time to learn and utilize

both social media websites and mobile applications in order to appeal especially to the younger

donor population that is supporting and will continue to support them in the future.

CHAPTER 2

LITERATURE REVIEW

In this fast paced world in which users have become more dependent on the information available to them at a moment's notice, nonprofit organizations need to evolve with society. Since fundraising and marketing by way of commercials, radio advertisements, e-mails, and mailings are not as effective or efficient as they used to be, new ways of marketing and fundraising should be researched and implemented. Social media and mobile applications have already proven to be successful in fundraising efforts. This paper set out to study the impact of such social media and mobile applications on charitable giving.

The use of social media and mobile applications as a fundraising and marketing tactic is a fairly new topic resulting in a relatively small pool of research previously done on the subject. There are plenty of articles written in the last three years regarding charitable giving among males versus females. Research has also been done regarding the use of social media and whether recognition increases charitable behavior. This research shows that the more visibility and recognition an organization has, especially a nonprofit organization, the better chance it has to increase the donations it receives (Winterich, Mittal & Aquino, 2013). The lack of research comes in when looking at three variables simultaneously: nonprofit organizations, social media, and mobile applications.

As of 2013, there were 1.26 billion active Facebook users. About 680 million of these users, use Facebook on their mobile device – either a cell phone or tablet (Smith, 2013). Research shows that nonprofit organizations, although they may have a presence on the Internet, tend to neglect the power of social media and are reluctant regarding the ability for social media to advance the organization as a whole (Waters, Burnett, Lamm & Lucas, 2009). It is important

to explore the reluctance of organizations to rely on social media in order to understand its potentially negative effects on organizational development.

Jeffery Perlstein discusses the explosion of low-cost communications and the impact they have on philanthropy. Perlstein found that although there seemed to be support for the use of new technologies, funders and donors were hesitant because of a lack of familiarity. He also found that the main population using mobile devices is the younger generation, those between the ages of 16 and 35 (Perlstein, 2011). Perlstein's research shows that new strategies need to be developed for this outreach to younger donors, including increasing funder education, strengthening funder advising in terms of using social media and mobile applications, engaging the youth and underserved communities, and increasing awareness of media and technology policy issues, among others (Perlstein, 2011). Perlstein's research is extremely relevant to the research topic because he illustrates the need for nonprofit organizations to be brought into the technological age in terms of use of social media and mobile applications.

Of the younger donors, many are recently graduated from college. College age students tend to do research and gather information from the Internet over using hard copies of books or utilizing librarians (O'Connor & Lundstrom, 2011). The preference of digital textbooks and gathering of information using the Internet is more common than using books and hard copies of text should be noted by nonprofit organizations, as they look to stay current and relevant. The use of digital textbooks and newspapers should be a sign that nonprofit organizations must have a presence on social media sites and on the Internet at large to appeal to the population using the Internet more than printed materials (O'Connor & Lundstrom, 2011). Those who are in college now will be the donors of the future. These donors have a preference towards the Internet and

technology over hard copy mail and the tactics of the past; therefore nonprofit organizations need to redirect how they previously communicated with donors to fit the needs of future donors.

Another issue nonprofit organizations have been facing recently is the difference in formatting of websites versus mobile sites. The screens on smartphones and tablets are smaller than those of laptops or desktops and it is important that the information is just as easily accessible and navigational on tablets and smartphones as it is on laptops and desktops. It is fairly easy to donate to an organization on a website, but it may be more difficult on a mobile site. Research shows that nonprofits must make donating just as easy on both media in order to enable different target populations to participate regardless of the media each prefers (Wallace, 2012).

Another challenge that nonprofit organizations face when it comes to using mobile applications to solicit donations is the Apple organization. A mobile application is software designed to run on smartphones, tablets, and other mobile devices. A user must download mobile applications in order for it to function. Mobile applications for iPhone from nonprofit organizations are prohibited to solicit donations directly from the application themselves (Strom, 2010). Rather than giving donors the ability to donate from the application, the donor must be redirected from the application to the organization's website, or mobile site, in order to donate. Apple has placed a ban on these applications with a donation function for nonprofit organizations, as they state that it is too difficult for them to decipher reliable and valid organizations from those that are not (Strom, 2010; Stehle, 2011). Android, on the other hand, does give organizations the ability to have donors make donations directly from the mobile application; they do not need to be redirected to a website to give. Herein lies the issue previously stated about having updated and functioning websites and mobile sites. The easier it

is for donors and constituents to navigate website, mobile websites, and mobile applications, the more likely people are to donate.

In research regarding social media, Cheryl Dubose discusses the power of social media. The advantages and disadvantages to the different social media sites are explored as well as the power that they have regarding education of the public, both good and bad. For instance, posting personal information about organization members may be detrimental to current clients and deter future constituents and donors. On the other hand, posting about events, fundraisers, and organization objectives on a regular basis will attract good attention to the site and the organization itself (Dubose, 2011). This research is important because social media is generally thought of as a positive and good outlet for information. However, nonprofit organizations, as well as individuals, should be aware of the negativity that can seriously injure the reputation of an organization, those working for the organization, or those impacted by the organization.

An organization must look into itself in order to determine if it would be a wise move to keep the organization on a local level, or to take it on a global level. The nonprofit organization, One World United & Virtuous, looks into the history and goals of an organization to determine the next step to take in developing an agency. This organization then developed marketing objectives and assessed how social media could assist in achieving said objectives (McGovern, 2012). This emphasizes the importance of an organization evaluating itself when looking towards the future and expansion. One World United & Virtuous is a tool that nonprofit organizations can utilize when making the decision to have a larger presence on the Internet or in developing mobile applications. This also lends to the idea that nonprofit organizations with mobile applications have the opportunity expand their reach and donor base further than the immediate geographic locations already marketed to.

It is wise for nonprofit organizations to have websites, mobile sites, mobile applications, and utilize social media sites not only to spread awareness about the organization but also to solicit donations and grow donor bases. Mobile marketing, as defined by the Mobile Marketing Association, is the use of wireless media as an integrated content delivery and response agent within a cross-media marketing communications program. Mobile marketing is any relationship between an organization and a customer through a wireless device (Cook, 2010). Although this research primarily focuses on political marketing and campaigning, it highlights the history of mobile marketing, the different audiences that can be reached, the pros and cons of mobile marketing, and can be considered a valuable resource especially for politically driven nonprofit organizations.

Nonprofit organizations can solicit donations through mobile application as well as text-to-give campaigns. The difference between the two is mobile applications are downloaded by users and are essentially a mobile version of the organization's website. Text-to-give campaigns, give the public the opportunity to donate without using a mobile application. Instead, donors text a number with a code word as the message. The donor is then charged a specified donation amount, on their next cell phone bill. For example: Text the word "charity" to "555555" to make a $10 donation to "XYZ" campaign. The "Text for Haiti" campaign by the American Red Cross was initiated to raise support for the relief efforts in Haiti after the January 2010 earthquake. This campaign is particularly important in the mobile giving arena because it is the first to surpass the $1 million mark, raising $32 million (Choney, 2010).

Organizations such as the Mobile Giving Foundation and Mobile Active are two known organizations for facilitating text-to-give campaigns. Several other organizations exist for the purpose of mobile giving on several different scales. Weberling and Waters explore why

previous mobile giving efforts were less successful than the "Text for Haiti" campaign and provide research for organizations considering launching a mobile giving campaign (Weberling & Waters, 2012). This information is vital for other research topic regarding nonprofit organizations and mobile applications because it highlights the pros and cons of past mobile giving efforts and explains why some were or were not successful.

CHAPTER 3

METHODOLOGY

In order to gain an understanding of each organization being sent questionnaires on this research topic, the researcher did preliminary exploration regarding each organization's mission, goals and values, fundraising efforts, and presence on the Internet; regarding websites and social media. The research for this study is qualitative in nature; i.e. questionnaires sent to nonprofit organizations via email. This sample size is one of convenience. The researcher found nonprofit organizations located in the Chicagland area and narrowed the search to those with missions concerning the medical field or health related conditions. The researcher then went to the GuideStar website to choose organizations with similar size and mission in order to decrease the amount of variance between organizations. Once the eight organizations were chosen for this study the researcher contacted each organization by phone to determine if they were willing to participate in the study, as well as to determine whom in the organization to contact. After contact information was provided to the researcher, an email containing the questionnaire was sent. Once the completed questionnaire was received, the researched sent an email thanking each organization for their participation. Sending the questionnaire via email allowed each organization to take the necessary time to gather the information requested in the questionnaire. Questionnaires asked about target populations, how different populations are marketed to, as well as the organization's willingness to use social media and mobile applications.

Nonprofit organizations studied were selected based on size and mission. Four nonprofit organizations were chosen that are larger, having a staff of more than twenty paid employees, and have a mission focused on advancing research within the medical field. The larger organizations selected were the Make-A-Wish Foundation, the American Alzheimer's

Association, the American Diabetes Association, and the American Red Cross. Four nonprofit organizations were chosen that are smaller in size, with a staff of fewer than ten paid employees, but that also focus on impacting constituents involved in the medical field.   The smaller organizations selected were Mental Health Association of Greater Chicago, Bright Pink, LUNGevity, and SuperSibs!.

The members of the nonprofit organizations responding to the questionnaire were kept confidential so that any responses that may come off as negative will not impact the reputation of the organization. Organizations were chosen based on geographic region, all being located in the Chicagoland area, Cook County specifically, and based on mission statement. Cook County, Illinois is where the city of Chicago is located. Most of the nearly 4,000 nonprofit organizations found in the Chicago area are located within the Cook County limits. The nonprofit organizations chosen for the sample have missions that aim to provide services to clients affected by a medical condition, either directly or through a family member. Information regarding the size, mission, and location of each organization sent questionnaires for this study can be found in Appendix A.

CHAPTER 4

FINDINGS

There are currently over 1.5 million nonprofit organizations in the United States. Just fewer than 4,000 of these nonprofit organizations are located in the Chicagoland area (Foundation Center, 2013). There is no data showing exactly how many of these organizations use mobile applications. The fact that we are now in the digital age, means that almost every organization has a website, a Facebook page, and probably a Twitter account at the very least. Each nonprofit organization has a different outlook on the use of social media and mobile applications in order to obtain donations, and has had its own experiences and preferences for securing donations using technology. Obtaining information regarding donation solicitation preferences of larger and smaller organizations is important in regards to the use of social media, mobile applications, and charitable giving in the future.

For this study, there were eight nonprofit organizations contacted. Organizations were researched prior to sending out questionnaires in order to eliminate as much variance between them as possible. The rationale to doing this was to eliminate other factors that could influence an organization's view of using social media and mobile applications. The researcher compared mission statements, the size of the organization – based on the amount of paid employees, and geographic location of each. All the nonprofit organizations chosen have mission statements that look to better the lives of those impacted by an illness, or their immediate families, as well as look to improve lives in the future. The researcher determined how many paid employees each organization had by looking at previously filed 990 tax forms on GuideStar.org. In order to narrow down geographic location for each organization, the researcher limited the search to Cook County, Illinois.

The researcher contacted four nonprofit organizations that had national reaches with major offices located in the Chicagoland area: The Make-A-Wish Foundation, The American Alzheimer's Association, The American Diabetes Association, and the American Red Cross. These four organizations also have missions that center on helping those directly affected by health issues and their families. These organizations were considered larger because they all have between twenty and fifty full time employees, and also have a client base and target donor populations outside the Chicagoland area.

Of the four larger organizations that were sent questionnaires, both the American Alzheimer's Association and the Make-A-Wish Foundation responded. Questionnaires sent to the American Diabetes Association and the American Red Cross were not returned to the researcher. Both the American Alzheimer's Association and the Make-A-Wish Foundation stated that their target donor populations are between the ages of 25 and 64 years of age. Of this target age group, both organizations also made a note that they have more female donors than male donors. The researcher was able to make a comparison between these two organizations in that the American Alzheimer's Association does use mobile applications, while the Make-A-Wish Foundation does not.

It is expected by donors and the general public for nationally known nonprofit organizations to have a presence on social media websites. Compared to the smaller nonprofit organizations that participated in this research, the Make-A-Wish Foundation had a slightly larger social media presence, being found on Facebook, Twitter, Pinterest, LinkedIn, and Google+. The American Alzheimer's Association has a much larger presence on social media websites. They can be found not only on Facebook, Twitter, Pinterest, and LinkedIn, but also on Flickr, YouTube, and Instagram. As discussed in the literature review above, nonprofit

organizations have the option of using the Apple platform or the Android platform for mobile applications. Applications on the Apple platform do not allow donations to be made through a mobile application itself, redirecting a donor to a mobile website. On the other hand, applications on the Android platform allow donors to make a charitable gift to the organization from the application itself. The American Alzheimer's Association stated that it uses both Apple and Android platforms for mobile applications. Though the applications look the same, from the Apple platform, when a donor selects the "Make a Donation" button, they are taken to the mobile website; whereas on the Android platform, donors are given the opportunity to enter a donation amount through the app. The donation is then added on to the donor's next cell phone bill. Donations made from a mobile website are collected through gathering the donor's credit card information on the site itself. No clear advantage was found in using one platform over the other for a mobile application in questionnaire responses.

When asked about the use of text-to-give campaigns, both the American Alzheimer's Association and the Make-A-Wish Foundation reported having attempted fundraising campaigns using this tactic, though both had not brought in as much as was forecasted. Both organizations stated that text-to-give campaigns were effective for short-term fundraising events as well as for increasing public knowledge of their campaigns. However, they also made it clear that text-to-give campaigns were not effective for meeting long-term fundraising goals.

The researcher also contacted four Chicago based nonprofit organization's whose mission concern health and wellness; The Mental Health Association of Greater Chicago, LUNGevity, SuperSibs!, and Bright Pink. Each of these organizations support those directly influenced by mental health or cancer and their families. All four organizations are headquartered in the Chicagoland area. Their target populations are also located in the same geographic area. These

four nonprofit organizations were categorized in the smaller sample because of the number of employees working for each; all had between three and ten full time employees.

Both the Mental Health Association of Greater Chicago (MHAGC) and SuperSibs! organizations agreed to complete a short questionnaire regarding target populations, social media, and experiences using mobile applications. Questionnaires sent to LUNGevity and Bright Pink were not returned to the researcher. Each nonprofit organization was asked to identify what social media websites they could be found on. The MHAGC and SuperSibs! can be found on Facebook, Twitter, Pinterest, and LinkedIn. These social media sites help organizations expand the reach of their mission to those outside of their regular client or donor populations.

Neither organization reported using mobile applications as a tool to collect donations, though both organizations had a presence on social media websites including Facebook, Twitter, and LinkedIn. Interestingly, SuperSibs! had previously entertained the idea of developing a mobile application for their teen clients. A focus group was held, and it was found that the teens participating felt a website dedicated to their needs would be more beneficial and useful rather than a mobile application. There was no focus group regarding the use of a mobile application to support charitable giving, however. In the response from the MHAGC, it was stated that in their view, the nonprofit world tends to remain formal in terms of communication with other organizations and with donors. Therefore, the MHAGC felt the use of a mobile application would eliminate personal interactions and create a more informal relationship, or potentially eliminate any relationship, with donors than the organization feels is appropriate.

Both organizations responded to questions regarding the use of text-to-give campaigns. While the MHAGC has not used a text-to-give campaign in the past, SuperSibs! stated that

although the campaign was effective in increasing knowledge regarding the organization and the

audience reached was greater than had been reached previously, it was ineffective in terms of

fundraising and securing donations.

CHAPTER 5

IMPLICATIONS

One can infer several implications from this small sample regarding nonprofit organizations, the use of social media and mobile applications, and their connection to charitable giving. Social media websites of various kinds are important in the marketing of nonprofit organizations regardless of size. As technology has improved and progressed to the point where almost everyone has a mini computer in their pocket or purse, it is important for organizations to be where people can see them: online and on social media. Although social media does not play a large role in the collection of donations for nonprofit organizations, having an online presence to increase visibility is vital. It was found in previous studies that nonprofit organizations do not have a large presence on social media sites. The four organizations that did respond to this study disproved that research in that all four had substantial social media footprints. In order to improve or develop presence on the Internet, social media, or a mobile application, nonprofit organizations should have a staff member dedicated to the social media site and messages that are being sent out. Especially the smaller organizations, with smaller staff, have very basic profiles and do not make posts, send messages, or keep information current. This is not to say that organizations should not continue to send direct mail, email, or make phone calls to connect with donors and constituents. Many donors still need a written reminder to donate to the organization. Organizations must think about the population that will become donors in the future and their reliance on the Internet and technology.

Another implication that can be drawn from this research study is that mobile applications can be successful for nonprofit organizations with national presence. These larger nonprofit organizations have a much larger donor population than smaller nonprofit

organizations. Whereas it is important for large and small organizations to have a personal connection with donors, large organizations have a greater amount of donations overall than smaller ones. Therefore, they need more outlets for donors to participate in giving. Smaller organizations tend to find more success in cultivating individual relationships with donors on a more formal basis. Research conducted by Jeffry Perlstein suggested that organizations are hesitant regarding the use of technology. Though this was found to be true, nonprofit organizations need to embrace the changing society and reach out to future donors who prefer technology to paper mail and more traditional ways of contacting donors.

A third implication to be found in this study is that text-to-give campaigns tend to be more successful for single fundraising events rather than as a fundraising tactic in the long-term. Though text-to-give campaigns helped both smaller and larger nonprofit organizations gain visibility for an event or program, the overall effectiveness of securing donations fell short of expectations for every organization participating in this study.

The technological era will only continue to grow and become more important in the future. Nonprofit organizations, both those concentrated on one geographical area and those with a national presence, must adopt this technology culture in order to stay relevant and continue to secure donations. It is suggested as a tactic and strategy for fundraising and marketing that nonprofit organizations integrate social media and mobile applications to their already existing tactics and strategies.

Limitations

The largest limitation faced by the researcher was the sample size. Although the researcher had a response rate of fifty percent, a larger sample size would have allowed for a lower response rate but more than four responses overall. An increase in sample size would also

have allowed for trends to be seen and comparisons to be made regarding the size and mission of organizations and their use of social media and mobile applications.

Although eight organizations were contacted in total regarding the use of social media and mobile applications concerning charitable giving, only four organizations completed and submitted the questionnaire sent by the researcher. However, of these four organizations, two were from the researcher's category of smaller nonprofit organizations and two were from the other category of larger nonprofit organizations. This mix was able to give the researcher a sample of the intended target population, as well as expert opinions on the topics, as those who did respond identified themselves as part of the fundraising and communication departments of each organization.

The researcher attempted to contact the American Diabetes Association several times via email and phone messages. No messages were returned and no contact between the American Diabetes Association and the researcher was successful. The same was true in attempts to contact the American Red Cross. Once the researcher identified the department to contact, several phone calls and emails were sent, none of which were returned to the researcher.

The researcher also had difficulty making contact with members of the LUNGevity and Bring Pink organizations. Several emails were sent to representatives from the LUNGevity organization. Phone calls were made, but there was no option to leave a phone message. A representative contacted the researcher and agreed to complete the questionnaire, however the researcher did not receive a response to the questionnaire from this organization. The situation with Bright Pink was similar. The researcher contacted the organization via phone, through their website, and through their Facebook account. Only a response was received through the Facebook message that was sent. The researcher was given the name of the correct person to

contact regarding the study. There was no phone number or email provided to the researcher, so another Facebook message was sent asking for contact information. Once an email address was received, the researcher sent an inquiry email, and received no response.

Future Research

If this study were to be expanded for future research, a larger population of nonprofit organizations would be surveyed. Also the researcher would attempt to contact organizations that had missions in several areas, such as environmental organizations, and advocacy organizations. This would allow the researcher to compare the fundraising and marketing tactics of large and small organizations with different focuses to see how they were similar and how they differ as well as how to secure donations.

Another change the researcher would make is sending questionnaires via email with follow up phone or in-person interviews with those completing the questionnaires. This would help the researcher gain a better understanding of the answers submitted, as well as help create a better relationship between the researcher and the organization. The purpose of this research study was to define the future of fundraising and marketing in terms of technology. The researcher hopes to provide suggestions to organizations that would help improve fundraising and marketing in the future.

As technology continues to advance, future research could be conducted regarding the changes to the rules about mobile applications for the Apple and Android platforms. These platforms could also be compared to a new platform, should another option become available. It would also be interesting to revisit the option of text-to-give campaigns if more than one option became available in terms of the amount that could be donated. For instance, if a donor could specify the amount they want to or feel comfortable donating, rather than being confined to the

amount already decided upon by the organization itself, such as texting "10" to donate ten dollars, or texting "50" to donate fifty dollars to one phone number for the organization.

For the future, it would be interesting to integrate generational effects and lifecycle effects into research regarding charitable giving and mobile applications. A case study to understand the willingness and hesitation to donate through technology as a donor moves through their lifecycle would be interesting and relevant for nonprofit organizations.

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APPENDIX

APPENDIX A
Organizations Chosen for Exploratory Study

Name of Organization	Size - Number of Employees	Mission	Location	Response? (Y/N)
Make-A-Wish Foundation	Large – 47 paid employees in 2011	Grants wishes to children with life-threatening medical conditions to enrich the human spirit with hope, strength, and joy. Our vision is that by all joining to share the power of a wish, every eligible child will experience a life-changing dream come true.	640 North LaSalle Drive, Suite 280 Chicago, IL 60654	Yes
American Alzheimer's Association	Large – 388 paid employees in 2011	To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.	225 N. Michigan Ave., Floor 17 Chicago, IL 60601	Yes
American Diabetes Association	Large – 46 paid employees in 2011	Driving professional practice to promote healthy living through self-management of diabetes and related conditions.	55 East Monroe St., Suite 3420 Chicago, IL 60603	No
American Red Cross	Large – 32 paid employees in 2011	The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.	2200 W. Harrison St., Chicago, IL 60612	No

Name of Organization	Size - Number of Employees	Mission	Location	Response? (Y/N)
Mental Health Association of Greater Chicago	Small – 2 paid employees in 2013	The Association is an advocate for the social and emotional health of children and families and provides practical tools and educational training for identification, prevention, and referral of mental illness.	310 S. Peoria St., Suite 404 Chicago, IL 60607	Yes
Bright Pink	Small – 6 paid employees in 2011	Bright Pink is the only national nonprofit organization focusing on the risk reduction and early detection of breast and ovarian cancer in young women while providing support for high-risk individuals.	670 N. Clark St., Suite 2 Chicago, IL 60654	No
LUNGevity	Small – 9 paid employees in 2010	To have a meaningful and immediate impact on improving lung cancer survival rates, ensure a higher quality of life for lung cancer patients, and provide a community for those impacted by lung cancer.	218 S. Wabash Ave., Suite 540 Chicago, IL 60604	No
SuperSibs!	Small – 9 paid employees in 2011	To ensure that onsite sibling support is incorporated into pediatric oncology care.	660 N. First Bank Drive Palatine, IL 60067	Yes

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