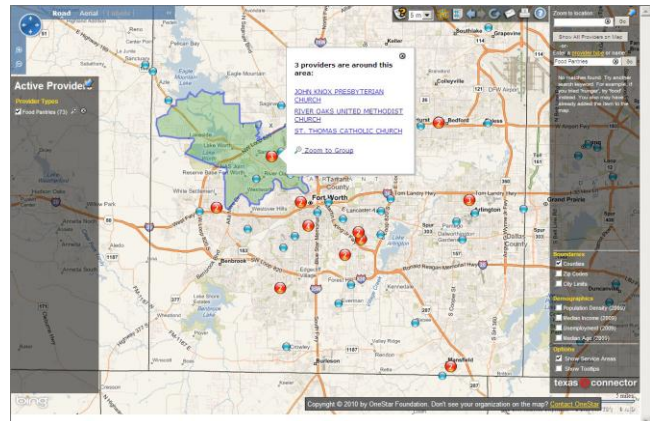![texas connector by onestar foundation]

Do you…

- Want to know where nonprofit groups are located, who they serve and what services they provide?
- Wish you could identify areas where there are gaps or duplication in services?
- Want to increase the return on your investments in the nonprofit sector and maximize your impact?

The Problem:

Access to relevant, high quality information about nonprofits and community need is limited and inadequate—a problem that is national in scale.

> "…As government leaders reach out to nonprofit groups many of them will find themselves hampered by a lack of up-to-date information. Basic information on the country's 1.2 million charitable organizations is often inaccessible, buried deep in our nation's data systems…Without any solid information on the size and scope of nonprofit activity, how can nonprofit leaders fully understand the needs and capabilities of their organizations to work together to solve problems, plan for the future, develop full-scale analyses, coordinate services, and advocate for their constituencies and themselves?...Clearly high-quality, timely, accessible data are critical to sound policy-making, effective delivery of services, and informed advocacy."[1]

There's a solution – and we're starting in Texas. Texas Connector: Linking Community Needs and Nonprofit Solutions across Texas.

What is Texas Connector?
- The Texas Connector is an online, interactive geo - mapping tool that overlays needs and nonprofits to strengthen Texas communities.
- The Texas Connector provides a visual "snapshot" of indicators of social need and resources to allow funders, local and state government leaders, researchers and the nonprofit community to more effectively meet Texas' growing needs.
- The Texas Connector bridges the information gap between the areas served by nonprofits and the underserved communities of Texas.

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1 Shuman Ottinger, C. (2010, Feb. 7) "Information, please? A dearth of data hides nonprofit world's impact." Chronicle of Philanthropy [online].

texas ✖ connector
by onestar foundation

Who will use Texas Connector, and how?

- **Grantmakers (foundations and government) –** The Texas Connector helps these users identify the areas of greatest need to ensure their investment has the maximum impact. For example, a foundation can use the Texas Connector to identify available nonprofit resources to address gaps in service for a specific service area in order to ensure their dollar is invested in the most strategic way.

- **Corporations –** The Texas Connector helps these users identify strategic, aligned community engagement opportunities that allow them to place interested employees in meaningful service. For example, social responsibility departments can use the Texas Connector to identify local organizations where employees can volunteer or serve as corporate representatives on nonprofits boards.

- **Local and state government leaders –** The Texas Connecter helps these users identify the areas of greatest need so they can more effectively allocate resources and better serve constituents. For example, local leaders can use the Texas Connector to identify local organizations to support their constituent relations efforts.

- **Researchers –** The Texas Connector is a comprehensive tool that enhances these users' ability to research and analyze the needs, available social services and nonprofit infrastructure in Texas communities. For example, researchers can use the Texas Connector to analyze the nonprofit infrastructure in general or in relation to particular demographic or social indicators to develop real time need indicators.

- **Nonprofit Community (nonprofits, faith-based community organizations) –** The Texas Connector provides these users with the information to partner with other nonprofits to achieve a collaborative impact and to identify the areas of greatest need so they can target services more effectively. For example, a food pantry in New Braunfels, TX can use the Texas Connector to identify and reach out to other food pantries within the same service area and create customized statistical reports for regions of interest.

How will Texas Connector work?

- The Texas Connector displays nonprofit information pulled from OneStar and the Texas 2-1-1 database (and a variety of other state and national databases to come) and overlays it with requested demographic and socioeconomic data derived from a variety of governmental and other sources.

The Connector: Not Just a Solution for Texas…

Foundations, government and nonprofit representatives from outside of Texas have expressed similar challenges related to nonprofit and community need data in their respective states. Foundation representatives from states such as Michigan and Maryland have approached OneStar with requests to explore the possibility of licensing the Texas Connector technology for their state.

Visit www.texasconnects.org to learn more about the Texas Connector project and to explore data solutions for your region or state today!