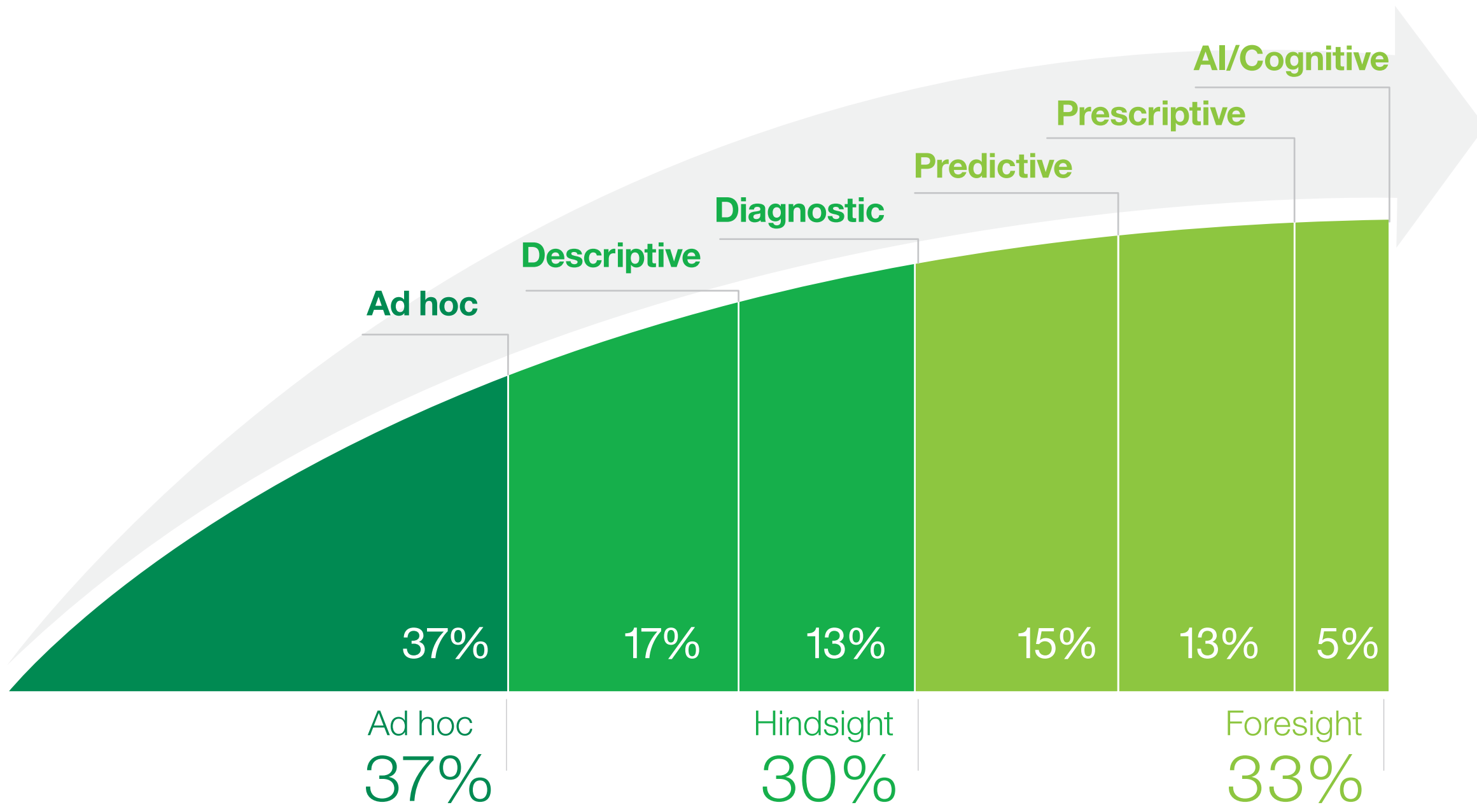


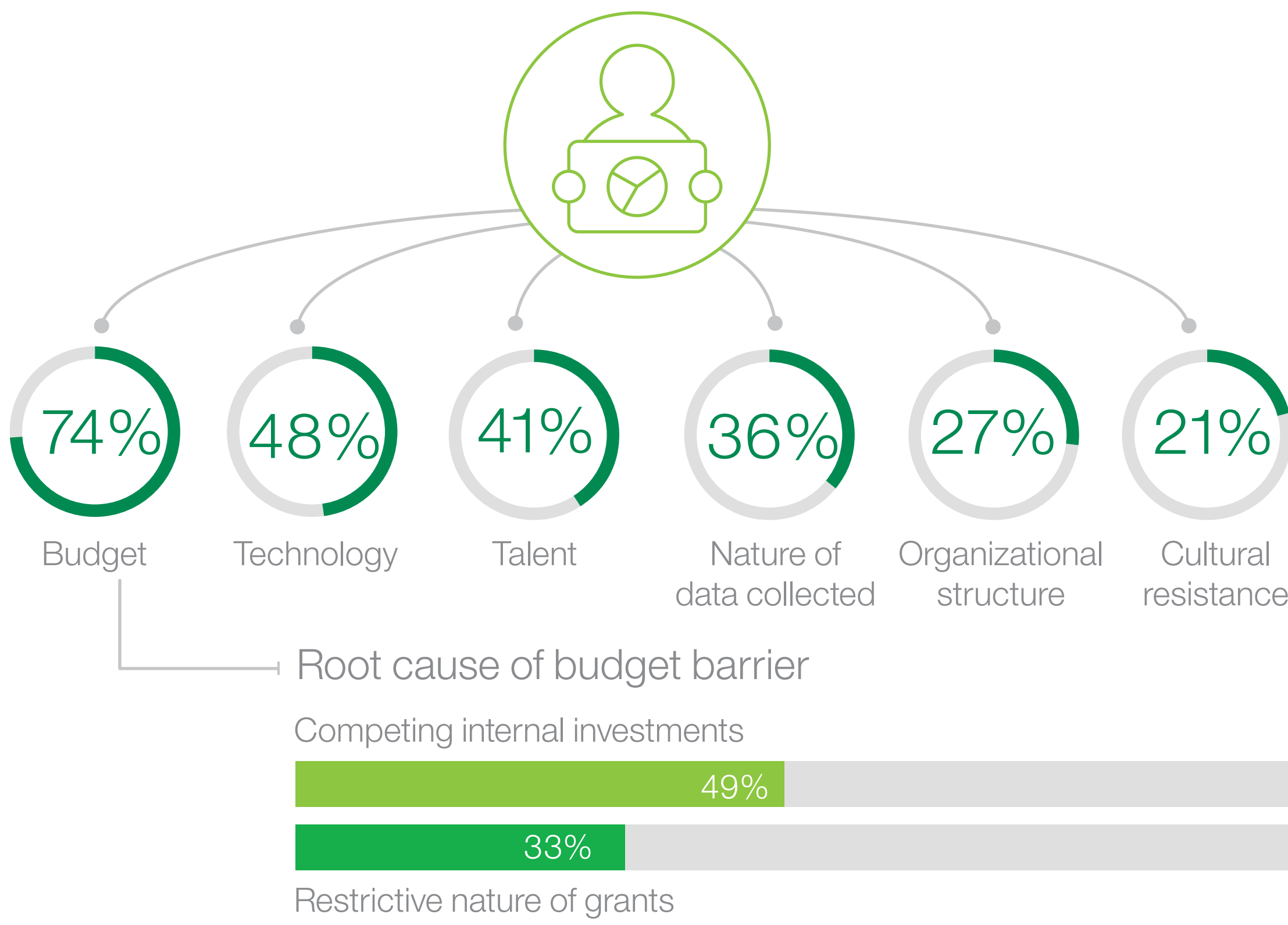
# Leap before you lag

Nonprofits with deeper data capabilities see stronger impact, transparency and decisions

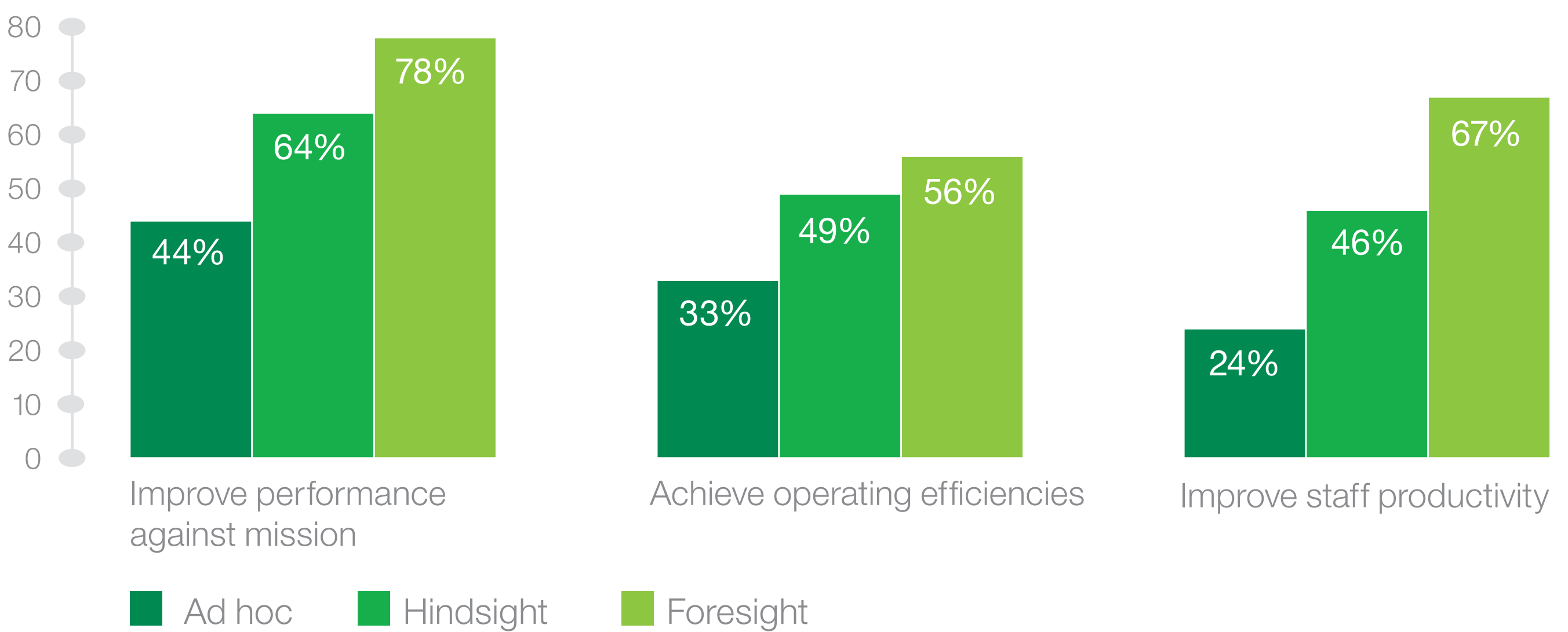
Nonprofits are largely behind the curve, with 67 percent indicating they are in the preliminary stages of the analytics journey.



Budget was the barrier that nonprofit leaders cited far more than any other constraint on their use of data and analytics.



Nonprofits with advanced analytics capabilities saw improvements to key performance metrics much more than leaders in earlier stages of the analytics journey.



To explore how you can leapfrog your data and analytics capabilities, visit: [ibm.biz/analyticsleap](http://ibm.biz/analyticsleap)