



Prove what works. Fund what matters.

The Problem – A Trust Gap in Giving: Nonprofits we care about are doing important work with passion and commitment, but many struggle to *prove* their impact. Why aren't good intentions good enough?

- *Stagnant Fundraising:* Donations may plateau but can rise sharply when impact is proven.
- *Donor Expectations:* Measurable impact where missions help real people in meaningful ways.
- *Skills Gap:* Nonprofit leaders value impact measurement, but only 1 in 5 say they're good at it.

The Solution – Track & Share: Nonprofits that track and share impact are consistently more successful in fundraising, program delivery, and stakeholder trust. Track & Share's proven three-step process will help nonprofits: (1) Identify their most meaningful impact metrics, (2) Implement systems to track performance over time, and (3) report results transparently to stakeholders and evaluation platforms.

These platforms offer reliable tools, metrics and insights. Their badges, when promoted, build donor trust and boost giving by up to 62% in one year. And 70% of those tracking impact report improved outcomes within six months, helping to adapt programs and make better decisions, the goal of your gift.

The Opportunity – Overcome Barriers: Despite the benefits, only 5% of nonprofits have earned a Candid badge proving accountability and measurable results. Nearly 80% cite barriers like limited funding or staff capacity. That's where you and Track & Share come in.

Working together with your support, nonprofit expert Ian McCuaig and his Track & Share teammates will help nonprofits overcome these barriers, prove their impact and secure needed funding.

Your gift will help nonprofits track and share data, understand it, learn from it, earn from it, and use it to improve lives.

Platform	Total Nonprofits Rated/Vetted
 BBB	1,300 evaluated
 Candid. GuideStar	Over 80,000 with Seals
 Charity Navigator	Over 230,000 total 9,000 with Star Ratings
 CharityWatch	~600+ rated
 Great Nonprofits	Over 1.8 million listed ~1,976 Top-Rated

With \$1 million in support, Track & Share will help achieve breakthroughs for nonprofits and donors alike.

Donation Purpose	Donation	#
Build the Data Tools - Build the AI tools that help nonprofits tell their story and prove their impact	\$250,000	1
Adopt 100 Nonprofits - Help mission-driven organizations earn the badges that build trust and open doors	\$100,000	2
Guide 350 Nonprofits - Identify the metrics that matter most—to those they serve and those who support them	\$50,000	3
Reach 2,000 Nonprofits - Spread the word that measuring impact is a powerful act of care and credibility	\$25,000	6
Fund Startup Costs - Fuel the launch of a movement that turns data into metrics and milestones, and insight into action	\$10,000	15
Sustain Daily Operations - Support Track & Share's daily work guiding nonprofits and delivering trusted impact for donors	\$5,000	20

Track & Share is a fiscally sponsored project of the Social Good Fund, a California nonprofit corporation and registered 501(c)(3) organization, Tax ID (EIN) 46-1323531. To [learn more](#) or [make a gift](#), please contact our Advisor, Ian McCuaig, at ian@trackandshare.org or (415) 891-7316. Thank you!