Three generations of people call Bridge Meadows home: foster children, their future adoptive families, and older adults who volunteer in exchange for discounted rent.

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Nonprofit Technology Leader Steps Down

A
fter 10 years at the Nonprofit Technology Network—the last five leading the group, commonly known as NTEN—Holly Ross has stepped down as executive director.

She presided over a period of significant growth. Last year, nearly 1,800 people attended the group’s annual Nonprofit Technology Conference, up from 1,100 participants in 2008, the year Ms. Ross took the reins.

She says she’s proudest of her ability to help nonprofit technology experts connect.

“Oftentimes, the person who does the technology work is the only person that does the technology work at the organization,” she says. “It’s so isolating. That’s why we provided a place for folk to find a real sense of community is the best thing that we could have done.”

On February 1, Ms. Ross will start a new job as executive director of the Drupal Association, a membership group that supports the open-source software project. Jill Farrow, NTEN’s chief financial officer, is serving as acting executive director.

Donors Who Use Work E-Mails Give More

DONORS WHO PROVIDE their work e-mails addresses when they make online gifts tend to contribute more than those who use free e-mail services like AOL, Gmail, Hotmail, or Yahoo, according to a new report that analyzed about $320,000 gifts from 165,000 online donors.

People who used work addresses contributed $165 on average, while those who used Gmail addresses gave $143 per donation, according to Qgiv, an online and mobile fundraising platform used by small to midsize nonprofits. People with AOL addresses donated on average $138 each time they gave online; those with Hotmail addresses gave $128; and those on Yahoo, $120.

The findings are based on a sampling of a year’s worth of donations, starting in November 2011, to more than 1,000 charities. About 51 percent of donors used work e-mail addresses with their names or Internet domains they had established to send mail or create Web sites; 15 percent used Gmail, 15 percent used Yahoo, 8 percent used AOL, and 7 percent used Hotmail.

Charity Shares Mobile Lessons

SOCIAL INTEREST SOLUTIONS, a nonprofit technology group, has long offered an Internet tool that lets people determine their eligibility and apply for government benefits, such as Medicaid, food stamps, and the Children’s Health Insurance Program. Now the Oakland, Calif., group is testing a mobile version of the service—and documenting what it learns along the way.

During a six-week test, staff members at nonprofit health clinics and senior centers in the application on tablet computers to help patients apply for benefits. One lesson: The application’s portability, which is one of its biggest strengths, allows employees to use it in places that lack computer workstations, like clinic waiting rooms. But it also raises questions about patient privacy and data security.

Social Interest Solutions has published a report detailing what it learned from the test.

To Read the Report: Go to socialinterest.org.

## A WINNING FORMULA

Read an interview with Judy Cockerton, of Treehouse, on receiving a $100,000 Purpose Prize. For details, go to:

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