

Claire's Place Foundation Analysis 2023

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Presentation Recording: https://youtu.be/3vSi_zE2wP

Business Problem:

Claire's Place Foundation wants to improve its non-profit organization by examining its recent policy changes in the Work Proudly Program, EHSg, and donation trends. We have examined these three datasets and came up with possible solutions to improve each situation and specific data points we need to quantify our findings further.

PATIENTS DATASET:

The average grant rate per month was higher before the policy change (6.7 grants/month) than after (5.3 grants/month). Additionally, before the policy change, California, Colorado, Hawaii, New Jersey, and Massachusetts were significant in whether or not a patient received a grant, although, after the policy change, the state that the patient was located in did not affect whether or not they received a grant. There was also no significant difference between the amount granted if a patient was new or returning. This relates to our finding that the policy change did not change the amount granted to patients, with no statistical evidence to prove that the policy change affected the amount of money granted. This proves Claire's Place gives patients grants equally and there is no bias involved. We suggest the following data to be collected:

- 1) RequestedGrant (numeric): Amount of grant the patient requested compared to how much they were actually granted to see if the needs of patients are being met
- 2) Follow-up Survey: To identify the impact of these grants on an individual's financial stability both before and after the policy change

Limitations:

When the grant amount was 0, it represented that the patient's application was rejected, although the patient could have applied again and was labeled under a different Applicant ID. This causes applicants to be double-counted, skewing potential results and changing initial data screenings. To accommodate this, we filtered the Patients dataset only to consider patients with a grant amount above 0.

WPP DATASET:

Employment increased 30.1% overall, with women a 51.4% increase and men with an 8.3% increase. Those with food stamps had a 41.7% increase and those with SSI/SSDI had a 77.8% increase. Though people without decreased by 4.4% and people with both weren't employed. Nonetheless, we recommend the policy change should continue given the positive impact. However, Claire's Place should provide flier promotions at food banks (considering people with both may not be going to hospitals) and contact more large hospitals (to reach more male patients). We suggest the following data to be collected:

- 1) Education: analyze if the program increases employment proportionally.

- 2) Individual Income: analyze if the program reaches all salaries proportionally.
- 3) Current Employment(0,1, etc): can analyze if they had a job previously.
- 4) Industry of Prospective Job: to see if the program helps respective industries.
- 5) Time Frame: to calculate how fast the program works (can be in a follow-up survey).
- 6) Job Desired (Yes/No): to see if Claire's helped them get their desired job.
- 7) Type of Job (Hybrid/Remote/Part-Time/Full-Time): to see common jobs wanted.
- 8) Bi-Weekly Surveys: satisfaction surveys to see if patients enjoy the program.

Limitations:

The lack of data after the policy change caused the hypothesis tests to be insignificant. Additionally, before the policy change, only 8 were employed. In the Claire's Place project overview, 9 applicants found a job within the program. We suggest the data be updated to accommodate this. The employed variable is also confounded, as in the questionnaire it asks if they're already employed, Yes/No. Meaning we do not know if the applicant has received a job because of Claire's Program, so current employment (numeric) is needed, and once their status is complete we should have a received job desired (yes/no).

DONATIONS DATASET:

Claire's Place generally tracks well with the trends of the philanthropy sector, but experiences more volatility due to its size. For the number of donors, Claire's Place follows a similar trend to the nonprofit sector and even seems to be approaching a baseline 0% year-over-year change which is more promising than the philanthropy sector's forecasted growth. As for donation amounts, we see disproportionate donations from California. This makes sense due to the foundation's ties in California but suggests there's room to grow in other states, too. Finally, we found an increase in the churn rate of recurring donors. This highlights that more and more valuable, multi-time donors are stepping back. We suggest investing more resources into further cultivating relationships with these donors through events and personalized emails.

Limitations:

Region data was fairly inaccurate, so identifying US donors proved challenging. Recurring donations that failed were often counted many times over at each subsequent billing period, so we recommend pruning this data, too. Finally, a lack of Q2 and Q3 2023 data from the philanthropic sector (not Claire's Place's fault) meant we could not draw comparisons between the most recent donation data from Claire's Place and the nationwide trends.