

2011 EFFECTIVENESS REPORT

This document outlines National Relief Charities’ mission, vision, programmatic goals and strategies for achieving our goals, capacity for achieving our goals, methods of measurement, and progress.

I: Organizational Purpose..... page 1
 II: 2012 Programmatic Goals & Strategies.....page 3
 III: 2011 Progress Areas & Lessons Learned..... page 5
 IV: 2011 Qualitative Progress & Partner Impact..... page 10
 V: Other NRC Reports & Progress..... page 11
 VI: NRC’s Capacity to Achieve Results..... page 12
 VI: NRC’s Measurement & Monitoring Framework..... page 14

SECTION 1: ORGANIZATIONAL PURPOSE

Vision: Strong, self-sufficient American Indian communities

Mission: To help American Indian people improve the quality of their lives by providing opportunities for them to bring about positive changes in their communities

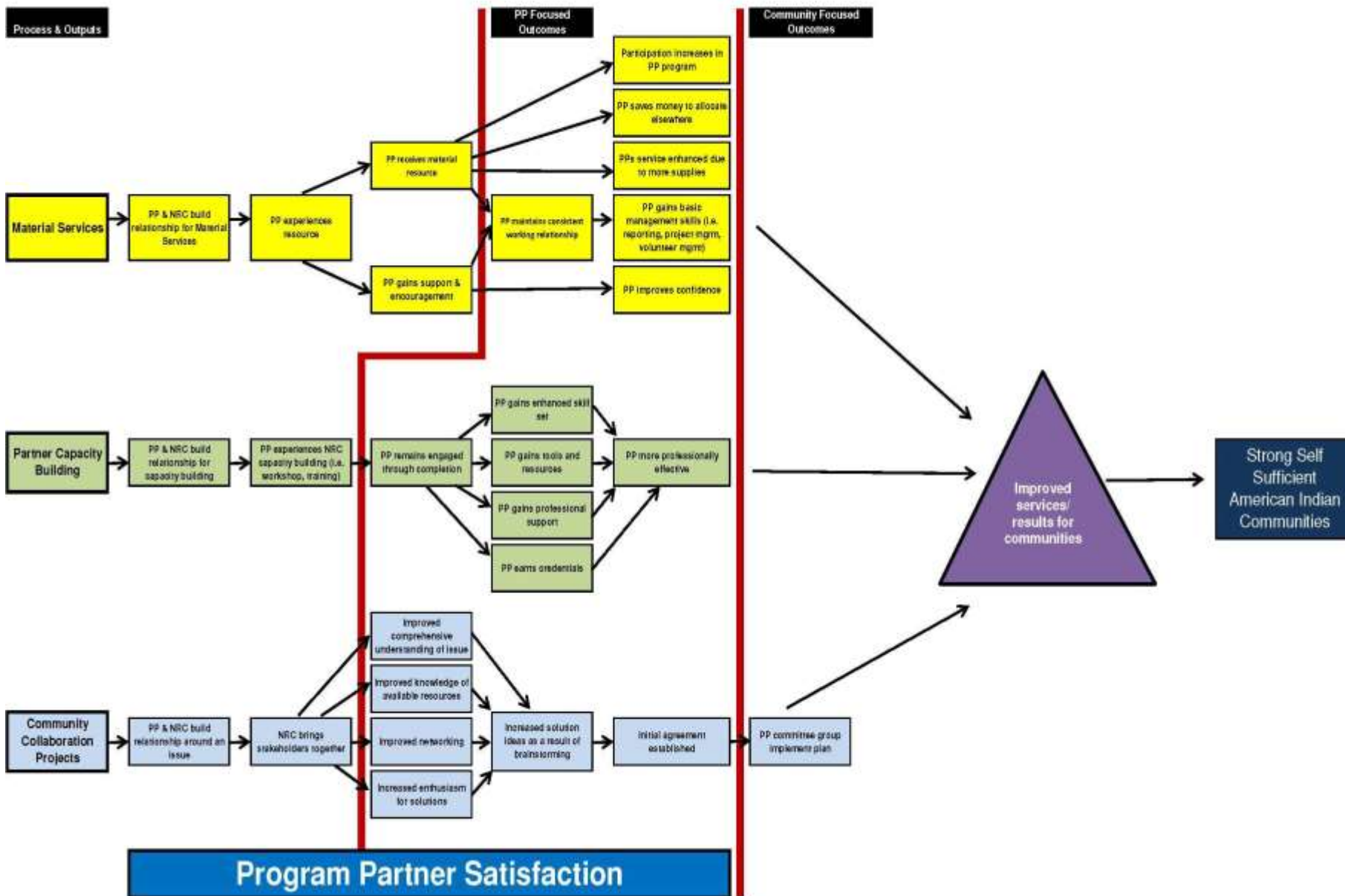
Logic toward vision and mission:

NRC’s effectiveness measurement framework is grounded in Theory-Based Evaluation. Because of this, it is important that we clearly identify the underlying hypotheses of how and why our services will impact the needs in Indian country and contribute to stronger, more self-sufficient American Indian communities. We do this through our logic model.

This model illustrates the relationships between programmatic inputs, processes, outcomes and impact. It identifies both partner-focused outcomes and community-focused outcomes. The three primary NRC services work to bring about change on both levels and the relationships between these elements are demonstrated on our logic model.

We frequently reference our logic model to help explain how we expect our services to lead to results, to show what will result from new programmatic initiatives, and to ensure that new initiatives contribute to outcomes that lead to our vision. We also use the model to identify our long term outcomes that are then broken down into more actionable goals, strategies and indicators. Our logic model is a key planning and communication tool.

NRC LOGIC MODEL



SECTION 2: OUR 2012 PROGRAMMATIC GOALS & STRATEGIES

Goal 1: *Maintain the number of material service requests with no decrease in partner satisfaction and no damage to partner/community relationships*

Goal 1 Strategies:

- Lead for the staff a shift from volume of service to appropriateness of fit for service
- Develop a more formalized process for adding new partners that requires approval of program manager
- Reprioritize the work of the Outreach Coordinator to focus on support of current partners and involvement in collaborative projects over recruitment of new partners
- Reprioritize the work of Service Coordinators to focus on support and education of current partners over solicitation of requests
- Determine, based on specific and objective criteria, if there are parts of our service area that no longer have a significant need for our services
- If we actively decrease the number of partners or eliminate services in an area, a plan will be developed to do so in a manner that effectively transitions those partners to other resources
- Determine portions of the service area we are not able to efficiently serve due to distance or minimal requests from the area
- No active solicitation of referrals or requests

Goal 2: *Improve the impact and longer-term results of select existing special projects*

Goal 2 Strategies:

- Lead a shift in thinking for staff from efficiencies toward effectiveness and impact
- Identify the existing services for focus
- Existing project coordinator and collaboration coordinator work together to identify how the project can be improved for increased impact and long term results
- Create project plans that focus on the importance of involvement/support/partnerships throughout the entire project
- Create project plans that increase the likelihood of positive long term results for project participants
- Effectively execute project plan and document process/lessons/next steps
- Complete very good, complete service reviews on existing services and document

Goal 3: *Fully develop and structure the collaboration service***Goal 3 Strategies:**

- Complete the work in defining what is to be accomplished through the service and how it will be structured
- Fully explain the fully developed collaboration service to the staff
- Develop a more formalized process for determining collaborative projects with the approval of program managers and program director
- Make clear the expectations regarding involvement of the existing staff in the execution and success of collaborative projects
- Work to integrate the collaboration responsibilities into the regular work flow of existing staff
- Create and manage effectively collaborative projects that have the potential to bring sustainable solutions to communities
- Reassess established outcomes for collaborative projects and modify as needed

Goal 4: *Advance the effectiveness of the training services***Goal 4 Strategies:**

- Ensure Material Service staff understand the training service
- Integrate the training service into the daily work flow of Material Service staff
- Conduct a focus group of SW partners to help shape the training service in that area
- Identify what needs to be different about the training service in the SW service area
- Determine if the partner training website can be a fully utilized and helpful resource to partners
- Expand the specific training offered to partners participating in the grant programs of NRC's educational services

Goal 5: *Improve overall departmental efficiencies***Goal 5 Strategies:**

- Expand work with existing NPO partners that results in an increase of good product procurement or enhanced partner services
- Create new NPO partnerships that can help improve upon the results we would achieve alone
- Ensure distribution routing is as efficient as possible
- Increase the planning expectations around field visits to ensure maximum benefit for minimal expense and strong communication of results of the time away
- Determine means in our warehouse operations to save time and increase productivity in the areas of most importance to NRC and our partners
- Focus attention on relationship building with NPOs and GIK vendors that do not have fees for service
- Decrease expenses without decreasing quality of services
- Reassess the educational grants to ensure the best fit to NRC vision
- Prioritize scholarship recruitment to match funding cycle

Goal 6: *Enhance our positive image to partners, industry peers and the general public*

Goal 6 Strategies:

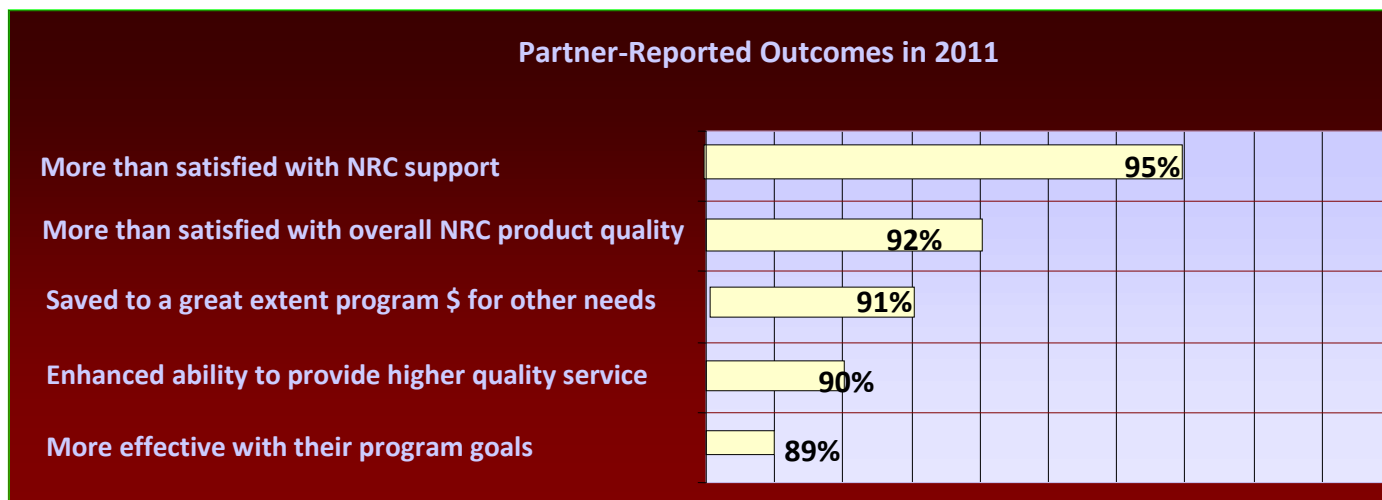
- Increased involvement in professional networking opportunities
- Actively share meaningful program results throughout NRC
- Maintain the current level of partner satisfaction

SECTION 3: OUR 2011 RESULTS & LESSONS LEARNED

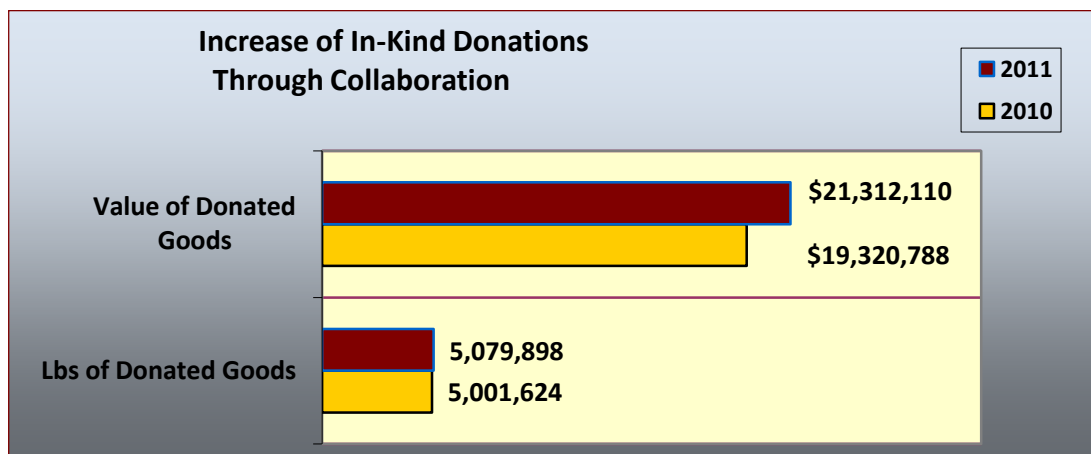
Goal 1: *To implement programmatic service improvements based on Program Partner feedback.*

Results: *NRC attained significant Program Partner feedback through increased networking opportunities and research, in order to fine-tune our services. We used this input and new GIK support to improve our programmatic services in 2011.*

Annual Survey: In the summer, our annual Program Partner survey was administered to all active partners to understand areas for service improvement. We received 459 responses who say that NRC is making a difference.



Gift-in-Kind: NRC benefited from an increase of in-kind product donations, both in terms of value and volume. This was helpful to programmatic service because, even though we worked to stabilize our service levels in 2011, the need and requests from partners continued to grow.



Focus Groups: NRC conducted numerous focus groups throughout the year. For example, in February 2011, we held a focus group on the Rosebud Reservation to obtain feedback for fine-tuning our high-use Breakfast in a Bag service and to help the Elders being served put a "face" on the organization providing this service. In June 2011, we held a focus group with our AIEF scholarship committee members, most of whom are also NRC Program Partners for education services.

Open House: About 200 Program Partners attended our April 2011 Open House in Rapid City, South Dakota. Linwood Tall Bull, an enrolled member of the Northern Cheyenne Reservation and Chairperson of our SNRF program, gave a cultural presentation on the importance of the buffalo to Plains tribes. With this, and the help of a donated buffalo from St. Labre Indian School, NRC kept with tradition by using all of the parts of the buffalo in a partner appreciation meal. This served as a metaphor for the theme of partners using all of the parts of NRC in their reservation services. We gave a broad overview of each NRC service and enabled partners to network face to face and exchange ideas about how to integrate different services into their programs. From this exchange, NRC learned about potential service improvements related to inventory and training. We enhanced our Program Partner site to include partner newsletters, an overview of all NRC services, and the ability to review available inventory or suggest additional inventory that would help their participants. We updated our services, guidelines, forms, and the information packets that go out to our Program Partners, and our program team began using the Program Partner web site as a referral site when addressing partner questions and training opportunities.

Goal 2: *To implement new service strands to improve long-term, sustainable programmatic results.*

Results: *NRC launched two new services and continued to develop a third service in support of capacity building and high-impact collaborations.*

Training & Resource Site: We completed development and launched our [Resource Library](#) for partner training, resources, and networking. This was an extensive project that entailed research, collaboration, web design and development, web site launch, and promotion to partners. At our Open House in April, we registered partners for this site to help encourage online networking. The site also allows them to access articles about concerns related to elder abuse, aging among Natives, healthy nutrition in food deserts, the obesity risk for Native Youth, and other social concerns that are relevant to American Indians. Through this site, partners can also access our list of recommended resources for everything from grant-writing to business startup. During the Open House site training with partners, we recognized a need to designate one staff person to serve as our in-house expert on the Resource site at future partner trainings and conferences.

National Relief Charities
 Welcome to NRC for Program Partners: [Login](#) | [Create Profile](#)

RESOURCE LIBRARY

FOR PROGRAM PARTNERS

Building Strong, Self-Sufficient American Indian Communities

Home | Our Purpose | Training | Modules | Events | Resource | Library | Partner Networking | Other NRC Resources | Contact Us

FEATURED PARTNER
[Northern Cheyenne Roundup Treasure WoRC](#)

ANNOUNCEMENTS
[Download 2012 NRC Training Brochure](#)
 Click Here to Download 2012 NRC Training Brochure [a.read more](#)

PHOTO GALLERIES

[Herald Healing Training in April](#) |
 [NRC Open House 2011](#) |
 [NRC Training](#) |
 [Program Partners](#)

There has been a great program partner contract in National Relief Charities for nearly a decade. Her agency is part of their and provides assistance to help on their way a single event in the Northern Cheyenne County in Montana. Her clients include tribal members of the Northern Cheyenne and Crow. [View More](#)

Partner Training: NRC implemented our new Capacity Building service in 2011. As a new service for NRC, this free, classroom training required extensive research and continuation of the development that started in 2010. It entailed seeking partner input, aligning resources with the need and service, interviewing and hiring training consultants, developing numerous training modules, promoting the service to existing partners, selecting training sites, advertising specific training dates, and handling partner registration — all before our first class could be delivered. We conducted our first six Partner Training classes in the Plains in April, June, July, August, September, and October. These classes filled quickly and partners requested a wait-list for future classes. After each class, we gathered partner evaluations and feedback. We set in motion a process to begin receiving post-knowledge reports in early 2012 from partners who completed our 2011 training and testing. We also began planning for a March 2012 focus group to understand the training needs of our Southwest Program Partners.

Collaborative Services: We are continuing to think about different levels of Collaboration services and identifying projects with the potential for longer-term, higher impact results that leverage existing NRC services. We shifted 50% of our man-hours from outreach to Collaboration to support this research. Our staff is becoming more acquainted with these services and what's available for partners. Our "Dakota Moves" project is one example of a high-impact service underway. This collaborative project was funded by a General Mills Champion for Healthy Kids grant. The project has to do with diabetes and obesity prevention among Native American pre-schoolers. In the fall of 2011, we consulted with a diabetes specialist from the Indian Health Service to help develop a culturally-relevant curriculum to motivate exercise and healthy nutrition among Native youth and their families. We collaborated on this project with Rural America Initiatives, the Indian Health Service nutritionist on the Crow Creek Reservation, the Crow Creek Head Start, and the Crow Creek Wellness Center. We and several community service providers participated in training for the Head Start staff and parents. By year-end, the project was slated for introduction to Crow Creek youth and families in the spring of 2012. Although grant funding was not approved for 2012, the project has led to new partnerships with 4-H, the SDSU Extension Office, and others who are committed to seeing that this project continues.

Goal 3: *To improve efficiencies related to general operations and service delivery in the areas of emergency and food services.*

Goal 3 Results: *NRC continued our working relationships with gift-in-kind donors, nonprofit partners, and area resources, and added new partners to our collaborative network.*

Food Banks: NRC was able to share more product with state food bank systems in 2011. This meant that NRC had access to some foods we did not have in stock. It also meant that NRC could share near-expiration foods with local food banks that could distribute it immediately to area families in need. Overall, these exchanges led to more food for the needy in our service area. Feeding South Dakota presented NRC with a plaque to acknowledge us for helping them better serve Indian communities.

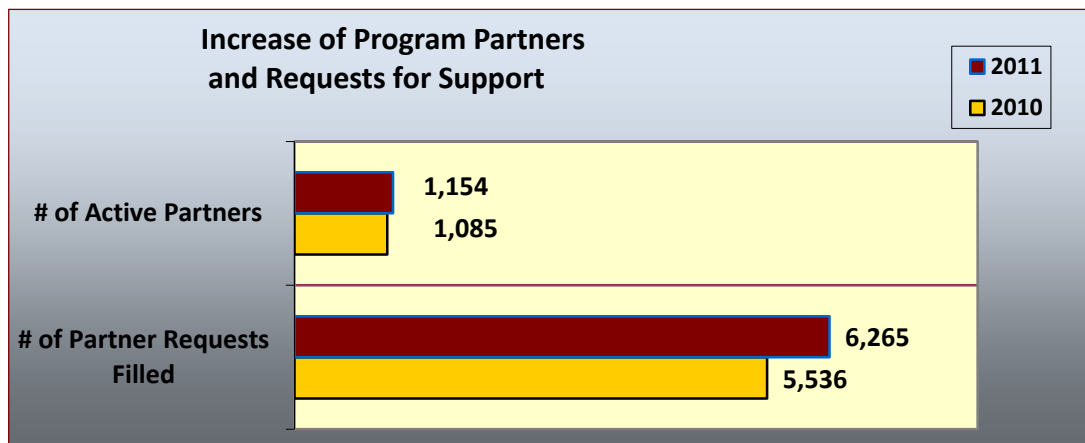
New Giving Partners: After two years in the making, we saw the fruit of new partnerships with [TOMS Shoes](#) as a domestic giving partner for American Indian reservations. We also forged new partnerships with [LDS Humanitarian Services](#) and [Clean the World](#), both nonprofits that are donating personal hygiene items. Other than food, these are our most frequently-requested items by Program Partners.

NRC also had an increase in donated diapers, which are costly and difficult to buy on the reservations we serve. Our amount of donated food also increased through our participation in the [Feinstein Fight Against Hunger](#) campaign.

Goal 4: *To maintain our numbers of partner agencies and distributions to ensure regular opportunities for community members to receive materials and other services.*

Results: *NRC did everything we set out to do to achieve static service levels, yet we still experienced growth.*

The number of Program Partners, and the number of requests from Program Partners, both grew in 2011, even though we decreased our outreach by 50%, limited our attendance at area conferences, and allowed inactive partners to lapse without follow up by NRC. For 2012, we are re-thinking the areas with greatest need and where to focus our attention.



Goal 5: *To increase public awareness of the rich history and culture of American Indian people as well as the challenges reservation communities face.*

Results: *NRC leveraged online magazines, a blog, and public events as venues to increase public awareness.*

NRC launched our nonprofit blog in February 2011 to help the public understand our programming efforts, partnerships, and social issues related to Indian country. This blog has quickly become a reference site for our media and grant contacts, as well as for 16,000 page views by readers in 63 countries, including Canada, Australia, the UK, India, France, Germany, Russia, and China. We have incorporated a Native American guest writer, contests, hot topics, and integration with our Facebook page to help drive this traffic and visibility.

The screenshot displays the homepage of the National Relief Charities Blog. The header features the organization's logo and tagline, "Building Strong, Self-Sufficient American Indian Communities," alongside a photograph of three people in a rural setting. A navigation menu includes links for Home, The NRC Way, Our Mission, Our Programs, Partner Success, Our Supporters, Press Room, Director & Key Staff, FAQs, How To Help, Blog, and Careers. The main content area highlights an article titled "The Poorest Counties in America" by Kelly Gibson, published on January 18, 2012. The article text discusses the 15 poorest counties in the United States, noting that South Dakota has three in the top 10. It mentions that two of the largest American Indian reservations, Cheyenne River, Rosebud, and Pine Ridge, are located in these counties. A photograph of a small, simple building is included. The article text states: "The overall poverty rate in South Dakota is about 13%, which is lower than the rate for the U.S. as a whole. However, the poverty rates for Ziebach, Todd, and Shannon counties are at or slightly above 50%. MSN's article points out the reason for this discrepancy: the counties with the highest rates of poverty also have a high proportion of Native American residents, the latter having the highest poverty rate of any ethnic group in the country." To the right of the article is a sidebar with sections for "Hot Topics" (listing Reservation Sales, Navajo Labor Day for Indian Americans, 2010 Hidden America, More Than Just, "The Poorest Counties in America", 28 Reservations, "Be More"), "About our Bloggers" (listing Shannon Shedd, Kelly Gibson, Helen Coy, Vince Lee-Fisher), and "Subscribe to this Blog" (listing All posts and All comments).

NRC also utilized the blog to put a spotlight on existing videos about Indian history, culture, and conditions by linking to YouTube. We vetted up to 60 videos and identified about 20 to pass along for public education. One such video was created by Native American Students from the Rosebud Reservation, in response to a campaign to raise awareness about the lifelong consequences of

high school dropout. The campaign was initiated by State Farm along with America's Promise Alliance and LeBron James. The student video submitted by Todd County High School is called "[26 Seconds BMOR TCHS](#)" is posted on YouTube and on our blog.



NRC developed and executed an online event known as "[A Thousand Voices](#)" that helped raise awareness and commentary online with regard to challenge and overcoming adversity. NRC also proposed a joint public event with the Heard Museum but, for various reasons including cost and the unexpected increase in Program Partner requests, this event was not held.

NRC also identified a methodology for magazine pitches that led to more placements of contributed stories in fourth quarter. These included stories on AIEF's approach to scholarship selection, a diabetes prevention success story, a Crow Creek high-impact project, and a story about the cost of transporting goods to low-access, remote communities. In each of these stories, we included more Program Partner and/or participant quotes and excerpts to include their voice and perspective. All of them ran in online venues that reach the mainstream. You can read many of our news stories in our [Press Room](#). Overall, we reached an estimated 3 million readers with public education in 2011.

SECTION 4: OUR 2011 QUALITATIVE PROGRESS

Reservation site visits, participation in partner distributions, and follow-up phone calls and emails made to partners after each provision of material goods and services all yield qualitative information about our progress and results. They let us know how our services are working in our partners' communities and help us adjust our programmatic goals and strategies appropriately. Community and industry collaborations toward improved service, service delivery, and efficiencies also provide similar insights.

For instance, on the reservations where we work, the high school dropout rate ranges from 30 to 70 percent. About 34 percent of all adults without a high school diploma or GED live in households below the poverty level. Many scholarship programs do not offer GED students or non-traditional students the chance for a college education. This is one aspect that sets our AIEF program apart from other scholarship providers. You'll see why we do this when you read Alton Little Soldier Belt's story.

Alton Little Solder Belt is one of our GED-to-scholarship success students.

Alton spent his childhood on the Pine Ridge Reservation. His family was often homeless so he attended boarding school on the reservation. As a child, Alton aspired to be a professional cyclist or long distance runner like Billy Mills. When Alton was 16, his mother died. Years of hardship and loss of hope lead him to drop out of high school. Many years later, Alton discovered through family research that he was a direct descendant of the son of Sitting Bull, a holy man and chief to the Oglala Sioux people. Discovering this connection was a turning point for Alton, who decided to change his life so he could contribute more to his tribe. Getting a GED was the first step. Alton battled a third grade reading level and learning disabilities to finally attain his GED at age 45. He was committed to going to college and started to search for scholarships to help him realize his dreams. It was through AIEF that Alton was awarded scholarships for his first two years of college.

Today, Alton works as a counselor trainee in South Dakota and helps Native people overcome addiction to set their lives on a positive path. Alton is grateful for the opportunity to give back to his people and to be finishing his AA degree.

For other stories about our 2011 results, please read these stories from our press room:

- Blue Skye & Growing Self-Reliance: http://bit.ly.BlueSkye_Self-Reliance
- She Helps Her People Avoid Diabetes: <http://bit.ly/SheHelpsHerPeople>
- North Idaho College Earns \$10,000 Grant: <http://bit.ly/NorthIdahoEarnsGrant>

SECTION 5: OTHER NRC REPORTS & PROGRESS

Other information about NRC's work in Indian country and our recent progress with Program Partners and participants is also made public through these reports and online channels:

- Our 2011 IRS Form 990 reflecting current status and operations is posted online at http://www.nrcprograms.org/site/DocServer/2011_Form_990.pdf?docID=3821
- National Relief Charities' 2011 annual report is posted online at http://www.nrcprograms.org/site/DocServer/2011_Annual_Report.pdf?docID=3822
- National Relief Charities' 2011 effectiveness report is posted online at http://www.nrcprograms.org/site/DocServer/2011_Effectiveness_Report.pdf?docID=3823
- National Relief Charities is a GuideStar Exchange Member. Our audited financials are available online at <http://www2.guidestar.org/organizations/58-1888256/national-relief-charities.aspx>
- Our 2010 IRS Form 990 is posted online at http://www.nrcprograms.org/site/DocServer/2010_Form_990.pdf?docID=3061
- Our 2010 annual report is posted online at http://www.nrcprograms.org/site/DocServer/2010_Annual_Report.pdf?docID=3062
- Our 2010 effectiveness report is available online at http://www.nrcprograms.org/site/DocServer/2010_Effectiveness_Report.pdf?docID=3063
- More of our impact stories are online at http://www.nrcprograms.org/site/DocServer/Impact_Stories.pdf?docID=2646
- Our NRC overview brochure is online at http://www.nrcprograms.org/site/DocServer/NRC_Brochure.pdf?docID=2601
- Recent progress reported through press releases and other media is also online at www.nrcprograms.org/PR
- Important news on Indian country or NRC are at www.twitter.com/NRCprograms and www.twitter.com/NRContheRez.
- Finally, issues that concern NRC and the humanitarian industry as a whole are on the NRC blog at www.blog.nrcprograms.org

SECTION 6: NRC's CAPACITY / EXISTING RESOURCES TO ACHIEVE RESULTS

Program Model	National Relief Charities has a tried and true program model that ensures we are able to deliver consistent and reliable support to our Program Partners. Every service we provide has specific guidelines and indicators that let us know we are delivering the right service to the right communities at the right time. Under these guidelines, the groups we serve are defined by need, age, location, the partner's service area, or other criteria that make clear who is eligible to receive a given service. This approach helps to ensure the effectiveness of our services as well as our credibility with Program Partners. Also built into our program model is accountability through trust relationships. We expect our Program Partners to care as much about the goods and services provided as we do. We give clear, written expectations to each Program Partner about what their community needs to do and what NRC will do for them. This makes NRC services more effective because everyone's expectations are clear.
Human Resources	Our organization has a talented and committed staff, volunteers, and board of directors. In addition to our President, three staff directors and eleven managers oversee operations, programs and partnerships, procurement, finance, administration, and fundraising. NRC has been serving Native Americans for 20 years, and some of our original employees are still with us. Our volunteer board works with NRC because they want to make a difference. A dedicated group of volunteers also work in our distribution centers during our busy seasons, including volunteers from the reservations we serve. They assist with repackaging products, assembling Christmas stockings, and building product kits such as baby baskets. This saves on manpower and enables these people to support NRC's mission.
Intellectual Capital	Having a good understanding of the areas where you work is key to nonprofit effectiveness. NRC is steeped in knowledge of the issues, geography, culture, language, and history of Native America. We are also well versed in the programs and processes that operate on the reservations. Our entire program staff has experience working on the reservations. All of this ensures strong Program Partner relationships, effective service delivery, and maximum impact for the communities we serve.
Facilities	NRC has two strategically located program offices and distribution centers. In the Plains, NRC's distribution center is located in Rapid City, SD, which gives us affordable reach to some 25 reservations. In the Southwest, our distribution center is centrally located in Phoenix, which gives us affordable reach to points north and south of our facility. Reach is important for the communities we serve. Many of the people who live on our reservations reside in rural areas far away from health care, stores, schools, or employment opportunities. Often, they lack the transportation to get to the nearest town or facility. NRC and our distribution centers prioritize these remote areas for service. In addition to ensuring lower costs of transporting goods to the reservations, the proximity of our distribution centers to the reservations where we work has another benefit. It enables frequent visits to the reservations by program staff. These visits are integral to maintaining strong relationships and supporting our Program Partners with technical assistance and extra manpower. The visits also enable NRC to maintain a strong local presence on the reservations, which creates more familiarity for the people being served.
Materials Handling Infrastructure	In addition to two 40,000 sf distribution centers, NRC also has a full warehousing operation. This includes specialized warehousing equipment, 2 semi's (tractor trailers) and 4 box trucks used by our drivers for reservation deliveries every day, 4 pickup trucks for program staff visits to Program Partners, and a ready store of inventory that includes over 700 different types of items in each of our warehouses. Our warehousing operation also includes detailed inventory, scheduling, and logistics processes and recordkeeping. NRC is so thorough in its recordkeeping that we hand count every item that enters or leaves our warehouse. We maintain compliance with safety and other regulatory matters, and we ensure safety and emergency training for our staff. All in all, our distribution centers are well oiled operations. I think we should offer some scale on facilities and warehouse equipment.

Partner Network	<p>Over the years, NRC has cultivated a strong network of over 1,000 Program Partners on the reservations. The partners are the backbone of NRC's services. They help us understand what products and services are needed and in what quantities. Their input is vital. Delivering the wrong goods or providing services in the wrong way can create a problem for the community we are trying to help. Thus, NRC only provides the goods and services that our Partners request. NRC also has Native American advisors who keep us informed about trends and changes in Indian country. They assist us with accurate messaging to the public and help us award scholarships to Native American students who are the most likely to complete the college year for which they are awarded. All of their input guides NRC in optimizing our partnerships, services, and results.</p>
Professional Network	<p>NRC has a strong industry network as well. We partner with other organizations such as the American Red Cross, VOAD (Volunteer Organizations Active in Disaster), FEMA, and food banks. This network helps NRC and others in the network respond more readily to basic needs and emergencies as they arise.</p>
Material Donors	<p>About half of our revenue comes in the form of in-kind donations. Our product donors are well familiar with the disparities in Indian country and support NRC's mission to do something about them. Material donors such as Matthew 25 Ministries, International Aid, and National Frozen Foods donate the products that are known needs within our service area and that directly support NRC services. Examples are quality school supplies, personal hygiene items, and winter coats, hats, and gloves.</p>
Cash	<p>The other half of our revenue is cash donations from over half a million individuals and foundations concerned about conditions on the reservations. NRC strives to be smart about fundraising and to remain financially stable in good times and bad. This is critical as our Program Partners look to NRC as a consistent resource, and NRC is often said by our partners to be "the only charity that has come and stayed." NRC is able to use cash revenue to supplement donated goods and services, to transport the goods to the partners, and to cover operational costs.</p>

SECTION 7: OUR MONITORING & MEASUREMENT FRAMEWORK

Framework	NRC uses an outcome monitoring framework to measure the impact of our work. We have established a set of indicators for each of our goals to monitor our progress. We use multiple methods to monitor progress toward goals that are tied to our Vision through a logic model.
Qualitative	NRC collects some qualitative information from our rigorous annual partner survey. Additional qualitative information is gathered and tracked on follow-up phone calls made to partners after each distribution of material goods. Site visits are routinely made and documented to gather additional qualitative information. NRC conducts focus groups for partners and participants in certain services. Feedback from partners and impressions from staff are shared regularly among our team to help shape our service planning and development of outcomes.
Quantitative	<p>Our quantitative outcomes are tracked in MAS 200, a customized third-party inventory and customer service software. Partners are required to submit written requests and reports each time a project completes to ensure accountability and alert our staff to training opportunities. The NRC staff is responsible for inputting quantitative information from requests and reports in MAS 200. Reports are run on those results monthly and reported in a dashboard format. NRC conducts an annual survey of our entire partner network to gather information on other outcome indicators related to quality and impact of our relationship not contained on partner monthly reports. These results are included on our dashboard but updated only annually as this is the survey frequency. These indicators objectively gauge progress toward our goals:</p> <ul style="list-style-type: none"> # and % of potential partners who become active partners # and % of partners maintaining or increasing level of request activity # and % of partners indicating a high degree of satisfaction # and % of partners reporting enhanced partner programs related to working with NRC in each of the following areas: <ul style="list-style-type: none"> - Achievement of partner defined program goals - Partner professional skills - Higher quality of services - Resources (ability to use funding for another part of mission attainment) % of collaborative partners indicating improved knowledge of resources to address target issue % of collaborative partners indicating a gain in new ideas to address target issue % of collaborative committees with project plans completing within the established timeframe % of collaborative committee project plans indicating the hoped for results were achieved % of collaborative committees continuing to meet after the first project plan is complete # of projects completed in cooperation with other off-reservation humanitarian service organizations # of pieces of media coverage that educate and inform the American public # of readers potentially reached through traditional media coverage % of media coverage involving joint PR or charity/community collaborations
<p>Learn more about National Relief Charities and the history and conditions of the reservations we serve. Call 800-416-8102.</p>	