

**ANNE MANNER-MCLARTY**  
HEURISTA AND PHILANTHROSPHERE®

“We do way more than donor recognition and product design,” says Anne Manner-McLarty, owner of Heurista, a consulting firm that works with nonprofit clients to attract and retain donors. “We help nonprofits develop engagement strategies, policies and procedures, and documented guidelines for implementing donor recognition. We tackle challenges by looking into the future goals of the organizations we work for—that’s what differentiates us in the market.”



Manner-McLarty is one of hundreds of North Carolina small-business owners who have recently received an emergency bridge loan through the NC COVID-19 Rapid Recovery Loan program. NC Rapid Recovery is a statewide consortium of partners working across North Carolina to support small-business owners struggling with the economic impact of COVID-19.



“We’ve adopted the concept of heuristics—using common sense and professional experience to lead to ‘aha!’ solutions for our clients,” says Manner-McLarty. “That concept that is what gave us the name ‘Heurista.’”

Heurista offers a range of services, including graphic design, product design, content creation, project management, and is the first licensed reseller of Philanthrosphere®, a customizable software platform that allows organizations to gather, organize, and present interconnected stories. “It all started when I imagined storytelling, content management, and virtual tours working together on a digital platform that could be accessed on any web-enabled device,” says Manner-McLarty. Philanthrosphere® is a trademark of Donor Centered Solutions, LLC, a separate company Manner-McLarty owns that also received a Rapid Recovery loan.

**PARTNER ORGANIZATIONS**



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When the COVID-19 pandemic started, says Manner-McLarty, Heurista prepared to manage additional work despite the stay-at-home regulations. “From our experience during the 2008 recession, we anticipated that our nonprofit clients would either go totally quiet or lean in and we’d be busier than ever,” says Manner-McLarty. “We knew we would probably lose some clients, gain a few, and see several of our regulars step up with a substantial volume of new work—and that’s proven to be true.”

Manner-McLarty says they did not apply for the Payroll Protection Program because the volume of work was enough to cover operating costs, but she applied for the Rapid Recovery loan because, after sustaining lost revenues and cancelled conferences early in the pandemic, her businesses needed working capital to expand and meet the immediate demand for donor engagement tools. “We hired an additional staff member in April to focus on incoming leads and we anticipate adding another graphic designer to the team because we’ve been so busy,” she says.

Heurista currently employs seven people and is located in Asheville, North Carolina. “We were drawn to Asheville because we wanted a more rural living environment with cultural and creative opportunities,” says Manner-McLarty. “We love North Carolina—we’re about as North Carolinian as we could possibly be without being born in the state.”



*Anne Manner-McLarty's loan was administered by Thread Capital, one of the nonprofit NC Rapid Recovery lenders. To learn more about the NC COVID-19 Rapid Recovery Loan program, visit [www.ncrapidrecovery.org](http://www.ncrapidrecovery.org).*