



HEAL: HELPING ELEVATE ACCOUNTABILITY AND LOVE

Proof and Value for Social Change



HEAL empowers funders, nonprofits, agencies, coalitions, and faith-based organizations to **measure, monetize, and maximize every dollar** and hour invested in social change. Built on seven years of sector research, more than 40 validated indicators, and the federally recognized PROI (Program Return On Investment) model, HEAL is the gold standard for transforming efforts into measurable, funder-trusted results.

WHY HEAL

Nonprofits and funders face a critical challenge: how to move beyond stories and show that charitable investments produce real, lasting change.

HEAL answers this demand. Developed with experts and verified in federally funded projects, HEAL reveals the social, financial, and operational impact boards and grantmakers require. Intuitive dashboards and tailored reporting translate good work into undeniable, actionable ROI that drives new grants and builds enduring trust.

WHO BENEFITS

HEAL is the solution for every stakeholder who demands data-driven, mission-aligned proof of impact.

With HEAL, every dollar, every partnership, and every program can be tracked, valued, and maximized for real, shared outcomes.

- Funders who need verified, actionable impact for grants and investments
- Nonprofits seeking to prove, scale, and sustain results
- Agencies and coalitions looking for operational and public value
- Ministries aiming to demonstrate both community and Kingdom ROI

HOW IT WORKS

HEAL gives organizations a practical roadmap to transform mission work into measurable, funder-ready results:

- **Measure:** Actionable, real-time indicators capture what matters—evidence over anecdotes.
- **Monetize:** PROI analytics convert impact into dollar value and concrete social return.
- **Maximize:** Data-backed learning cycles help refine programs, boost funding, and expand results—year after year.

FAITH & KINGDOM ROI

HEAL also offers specialized Kingdom ROI analytics for ministries and Christian partners, quantifying spiritual and community returns for faith-based supporters.



BRAINSTORM CN
For The Greater Good

**Want to learn how to
turn every investment into
measurable, strategic change?
Contact: info@brainstormcn.com
www.brainstormcn.com**