



Storytelling with Maps for Nonprofits

Nonprofits use the power of place-based information and interactive maps to bring the data behind their stories to life and engage with stakeholders in a way that inspires hearts, minds, and action.



Every Place and the People
Who Live There Have a Story to Tell

Direct Relief

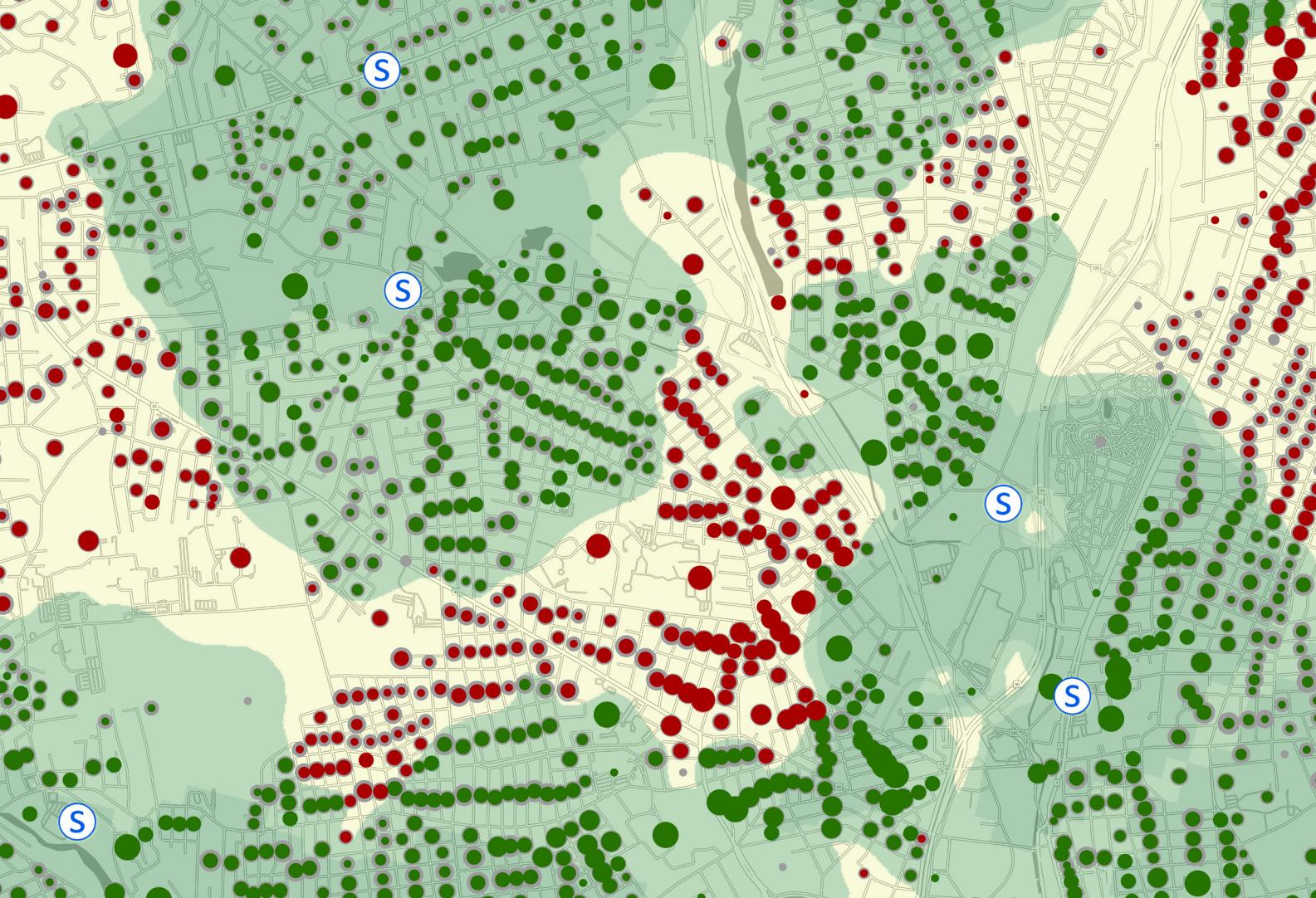
YMCA of the USA

Self-Represented Litigation Network

Storytelling with Maps

About Esri

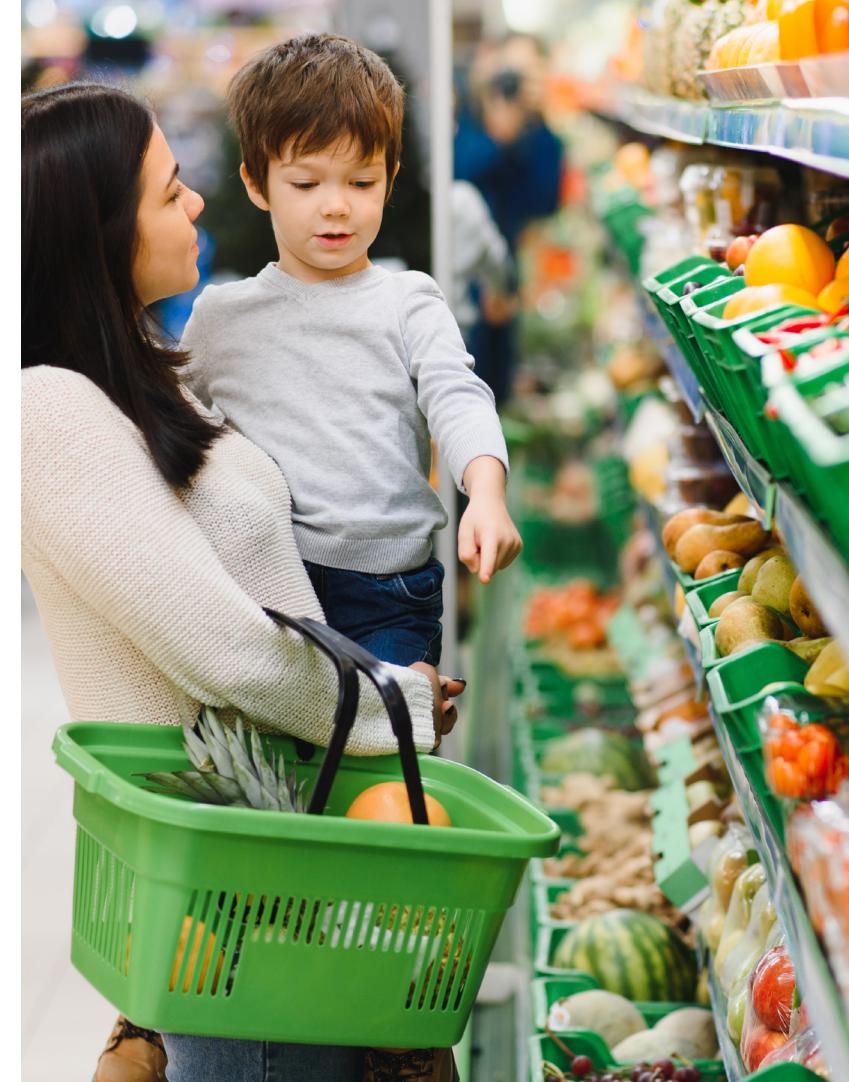
Left: Risk Factors for Homelessness in Los Angeles County—
Darker colors equal greater risk. See the [full story](#).



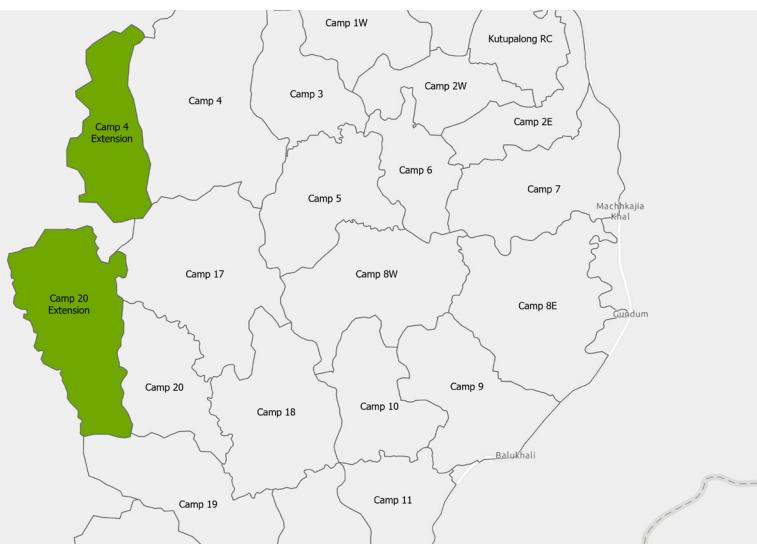
Left: [Supermarket Access for Low-Income Communities in Providence, Rhode Island](#)—Green dots represent high proximity to supermarkets for low-income communities; red dots equal low access.

Every Place and the People Who Live There Have a Story to Tell

Nonprofits use place-based information and interactive maps to see, understand, and tell the stories of their communities in simple, visual language. For example, childhood obesity is common in communities that are located in food deserts or in areas without adequate public green space. Or, populations suffering disproportionately



from COVID-19 may be located in low-income communities far from adequate health services. Telling these stories through the lens of place helps reveal patterns and relationships, and connects the dots on the social, economic, and environmental factors that impact people's lives.



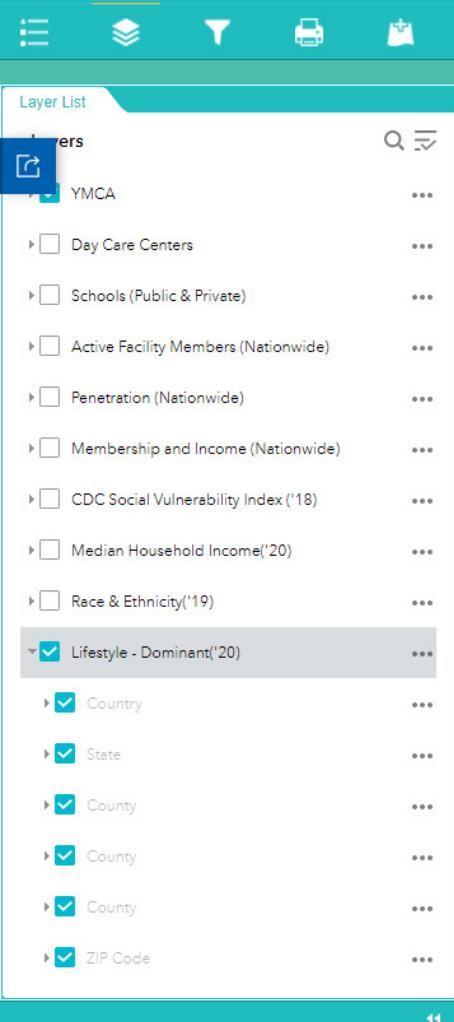
Right: Refugees level hills and clear land as part of a cash-for-work program. Bottom left: Refugees and aid organizations worked nonstop to prepare land for safe relocation. Top left: Homes and the pathway are fortified against monsoon winds and rain. (Photos courtesy of United Nations High Commissioner for Refugees [UNHCR].)

Direct Relief

Using Maps and Multimedia to Tell the Stories of Moving from Risk to Resilience in the Rohingya Refugee Crisis

Nearly one million Rohingya refugees are crowded into settlements in southern Bangladesh. This already-challenging situation is exacerbated by monsoons, which bring intense rainfall, flooding, winds, and landslides. Organizations such as [Direct Relief](#) and HOPE Foundation for Women and Children of Bangladesh—and the refugees themselves—are working toward not just short-term relief but also structural risk mitigation. These efforts include combatting deforestation,

supporting safe relocation, fortifying infrastructure, and providing disaster training. Direct Relief created the Esri® ArcGIS® StoryMaps™ story "[Rohingya Refugee Crisis: Reducing Risk in Bangladesh](#)"—combining map-based data and rich multimedia—to tell the stories of these risk-mitigation efforts and to use as an outreach vehicle to inform program teams, donors, and other public audiences.



Y-USA created the Community Insights app to share across more than 2,700 local Ys and provide in-depth, place-based insight into communities to best serve their needs. Communicating demographic and organizational information in the form of maps promotes quick, intuitive understanding of complex and interconnected variables, and supports data-based decision-making and program planning. © YMCA of the USA 2020.

YMCA of the USA

A Clearer Community Picture and Compelling Story with Maps and Geographic Data

The YMCA of the USA (Y-USA) helps more than 2,700 local Ys use maps and place-based data to get a greater understanding of the different dimensions that make up their communities. Using the lens of geography, Y-USA membership data is combined with local demographic characteristics, needs, and resources to understand the



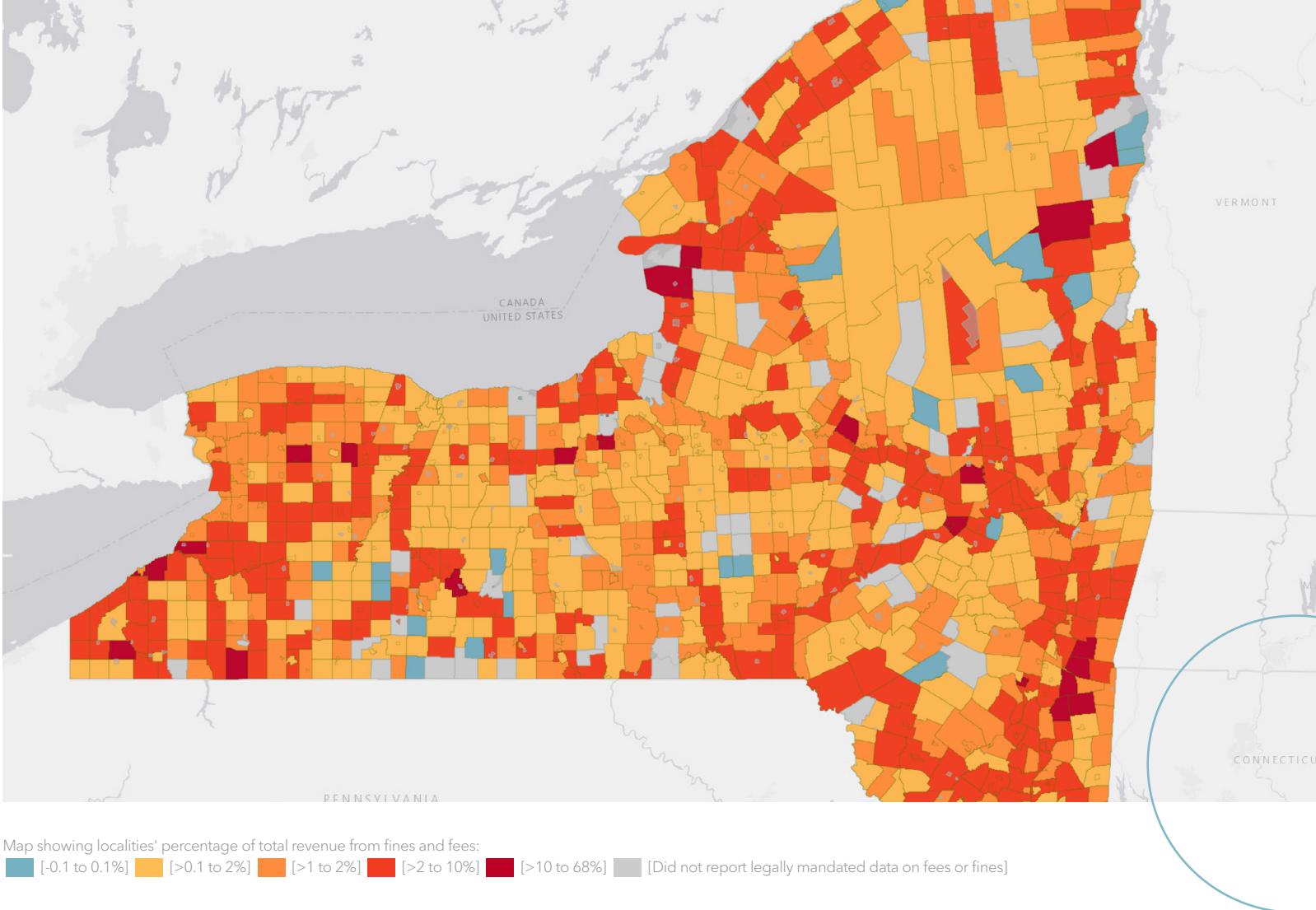
complex fabric of local populations and deliver programs that help build strong, equitable communities. This approach, grounded in geographic data, enables local Ys to visualize information more intuitively, and tell the stories of their communities.



(Photo courtesy of Johnny Silvercloud.)

Self-Represented Litigation Network

Maps Reveal Continued State Reliance on Fines and Court Fees in New York



Often the cure to a problem starts with having data transparency—or making the invisible, visible. After a police officer in Ferguson, Missouri, killed Michael Brown in 2014, a Department of Justice investigation found that the Ferguson Police Department was engaged in aggressive, racially discriminatory policing practices in order to increase the city's revenue by imposing fines and fees.

In New York, the [No Price on Justice](#) coalition wanted to tell the story of how the state's continued reliance on fines and

court fees as a source of revenue results in policing for profit, criminalizes poverty, and endangers Black and Brown lives. With help from the [Self-Represented Litigation Network \(SRLN\)](#), the coalition created the ArcGIS StoryMaps app "[Ferguson is Happening in New York](#)", which includes a slider map that allows the reader to see how little the reliance on fines and fees had actually changed over the years. The coalition was able to improve transparency and provide policy recommendations to better address the issue.



Andrew Schroeder,
Direct Relief



Maria-Alicia Serrano,
YMCA of the USA



Alison Davis-Holland,
Self-Represented
Litigation Network

Webinar— Storytelling with Maps

See, Understand, and Share the Connections of
People and Place with Visual Language

Register at go.esri.com/NPOStoryMap.

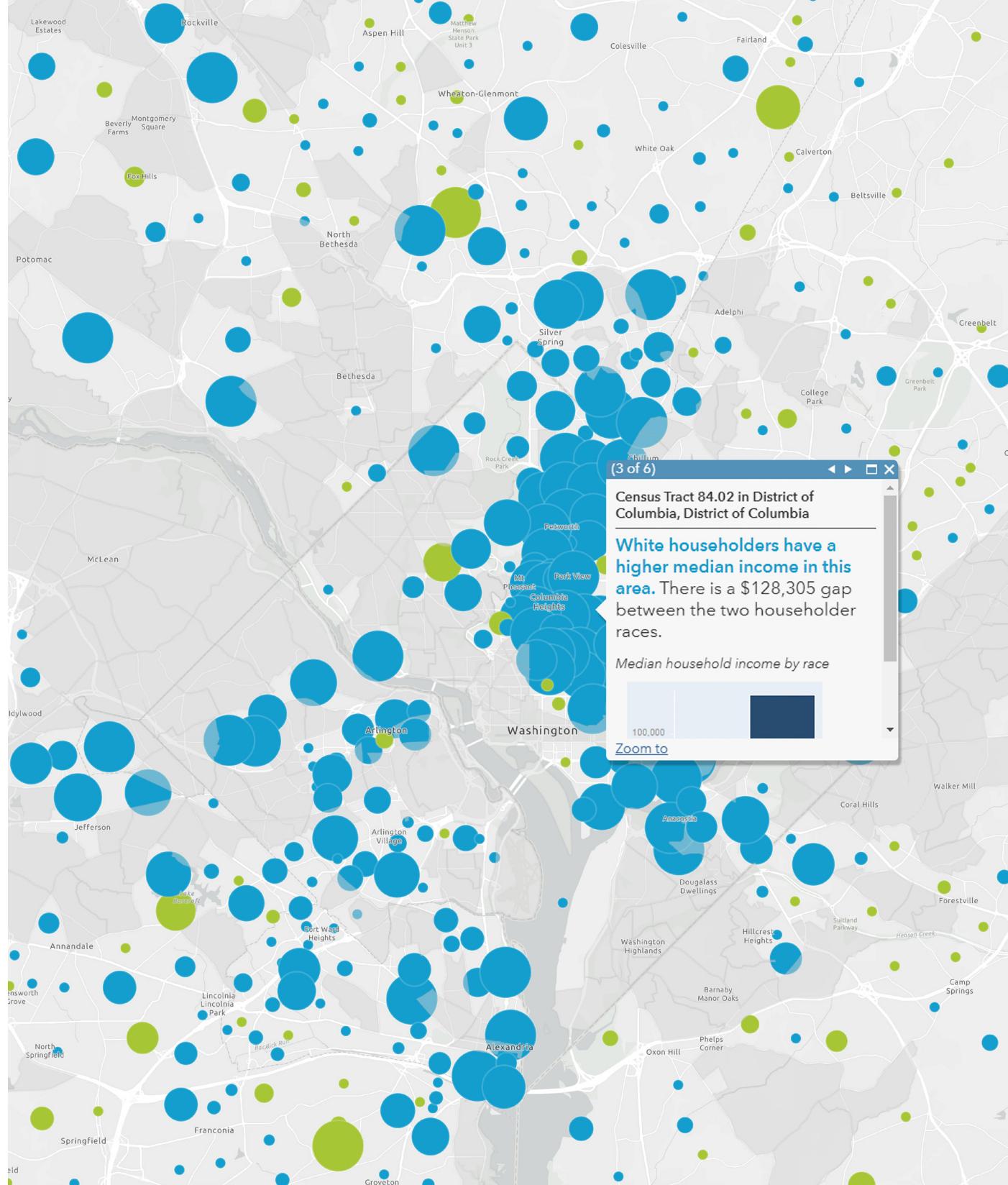
Join leaders from Direct Relief, YMCA of the USA, and Self-Represented Litigation Network for a webinar. They will share how storytelling with maps engages, informs, and inspires internal and external audiences such as board members, humanitarian response professionals, and communities in need. Meet Andrew Schroeder, vice president of research and analysis at Direct Relief; Maria-Alicia Serrano, senior director of research, analytics, and insights at YMCA of the USA; and Alison Davis-Holland, cartography and story maps lead at Self-Represented Litigation Network.

Place-Based Data and Storytelling with Maps from Esri

Nonprofit, nongovernmental, and international organizations in areas such as social justice, racial equity, conservation, education, sustainable development, and humanitarian affairs use Esri tools and technology to advance their missions. Esri—the leader in mapping and geographic information system (GIS) software—was founded to help solve some of the world's most difficult problems. Geospatial thinking and interactive maps provide an intuitive way to see the connections around us—and understand the context of how social, economic, and environmental factors interact in our world. Find out more about [Esri storytelling tools and resources for nonprofits](#), and our solutions for [sustainable development](#), [racial equity](#), [conservation](#), and [humanitarian assistance](#).

Learn more at go.esri.com/StorytellingforNPO.

This map shows us where there is a disparity in income based on race/ethnicity. The dots represent the highest median income in an area by race. Green dots represent Black householders, and blue dots represent White householders. The bigger the dots, the bigger the income disparity.





go.esri.com/StorytellingforNPO

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