# Case Study :

# Day One

YURGOSKY

# Summary

### Challenge

Day One hired us to build a system and create technology so they could better serve victims of abuse.

### Process

We created a database focused on actionable insights and implemented a reporting model to highlight program milestones and outcomes.

### Results

The new system and technology increased program efficiency and freed up weeks of staff time previously spent on outdated reporting processes. *Decreased time spent on reporting by 50-75%*

*"In terms of being able to report to council members on workshops we've done; being able to report to funders on the number of clients we've given services to,* **the time has been cut by 50-75%**.*"*

*"Time savings for us is not just a matter of more efficiency —* **it's the difference between a client achieving safety or being down to life and death**, *due to the severity of abuse and danger level."*

**Diami Virgilio**

Program & Development Associate at Day One

Saving time
can mean
# saving
# lives

Build a system that can quickly and easily provide critical and confidential information to advocates, case managers, and lawyers assisting adolescents struggling with dating violence. Plus, create a database that can accurately inform policy and programming decisions at every level.

# The Process

With a case load of 75-100 clients a year — all of whom are experiencing dating or domestic violence — and with a data system that comprised a handful of "scattered Excel spreadsheets and Microsoft Access documents," the Day One team realized their organization needed to — *get a better handle on what we were doing, both regarding services provided to clients and [tracking] demographic information,"* said **Development and Communications Associate Diami Virgilio**.

After asking around the non-profit community, **Day One found Yurgosky**. *"We definitely got the **best feeling from Patrick**. **He speaks the language of non-profit**."*

**Diami Virgilio**
Program & Development Associate at Day One

# The Process (continued)

The teams were quick to get started. President Patrick Yurgosky handled the implementation directly, and began with several quick-win sprints, **delivering Salesforce training, business analysis, and database architecture within weeks of the project kickoff**.

*"Instead of doing requirements gathering, we did workshops,"* Patrick said. *"We were able to **create a structure** where Day One could see how the system was being built in real time, and contribute directly. It not only built a Salesforce instance that met their needs; it also **educated them about the most useful data they're collecting**, and showed them how to focus on real and actionable information."*

Creating processes to speed data entry **freed up critical Day One staff time**, and allowed the team to focus on engagement and core services.

*"The process — and the fact that it was iterative and very focused on getting the product in our hands and seeing how things worked — was very helpful. Patrick was very good at **getting to the core of the data problem we needed to solve**,"*

## Diami Virgilio
Program & Development Associate at Day One

**Yurgosky then implemented an efficient reporting model** that easily displays program milestones and outcomes, as well as key funding data. "In terms of being able to report to council members on workshops we've done, being able to report to funders on the number of clients we've given services to, **the time has been cut by 50-75%**," said Diami. That reporting not only contributes to Day One's funding; in time, it can "**get organizations like ours to look ahead**" at ways to measure client outcomes once crucial services are delivered.

# The Results

**Building an organization's data culture from the ground up isn't easy**, but the project's success was critical for Day One and the youth they serve. While quickly achieving scalable data management and reporting efficiencies was a dream come true for the Day One team, the **benefits of their database are a lot bigger than bits and bytes**.

*"The consolidation of information in a place that allows legal and social service providers to get to it quickly can literally be **the difference between a client's severe injury or death and reaching a place of safety and stability**."*

*"Time savings for us is not just a matter of more efficiency — **it's the difference between life and death**, due to the severity of abuse and danger level."*

## Diami Virgilio

Program & Development Associate at Day One

# The Team

Operating since 2003, Day One is New York City's only organization solely dedicated to teen dating violence, striving to educate, serve, empower, support, and advocate for adolescents from all five boroughs. Day One's staff of six provides free bilingual and confidential legal support, case management, and counseling for youth in need of help with dating violence.

Yurgosky is an expert strategy, analytics, and technology development company focused on serving nonprofit, higher education, and social enterprise organizations. Yurgosky leverages strategic insight and technology innovation to unlock the performance potential within organizations.

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