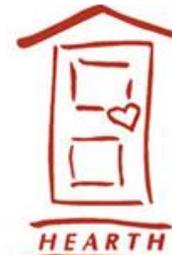


NON-PROFIT CONSULTING CASE STUDY

How HEARTH, a Pittsburgh-based non-profit, adapted to an unexpected funding gap with the help of consultants.



in partnership with



TESTIMONIAL

HEARTH is thrilled to have worked with Michelle Walker, Kip Soteres and Meg Hogan to assess communications and fundraising to support a new strategic approach to support our commitment to transitional housing as a model for effective homelessness intervention for women and children fleeing domestic violence.

- Judy Eakin, Executive Director HEARTH

BACKGROUND

Organization:

Homelessness Ends with Advocacy, Resources, Training and Housing (HEARTH) provides a range of supportive services and housing that empowers homeless families, who are survivors of domestic violence, to become independent, self-sufficient, and adequately housed; to foster low income housing opportunities to prevent homelessness and encourage safe, affordable housing.

Location:

Greater Pittsburgh area

Consulting Project:

From October 2016 through November 2017, Michelle Walker (Walker Philanthropic Consulting), Kip Soteres (Soteres Consulting) and Meg Hogan (Stunning Strategy) worked with HEARTH to determine the best way to evolve the organization to adapt to a new funding model.

CHALLENGE

A \$500K decrease in federal funding for transitional housing, a crucial tactic in HEARTH's intervention, created a significant funding gap for HEARTH



Consultants worked to determine how to make effective organizational changes through a customized approach to compensate for the gap *and* position the non-profit for growth

GOALS

1

Listen deeply to HEARTH's leadership's perspective on the funding gap

2

Analyze current budget, fundraising, and staffing allocation

3

Reframe the issue for HEARTH

4

Explore ways to be more efficient with funding allocation and HEARTH staff's time

5

Discover innovative ways to bridge or eliminate the budget gap

APPROACH

Consulting Process



Throughout we provide change management consulting to help organizations adapt to and implement necessary changes.

RESULTS

- 1 First documented external review and analysis of organization in 20 years
- 2 Specific recommendations for innovation, including resources to invest in and efficiencies in fundraising tactics
- 3 Significantly redefined staffing needs to adjust to the new funding model
- 4 Assisted in creating job descriptions to optimize the fundraising and communications efforts needed to position HEARTH for growth
- 5 Board and leadership refocused on long-term program quality and organizational health rather than crisis management

CONTACT

Contact us today to learn how your non-profit can effectively allocate your resources and continue to serve your community.



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