

Customer Service Credo: Here to Help

There are many ways to describe Open Road Alliance (ORA). We are fix-it funders. We fill a void of fast, flexible contingency funding. We ensure and insure impact, and work with other funders to adopt risk mitigation and contingency best practices. Often, we are the funder of last resort. While all of this is true in terms of **what** we do, our value as a funder is not only in what we do, but also in **how** we do it.

Open Road believes in a **customer service approach to philanthropy** where our customers are our grantees and potential grantees. Their needs shape what we do, and how we do it. We believe this is how philanthropy should be and this ethos is embodied in our customer service credo. Our credo is how we treat grantees and how we do business.

As funders, we have an important role to play in philanthropy and that role can be summed up in one word: help. We are here to help.

Our Value Add:

1. Accessible and Empathetic.

- We answer our email, we answer the phone, and we respond to all inquiries.
- Non-profits and social enterprises come to ORA with a problem that is causing them stress. ORA's value includes being part funder, part counselor. We work to put ourselves in your shoes.

2. A Thought Partner.

- ORA's job is to digest the information and help the applicant develop a cohesive narrative that best positions their application for approval.
- The applicant has often exhausted their internal brainstorming about the problem – ORA can provide value by offering a new perspective for possible solutions.

3. Honesty.

- ORA applicants have to make trade-offs in where they allocate their time – it is our role to be honest with them early and upfront about their potential fit in our portfolio.
- We have a responsibility to be straightforward about where we see weaknesses in their model as well as strengths.

4. Speed.

- The problems facing applicants are often time sensitive. We work on our applicants' timeline not the other way around.
- We prioritize quick feedback, transparent communication and making time on our schedules.

5. Customized Solutions.

- Challenging problems often demand non-traditional solutions. ORA can provide creative support in the form of product type, flexible funding structures, advice, referrals, and other financial and non-financial assistance, tailored to the roadblock or opportunity at hand.