

IRIS

PERFORMANCE AND ACCOUNTABILITY FRAMEWORKS IMPACT REPORT

JANUARY 2023

PAF Grant Objective

Funded by Employment and Social Development Canada, the goal of this grant is to aid not-for-profits in the inclusion and integration of people with disabilities into Canadian Society.

Organizational impact is measured based on successes in the following organizational capacities...

Governance and accountability - extent of Board of Directors' monitoring of organizational performance laid out in the strategic plan

Effective leadership and operations - management of daily operation of the organization including human resources and finances

Developing and maintaining partnerships - effectiveness in leveraging funding (both in-kind and cash) through partnerships

Measurable impact - extent of organizations reach on a national scale

YEAR ONE



DEVELOPMENT OF CHARITY CHARTER, BYLAWS AND FIVE-YEAR STRATEGIC PLAN

Iris the Dragon was successful in developing and passing various organizational framework documents and regulations.

Approval and consistent monitoring from the governing board allows for the organization to operate on a distinct path to achieve long term goals.

~\$50K

In-Kind Funding Partnerships

Valuable knowledge, expertise and resources donated to support organizational practices, strategic direction and program development.

100%

Staff Satisfaction Rate

Staff working with the organization enjoyed growth opportunities provided.

100%

Consumer Satisfaction Rate

Consumers who used the organization's resources found them immensely beneficial in supporting mental wellness.



TRANSITION TO EFFECTIVE OPERATIONS AND GROWING IMPACT

With the strategic foundation in place, Iris the Dragon, in year two, will look to build upon this with tangible actions to improve operations and leadership.

The organization will further develop through meaningful partnerships to increase reach and impact on a social level.

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YEAR TWO

RENOVATING IRIS' EXISTING OPERATIONS TO MODERNIZE AND OPTIMIZE WORK PROCESSES



In year two, Iris the Dragon implemented various in-house processes to create an efficient workplace environment.

This included 13 policies, a code of conduct and other software infrastructure upgrades to increase accountability and organize operations.

~\$35K

In-Kind Funding Partnerships

Valuable knowledge, expertise and resources donated to support new resource creation and program development.

100%

Staff and Consumer Satisfaction Rate

Staff and consumers alike found the organization was impactful in its internal and external efforts.

3 New Programs

Long-term Resources

These projects were created to address conversations around mental health and wellness on a long-term, preventative scale.

Leveraging new partnerships to grow programs and operations management.

University partnerships - Students from seven globally recognized universities assisted in developing valuable programs and processes around donor strategy, product development and sponsorship.

Front-line organizations - Organizations such as Children's Resources on Wheels, Crossroads, Andrew Fleck Children's Services and Dakota family services aided in the creation and/or distribution of mental health resources at the community level.

Forwarding the strategic plan through unprecedented circumstances.

Revolutionizing Iris - The organization has taken tangible steps towards creating a more up-to-date, recognizable brand through a new website and modern look.

Accumulating and measuring impact - With partner assistance, the organization has created foundational infrastructure in marketing and donor management to increase cashflow potential and reach. Analytics and measurement foundations have been laid to conceptualize program/organizational impact.

CREATE AND IMPLEMENT FULL FRAMEWORK FOR OPERATIONS AND IMPACT REPORTING



Looking forward to year three, Iris the Dragon will now look to create thorough and automated systems to streamline operations.

The organization will mobilize strategies to strengthen consistent contact with consumers through various mediums. Iris will implement periodic procedures to report and communicate this impact to all stakeholders.

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YEAR THREE

OBTAIN FUNDING AND EXECUTE ON-THE-GROUND RESOURCE DELIVERY PROGRAM



Year three was spearheaded by an initiative where using funding from the Bell Let's Talk Community Fund, Iris the Dragon was able to distribute over 4000 books to frontline organizations in Eastern Ontario. Through this campaign, we were able to develop over 15 new partnerships and reach over 65K individuals with our resources.

4 guiding assets

15 new products

25 total partners

Branding and Development Assets

Presentations and info decks created to outline consumer journey and pitches for potential partners/sponsors.

Targeting the Stages of Life

New tip sheets are designed for longevity and sustainability to generate consistent resource downloads

Stronger Partnerships

Through various efforts, strategic partnerships were created to distribute resources to in-need communities.

STANDARDIZED REPORTING AND COMMUNICATION TO KEY STAKEHOLDERS



Using analytics and measurement foundations, the organization has successfully been able to track and automatically calculate a running total of key performance indicators. Iris the Dragon has been able to develop impact pages on their website housing key performance stats, financial statements, annual reports and impact reports on certain projects.

IRIS THE DRAGON 2021 YEAR IN REVIEW

© Donate to help Iris provide more resources

IRIS

What Success Looks Like



NEW YEAR, NEW LOOK!

BRAND REDESIGN AND NEW WEBSITE
In 2021, Iris needed a refresh; our logo, our website and everything in between. We modernized Iris with a crisp and youthful look while holding true to what makes us who we are.



LET'S TALK FEELINGS

INTERACTIVE BOARD GAME

With the ongoing pandemic, we wanted to ensure that children (aged 4-6) remained supported. Let's Talk Feelings helped caregivers facilitate challenging conversations around the pandemic with children in a safe and engaging way.



Impact in over 55 countries



Over \$1.26 million in resources donated



256,000+ resources distributed globally



Two empirical studies that demonstrate the effectiveness of the tools



51 students and volunteers mentored since 2020



Over 4.9 million individuals reached worldwide