



→ **Serving People and
Nonprofits First**



→ Introductions



→ Agenda

- Aunt Bertha Background
- Problem
- Nationwide Network
- Live Demonstration
- Next Steps and Questions
- Survey



→ **Our Mission:**

To connect all people in need and the programs that serve them (**with dignity and ease**).

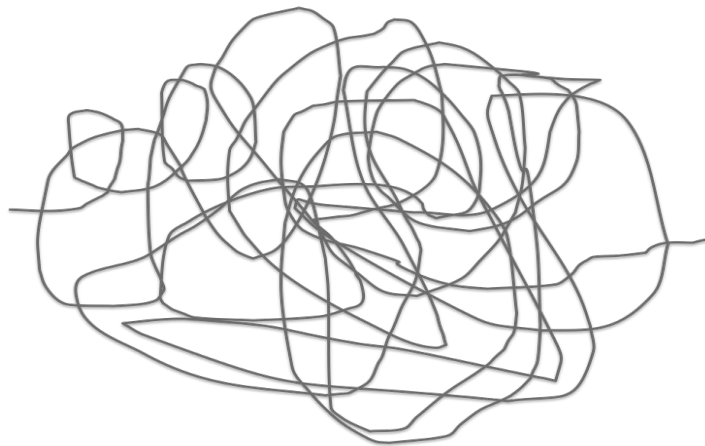


→ **Problem**



It's too hard to navigate the system.

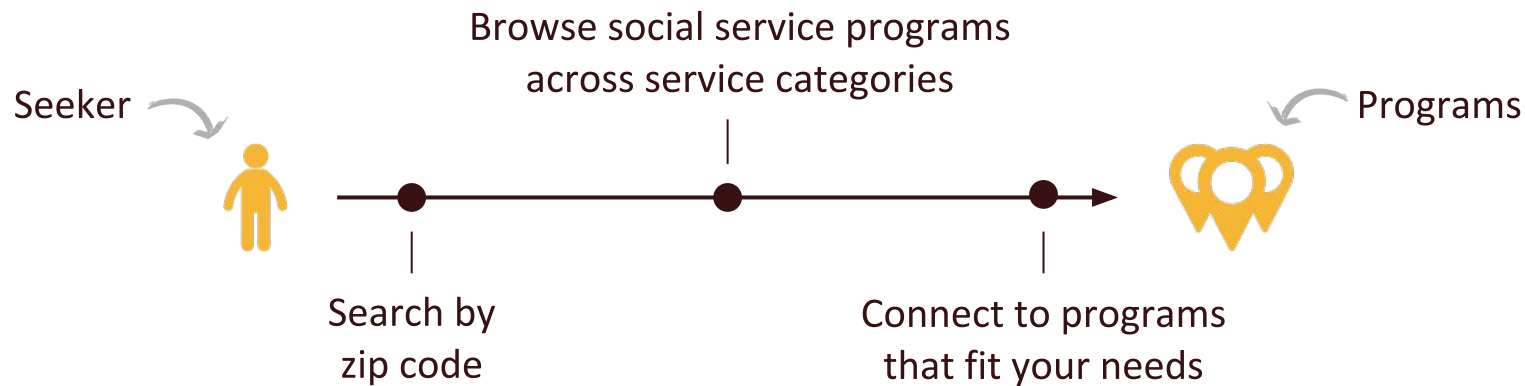
Seeker



Programs



We're trying to make it easier.





What is Aunt Bertha?

The screenshot shows the Aunt Bertha website interface. At the top, there is a navigation bar with the Aunt Bertha logo on the left and links for 'Support', 'Sign Up', and 'Log In' on the right. The main content area has a light gray background. It features a search prompt: 'Search for **free or reduced cost** services like medical care, food, job training, and more.' Below this is a search input field with the label 'Zip' and the value '90210'. To the right of the input field is a yellow 'Search' button with a magnifying glass icon. Below the input field, a small teal box displays '3,416,577' in white text, followed by the text 'people use it (and growing daily)'. A horizontal line separates this section from the footer. Below the line, there is a link: 'By continuing, you agree to the [Terms & Privacy](#) .'. The footer is a dark teal bar. On the left, there is a 'Select Language' dropdown menu. On the right, there is a list of links: 'Browse Programs · Suggest Program · Claim Programs · For Nonprofits · About Us · Accessibility · Terms · Privacy'. At the bottom right of the footer, there is a copyright notice: '© 2011-2020 Aunt Bertha, a Public Benefit Corp.'

- Online directory of free and reduced cost services
- Free to those looking for help
- Free for nonprofits to manage their programs

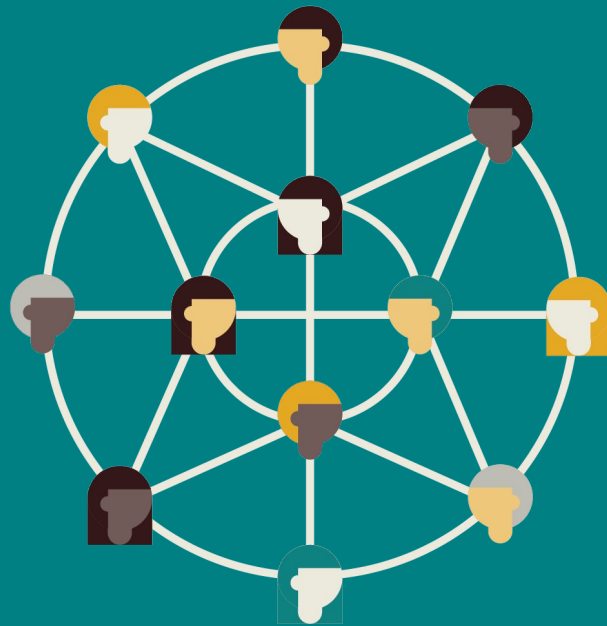


→ Data Operations Team

Based in Austin, Aunt Bertha's Data team that makes up **nearly a third of the company**.

They research programs and add them to the platform.

Every program on the database is reviewed by a member of the Data team.





3,685,834

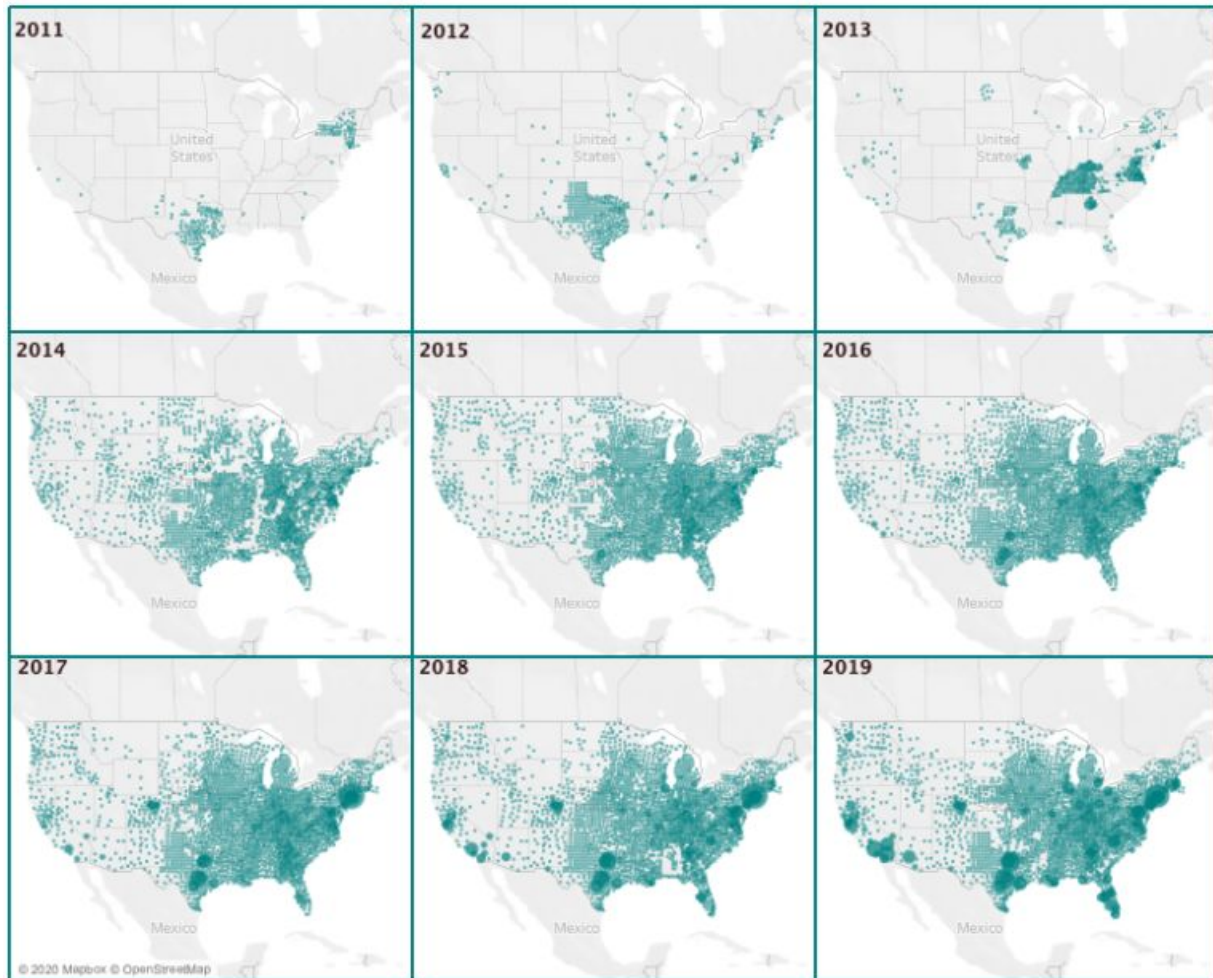
Users Nationwide

163,000

Program Locations

875

Resources in each and every county





→ **Who uses Aunt Bertha?**



| The Social Care Network



Seeker

Individual searching
for services



Community-Based Organizations (CBOs)

Providing services to Seekers and
the community



Helpers

Navigate to resources,
identify programs



Social Care Network



→ **Live Demonstration**



→ **Tools for Seekers and Helpers**

- What's on the platform?
- Searching for the right programs (Zip, Keyword, Filters)
- Program Cards
- Referrals
- Logging In, Favorites, Sharing
- People I'm Helping



→ **Questions?**



→ **Tools for CBOs**

- Claiming
- Referrals
- Screeners
- Scheduling
- My Programs/My Team
- Analytics



Impact Reports

Analytics / Claimed Program Dashboard

FILTERS (3) ▾ Claimed_Program_Filter Bertha Claims Aggregation Monthly DateRange 90 Days

338

Times your program
has shown up in
search results

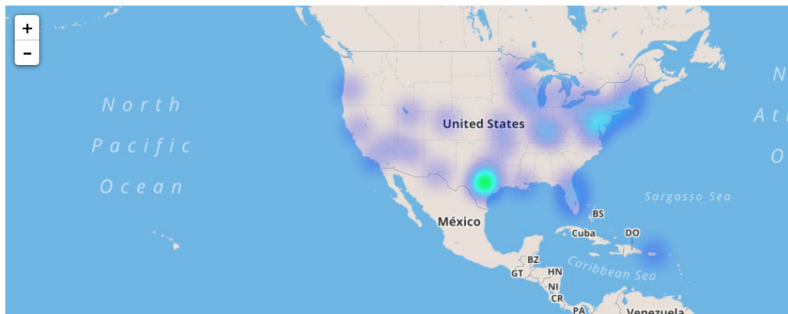
68

People who had your
program returned in
search results

37

Total Electronic Referrals Made to Your
Program through Aunt Bertha

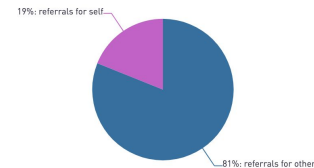
ZIP Codes people searched to find your program



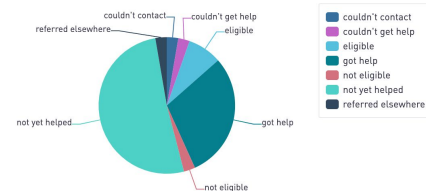
Breakdown of Referral Status

	STATUS	COUNT
1	not yet helped	19
2	got help	11
3	eligible	3
4	couldn't contact	1
5	referred elsewhere	1
6	couldn't get help	1
7	not eligible	1

Personal vs Shared Referrals



Referral Statuses





→ **Questions?**



COVID-19 Response

Findhelp.org

Powered by Aunt Bertha

☐ Food Pantries

by [Travis County Health and Human Services](#)

[COVID-19 Response Program](#)

Food pantries at Travis County Community Centers tentatively remain open during the COVID-19 crisis, but people are advised to call before going. Service:- Food pantry Recipients can receive food...

📍 Main Services: [food pantry](#)

👤 Serving: [anyone in need](#) , [all ages](#) , [covid19](#)

MORE INFO



SAVE



SHARE



NOTES



SUGGEST



→ **Key Takeaways and Next Steps**



Claim Programs

☐ E-Meetings

by Families Anonymous

The Families Anonymous E-Meetings is an email (LISTSERV styled) discussion group and it is the largest and most active group in the fellowship with members from all over the world.

📁 Main Services: 12-step, peer support, virtual support

👤 Serving: anyone in need, adults, young adults, teens, seniors, individuals, families, parents, substance dependency

Next Steps:

Email TABW-On@mail-list.com to get services.

Serves nationwide

🕒 Open Now: 8:00am - 5:00pm ▼

MORE INFO ▼



SAVE



SHARE



NOTES



SUGGEST

➔ NEXT STEPS



When you log in, you'll see you're a claimer!

ab auntbertha | The Social Care Network

Support My Program Tools People I'm Helping LR Lauren

Search for **free or reduced cost** services like medical care, food, job training, and more.

Zip 90210 Search

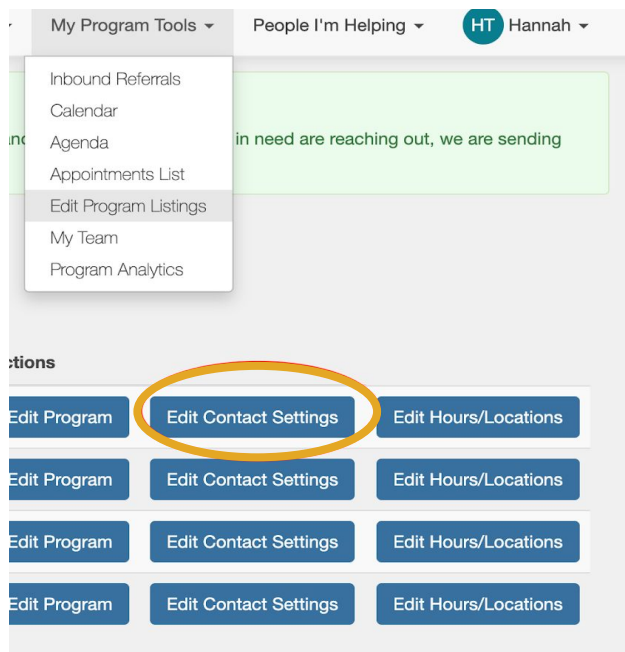
3,284,284 people use it (and growing daily)

By continuing, you agree to the [Terms & Privacy](#).



Accept Referrals - Edit Contact Settings

Send Referrals to partner organizations



- ✉ Pass along their name, phone, and email address with One-Step Referrals (free, default)
- 📋 Gather more info about eligibility with a customized Screening Form (free)
- 📅 Let them schedule an appointment (free, must set up available times)
- ⊗ This program can't help people who make contact through Aunt Bertha
- 🔗 We want to link them to an existing application, scheduler, or contact form

What address should we send their info to *

erodriguez@auntbertha.com; hthompson@auntbertha.com; apico@auntbertha.com



We won't publish this address anywhere.



Suggest a Program

Suggest a Program

First, let's do a quick check!

Fill out the form below with any information you have, and we'll check if the program you're looking for is already listed.

If you have more than 10 programs to suggest, [please share your list of programs](#).

Program or Provider Name

State program serves

Phone Number

Website

Have more than 10 programs to suggest?

Find out how to quickly [share your list of programs](#).



Spread the Word!

**Share this free resource
with your community
through available:**

- Postcards
- One Pagers
- Free search box

A screenshot of the Second Harvest of Silicon Valley website. The header features the organization's logo on the left and navigation links 'Get Food', 'Give Help', 'Impact', and a search icon on the right. A prominent orange 'Donate' button is located on the far right. The main content area has a large green heading 'Want free groceries?' followed by the text 'There are a number of ways to get started:'. Below this is a section titled 'Search by zip code:' which includes a text input field with the placeholder 'Enter your zip code' and a green 'SEARCH' button. At the bottom of the page, there is a small disclaimer: 'By clicking search, you will be redirected to an independent site. Second Harvest is not responsible for information provided by this unrelated third-party website. If you can't find what you need, call 1-800-984-3663 to speak with a Food Connection specialist.'



Next Step Summary

1. Claim programs
2. Unlock tools, accept and send referrals
3. Suggest programs
4. Spread the word / Simple Search Box
5. Schedule 1:1 meeting



4. Contact Your Community Engagement Lead



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Community Engagement Manager - Texas

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1:1 meetings can be used to...

- In depth walk through of features
- Understand how your organization serves individuals *today* and where new tools can fit in
- Answer additional questions



→ **Questions?**