



## The Chrysler Foundation Leverages Online Strategies to Promote Measurement

### Background

For more than 50 years, The Chrysler Foundation has strived to enrich the physical and cultural needs of the communities in which they do business. The Foundation's programs support the four pillars of "Good Neighbor, Good Citizen," focusing on future workforce, community vitality, involved employees, and public policy and marketplace issues.

Success has always been carefully calculated for Chrysler. An organization driven by metrics and accountability, The Chrysler Foundation had been looking for a better way to measure the impact their programs were having in the community. Using MicroEdge IGAM integrated web forms for giving in conjunction with GIFTS® grants management system, Chrysler established an online process for grant applications and grant status reporting. Their online strategy provides Chrysler with an easy, effective method for data collection that significantly enhances grant review and their ability to measure grant progress.

### Moving Online Improves Efficiency

According to Brian Glowiak, vice president and secretary for The Chrysler Foundation, the online application process was launched as a "strongly recommended" option almost two years ago. The initial phase proved to be so valuable that after just nine

months, online application submissions became mandatory. "Compared to our previous methods, the online process is far more efficient. We download the applications directly into our GIFTS grants management system," says Brian. "The fact that we have standardized applications, collecting the same type of information from every grantee ensures consistency of information in such a manner that we did not have before." Grantees have benefited as well from a

more convenient application process and improved communications. In fact, John Heiss of the Open Door Program at Fort Street Presbyterian Church, whose program to help the homeless received funding from The Chrysler Foundation, declares it "one of the best e-communications systems in the region."

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### Promoting Measurement

On the front-end, Chrysler completely customized their grant applications, developing measurements for success up front with their applicants. Potential grantees are asked to submit a range of program measurements and evaluation data such as how the funds will be used, how grants will be recognized, and to identify other major supporters and prospective donors to their organization. The Chrysler Foundation is able to track this unique program measurement and evaluation data through the use of GIFTS Customizer. This enables the foundation to create custom fields to collect, track and report on this vital information.

After experiencing the benefits of a streamlined application process, Chrysler recognized the value that could be derived from using IGAM on the back-end of the grant process, to facilitate progress reporting and



measurement. They quickly implemented a status report that requires the grantee to answer how the funds were used in the past year, and how the grant was recognized — whether it was referenced in an annual report, fundraising report, etc. — to track how many hits, in essence, and to determine whether the grant was successful. It is the grantee's obligation to submit a status report before they will be considered for a future grant. "If a new grant request comes in, we first identify if the prior year's status report has been submitted and whether it is adequate," says Brian. "Only then will we consider a potential grant for funding."

### Increasing Staff Effectiveness

The Chrysler Foundation agrees that IGAM has allowed them to raise the abilities of their staff, shifting from mainly clerical tasks to more strategic grant review and analysis responsibilities. "IGAM has freed up the staff to really spend time with grant applications and evaluate them based on established criteria," asserts Brian, "and to more carefully consider whether an application is redundant with other organizations in the area." Brian concludes, "We've come a long way in a short time, primarily because of IGAM."

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### About DaimlerChrysler

DaimlerChrysler Corporation, a subsidiary of DaimlerChrysler AG, established the Chrysler Fund in 1953 as a non-profit entity with the sole purpose of enriching the physical and cultural needs of their communities. Now known as The Chrysler Foundation, their mission of making a positive, lasting difference in the communities and business environments in which they do business continues to flourish. The Chrysler Foundation focuses its efforts on programs that support the four pillars of "Good Neighbor, Good Citizen."

For additional information contact:  
Phone: 800.899.0890 x3901/x3905  
Email: [solutions@microedge.com](mailto:solutions@microedge.com)

