

Insperity Helps Nonprofit Maximize Their Donors' ROI

Company: Family Service Association of San Antonio
Industry: Nonprofit



THE CHALLENGE

A need for benefits that fit within a nonprofit budget; donors who want to see their dollars applied to programs (not administrative costs).

Family Service Association of San Antonio is the city's oldest human service agency, and is dedicated to serving children, seniors and families in need in 11 counties. The nonprofit agency served 48,000 individuals in 2006, and 86 percent of the families served are living on annual incomes of less than \$15,000.

Family Service Association is a premier resource for San Antonio families, and Nancy Hard, president and CEO, plans for the agency to stay that way. Statistics confirm that the gap between the wealthy and the needy is growing, and Family Service Association, like many nonprofits, must stabilize the organization while building a sustainable infrastructure that, in Hard's words, will be there long enough to work the association out of a job. Additional struggles with high workers' compensation and health insurance rates led the agency to Insperity.

The solution

"Insperity was the best decision I ever made, and I haven't regretted it," Hard says. "It's like having a team of HR strategists on staff, and they're that responsive. Our organizational lifecycle has gone through tremendous changes in the past six years, and we've been cyclic in terms of which services

from Insperity that we've used most from risk management, workers' compensation, staff development and training, and now our infrastructure – but we've always used a broad array of services."

How Insperity helped

- Offered better workers' compensation rates
- Provided more affordable health insurance
- Gave advice to managers on hiring and performance

The value

"We wouldn't be where we are without Insperity," Hard continues. "I think what I value most is their responsiveness. They're a very active partner. Originally we used services that addressed problem solving, but now we're having strategic conversations and looking at succession planning. Our employees use the online services and MarketPlaceSM vendors. Our supervisors appreciate the help to develop job descriptions, performance plans and corrective actions. My colleagues at other nonprofits lament that they're lacking these."

Family Service Association has an anticipated \$8.3 million budget for 2007, and Hard is acutely aware that it's other people's dollars they use when making decisions.

"For people to fund us, they look at our costs and our quality, which we're noted for, but their ROI drives our funding, and they'd much rather see their dollars go directly to services rather than administrative or benefits management costs," Hard says.

"Our challenge has been articulating and building our investors' understanding of the cost (vs. the ROI) of Insperity. Yet, I'd still tell other businesses that this is the best decision I've ever made."

– Nancy Hard

President and CEO, Family Service Association of San Antonio

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