



Claire's Place

FOUNDATION FOR CYSTIC FIBROSIS SUPPORT™

Claire's Place Foundation, a non-profit organization providing support to children and families affected by cystic fibrosis (CF), is seeking the knowledge of USC Marshall School of Business statistics students to address our challenges as a small non-profit with big plans!

Based on the information provided in the following attachments and the data files, we would love if you students can address these questions:

1. Based on the EHSG (Extended Hospital Stay Grant) data provided, can you investigate the impact of our most recent policy change beginning in June 2023?
2. For our updated Work Proudly Program, can you please provide suggestions on data to collect and potential metrics to apply in order to evaluate the program's impact?
3. Recent trends in the philanthropy sector show a national decline. Given this context, can you analyze our organization's donation data to determine if we are experiencing a similar trend?

We have included information about our young social media star founder, our mission and more below.

Warmly,

Melissa Yeager

Executive Director, Claire's Place Foundation, Inc

EHSG Grant policy

In the past, the organization endeavored to provide grants that matched the amounts requested by applicants. On average, the amount granted was over 90% of the requested amount of an applicant over the past few years, covering expenses like rent, utilities, car payments, and mortgages. However, this policy limited the number of patients who could receive grants.

Since June 1, 2023, there has been a significant policy shift. The new policy stipulates that the approved grant will only cover one month of rent or mortgage. This change was motivated by several key reasons. Firstly, rent or mortgage requests have consistently been the most common among patient applications. Secondly, these expenses are deemed more critical than others, such as utilities and car payments, in supporting patients' ability to maintain their normal lives. Thirdly, providing support for one month is often sufficient time for a family to stabilize their financial situation. Lastly, by focusing the grants on specific needs per application, the organization can extend its reach to a larger number of patients in immediate need of assistance.

With the updated data set, the company would like to investigate the impact of this new policy.

Work Proudly Program

Prior to 09/19/2023, patients who expressed interest in the WPP program and those referred to it received invitation emails to submit applications. From the year 2020 to 09/19/23, the foundation sent out a total of 190 invites. Not all patients who received the invite started the application process. Information about those who began the application is included in the WPP data set. Unfortunately, only a small fraction of those who started the application completed it. For each completed application, the applicant was accepted into the WPP program and received support, such as equipment and training cost subsidies from the foundation. On average, the foundation paid around \$2000 per applicant. Sadly, only 9 applicants eventually found a job with the aid of the program. The rest simply walked away without returning the equipment, such as laptops, to the foundation. This resulted in considerable resources being expended on the underutilized WPP program.

To revitalize the WPP program, since 09/19/2023, the organization has implemented a policy change. Now, as part of the initial application process, patients are required to enroll in the WPP program and complete basic steps, such as setting up a LinkedIn profile and completing an O*Net Interest Profile. The organization is also committed to offering various training resources and facilitating connections with potential employers. The estimated cost per enrolled applicant remains the same at \$2000. Additionally, the foundation pays a career consultant \$50 per hour to work with the applicant on a one-on-one basis. The estimated time required per

applicant is 1.5 hours. With the new policy, the foundation received only 10 applications. However, all these applicants are progressing well in their career development. The foundation hopes that this proactive approach will empower patients toward financial independence while not wasting valuable resources.

Recognizing that development takes time, the organization plans to gather data six months following the policy change to assess its impact. However, the organization is unsure about the best way to measure the program's success. Please provide suggestions on data to collect the metrics to apply to evaluate the program's success.

Donation Trend

Recent trends (see below) in the philanthropy sector show a national decline. Given this context, could you analyze our organization's donation data to determine if we are experiencing a similar trend?

<https://data.givingtuesday.org/fep-report/>

<https://www.councilofnonprofits.org/articles/its-real-charitable-giving-plummeted-last-year>

THE CLAIRE'S PLACE FOUNDATION STORY

At the age of 13, Claire Wineland founded Claire's Place Foundation, Inc., a 501(c)(3) non-profit organization providing support to children and families affected by cystic fibrosis (CF). Claire lived with CF her entire life.

Claire was an activist, speaker, philanthropist and author. She committed her life to traveling the world and speaking about her experiences, from the beautiful and humorous, to the painful parts of her life. She inspired all who followed her journey and broke down barriers for those who live every day with a chronic illness.

Claire's inspirational outlook led her to be a social media star and TEDx Speaker. She spoke at leading events across the globe, as well as at top universities and companies such as Zappos and Philips. To truly feel the power of Claire, please watch her [talk at Zappos](#).

In September 2018, Claire passed away at the age of 21. Claire's Place Foundation was a way for Claire to give back with hope, strength and joy. The foundation gave meaning to her life experience. In her own words, "I know my life will be shorter so every day has meaning." She was driven to find new ways to help the CF community and other children afflicted with chronic illness.

Claire was honored as [Glamour Magazine's](#) 2018 "College Women of the Year" grand prize winner and she received numerous other awards including one of Seventeen Magazine's "17 Power Teens" of 2016, Fox Teen Choice Awards 2015, Global Genes' RARE Champion of Hope Award, World of Children Youth Award, the Gloria Barron Prize for Young Heroes and winner of Los Angeles Business Journal's "Small Nonprofit of the Year," among others. She was featured on The Dr. Oz Show, CNN, Huffington Post, ABC News, Cosmopolitan, People, Ladies' Home Journal and more.

Claire's family and the foundation's board members proudly continue to carry Claire's remarkable legacy forward by providing emotional and financial support to families living with CF.

CLAIRE'S PLACE FOUNDATION MISSION

Vision

Providing emotional and financial support to families living with cystic fibrosis (CF)

Mission

Claire's Place Foundation provides heartfelt support to the families of children and to individuals diagnosed with CF. The foundation works to heighten awareness and provide: education, skills, financial and emotional support.

Programs to Fulfill the Mission

- The Foundation has three programs:
 - **Extended Hospital Stay Fund**: The fund provides grants to families with children that are experiencing a hospital stay of at least 14 consecutive days. Extended stays are a financial stress and often the children are in a city far from home. The grants cover essential expenses such as rent, mortgage and groceries.
 - **Family Support Program**: The program connects families living with CF to communicate with each other and share their experience, strength and hope with newly diagnosed or isolated families looking for support. In fact, CF patients cannot be in the same room with another due to cross infection, which makes video and social media so powerful to these families.
 - **Work Proudly Program**: The foundation's newest program provides job training and equipment needed for work-from-home employment to adults with CF and caregivers.
- Educate the community by engaging in public speaking, newsletters, press and media related to CF
- Encourage individuals, families and businesses to partner with us to fulfill our charitable goals
- Attract and enlist an active, qualified and professional board of directors who are involved in all of the business practices and assist in fulfilling our mission

“CLAIRE” THE DOCUMENTARY

Just before Claire’s passing in September 2018, she had been working with two filmmakers on a special documentary that feels more like a long conversation about her feelings on life, making an impact, having purpose and accepting the reality of living with a terminal illness. Watch the YouTube Original film on [Claire Wineland’s YouTube channel](#). Here is the press release:

Claire Wineland Documentary By Oscar Award-Winning Filmmaker Premieres September 2nd Exclusively on YouTube

*The film “CLAIRE” features Claire’s Place Foundation founder’s inspiring outlook & life
with cystic fibrosis*

LOS ANGELES, CA – August 28, 2019 – [Claire’s Place Foundation](#), a non-profit organization providing support to children and families affected by cystic fibrosis (CF), is proud to announce the September 2, 2019 release date of the documentary CLAIRE exclusively on YouTube. Directed by Oscar-winning filmmaker Nick Reed and Ryan Azevedo and Produced by Paul Foley, the film tells the story of Claire’s Place Foundation Founder Claire Wineland through interviews and footage, exploring her fight with CF and how she has inspired millions to find purpose and to live proudly.

The film is being released on the one-year anniversary of Claire’s passing. At 21 years old Claire had over 35 surgeries and spent thousands of hours in the hospital, but that is not what defined her. Claire was an activist, speaker, philanthropist and author. She committed her life to traveling the world and speaking about her experiences, from the beautiful and humorous, to the painful parts of her life. She inspired all who followed her journey and broke down barriers for those who live every day with a chronic illness.

“Claire taught us to not run from the terrifying parts of life and to live a life that you are proud of,” said Co-Director Nick Reed. “Claire is our angel warrior; she opens us up to a more fulfilling life.”

"I'm a much better person because of Claire," said Co-Director Ryan Azevedo. "I think everyone that worked on the film is a better person because of Claire. That's the effect she has on people. Claire made more of an impact in 21 years than most people ever will."

“My daughter Claire turned down many filmmakers before accepting the opportunity with Nick and Ryan,” said Claire’s Place Foundation Executive Director Melissa Yeager. “The difference was they were willing to do it the way Claire wanted. Since her passing last September, Nick and Ryan have been driven and passionate about completing the film the way Claire envisioned it.

They have done an incredible job in encapsulating Claire's mission to share with the world. We are so grateful to have this film to carry on Claire's work and legacy."

MAJOR MOTION PICTURE INSPIRED BY CLAIRE

Claire, and her undying passion for living a life to be proud of, even inspired a major motion picture, [Five Feet Apart](#), directed by her dear friend [Justin Baldoni](#), who she met while filming CW's *Our Last Days*. Although Claire inspired *Five Feet Apart*, consulted on the script, attended table reads with the actors, etc., the story is not her life story. It is, however, the first major motion picture to cast a spotlight on people living with CF. Claire, unfortunately, was never able to see the final film. We know she would be proud of raising awareness about truly living life fully, regardless of whether you are lucky enough to be born healthy, and especially if you are faced with CF or other chronic illnesses.

SOCIAL

Claire's Place Foundation Social Following

[Instagram:](#) 70.5K

[Facebook:](#) 32K

[Twitter:](#) 21.1K

[Claire Wineland YouTube](#)

493,000 Subscribers

5.1 Million Views for “Claire” The Documentary

Total Lifetime Impressions

Twitter: 18,283,246

Facebook: 12,736,275

Instagram: 24,941,237

