

## 2019-20 Pro-Bono Consulting Opportunities

### The American Association of Variable Star Observers



Founded in 1911, the American Association of Variable Star Observers (AAVSO) is a world-wide citizen science association that enlists amateur astronomers to observe the behavior of various stars and to work with professional astronomers by providing data and observations. The Association has over 1,300 members and another 6,000 observers. AAVSO works closely with the professional astronomical community to define projects of interest; educates and trains amateur observers to acquire relevant data; and curates databases for accuracy. Now in their 109th year AAVSO is engaging CAP to develop their first strategic plan with an emphasis on marketing. The Association is a recent CAP Brainstorm client. AAVSO is located in Cambridge.

### Boston Medical Center Vital Village Network



Based at the Boston Medical Center, the Vital Village Network fosters collaboration between community organizations and residents to improve child, family and community well-being and prevent early life adversity in three Boston neighborhoods (Dudley, Mattapan and Codman Square). Vital Village has been led since its founding by Dr. Renee Boynton-Jarrett, a dynamic community leader and pediatrician. Over the past three years, Vital Village has expanded efforts to support similar programs across the country and recently created a formal research and evaluation team to study the impact of these programs. Vital Village seeks CAP's assistance to develop a business plan to guide their financial strategy and support the network's ambitious growth plan. Vital Village is located in the Boston South End.

### Boston Philharmonic Orchestra



One of Boston's premier institutions, the Boston Philharmonic Orchestra (BPO) follows a vision of presenting "top-notch music in a manner that both music aficionados and the casual listener can enjoy." Education and outreach are at the core of BPO programs. Founded 40 years ago by Benjamin Zander, programs include the Boston Philharmonic Youth Orchestra and Crescendo Community Engagement program. Maestro Zander is not only a world-renowned conductor, but also a best-selling author and sought-after speaker. At 80 years old, he's still going strong. CAP will work with BPO to craft a strategic plan that charts the course for the organization, factoring in Maestro Zander's eventual retirement. As a leader in Boston's crowded classical music scene, BPO will need to find a way to continue to thrive under the direction of a new leader. BPO is located on Huntington Avenue in Boston.

### Center for Medical Simulation



Since 1993, the Center for Medical Simulation has fulfilled its mission of “using simulation to improve safety, quality and education in healthcare.” As the only independent, free-standing, nonprofit medical simulation organization in the world, CMS has played an essential role in shaping simulation-based healthcare education, improving morale and reducing preventable harms related to communication and teamwork. Based in the

Charlestown Navy Yard, CMS has strong Harvard/ MGH/Boston Children’s Hospital affiliations as well as national and international scope. CMS leadership seeks assistance in making strategic decisions to navigate the rapidly changing landscape in healthcare, professional education and their own internal leadership.

### Ellis Memorial



Founded as Ellis Memorial and Eldredge House in 1985, Ellis has strengthened Boston’s working families by offering high quality early education and care for children. The programs consist of an early education center for children ages 2 months to 5 years and a school age program for children in Grades K-7. The majority of children are from families facing financial hardship, primarily from the South End, Dorchester and Roxbury neighborhoods. Ellis is seeking help from CAP to help create their first strategic plan that will define their vision for the next 3-5 years. The plan will define goals, strategies, direction and focus as Ellis looks forward to a new level of impact for the organization. Ellis is located in Boston’s South End.

### Epilepsy Foundation New England



The Epilepsy Foundation New England (EFNE) helps the 100,000 people in New England living with epilepsy. EFNE services include camps for children and teens, community education, support groups, bereavement support, emergency aid, and public policy advocacy. EFNE’s impact is

directly correlated to their level of engagement of the community of people with epilepsy, their families and healthcare providers. With this in mind, EFNE has engaged CAP to help develop a detailed marketing plan. This project will appeal to volunteers with marketing expertise, a connection to the epilepsy community or a commitment to people living with disabilities. EFNE is based in Lowell; team meetings can also be held in Cambridge or Newton as needed.

### Families First



Families First brings parents of young children together in their communities to strengthen their parenting knowledge, skills and support systems. Their signature program is the Power of Parenting, a comprehensive, research-based parenting skills program for parents of children ages birth to 8 living in under-resourced communities in

Boston. Having refined the Power of Parenting curriculum and the partnership delivery model, Families First now seeks CAP assistance in developing a growth-oriented five-year business plan focused on replication, new revenue streams and program evaluation. Families First is located in Watertown.

### John M. Barry Boys & Girls Club of Newton



JOHN M. BARRY  
**BOYS & GIRLS CLUB**  
OF NEWTON

The mission of the John M. Barry Boys & Girls Club of Newton is to inspire and enable all young people to reach their full potential as productive, caring and responsible citizens. The Club offers drop in after-school experiences for children ages 6 to 18 in the areas of education, athletics, social recreation and arts & culture. Licensed child care is offered for children ages 5 to 7 and the program includes a summer day camp. In 2019, the Club created a comprehensive strategic plan and are now engaging CAP to develop a strategic marketing and outreach plan.

### MGH Center for Community Health Improvement



The mission of the Massachusetts General Hospital (MGH) Center for Community Health Improvement (CCHI) is to improve the health and well-being of the diverse communities MGH serves through a focus on the social determinants of health and the elimination of health inequities based on socioeconomic status, race and ethnicity. Key strategies include improving access to care, promoting educational attainment and empowering youth, and building a culture of health through developing and sustaining community coalitions, primarily in the communities of Chelsea, Revere, Charlestown and East Boston. As CCHI approaches its 25<sup>th</sup> anniversary, the Center's leadership is considering how best to position the Center and refine its strategic approach in a rapidly evolving landscape. CCHI has asked CAP to assist in a stakeholder assessment and analysis as a foundation for shaping CCHI's evolving strategy, and in setting the tone and direction for the broader Community Health effort at MGH. CCHI is located in downtown Boston.

### Next Step Fund



Next Step was founded in 2001 with the support and guidance of the late actor/philanthropist Paul Newman (founder of the Hole in the Wall Gang Camp) to address the needs of young people aged 16-29 living with the impact of cancer, HIV/AIDS and rare genetic disorders. Next Step combines music, community and mentorship along with disease management education and medical self-advocacy training to support and enable participants to successfully manage their illnesses in adulthood. Next Step is seeking CAP's help in developing a strategic plan. They are located in Central Square in Cambridge.

### Shah Family Foundation



The Shah Family Foundation (SFF) supports innovative and transformative work in education, healthcare and the community. The SFF vision is to fund projects that can be self-sustaining without prolonged philanthropic commitments by redirecting existing government (local, state and federal) spending for more effective impact. Through this approach, SFF collaborates with Boston Public Schools to create My Way Café, a new way of

serving students school food in Boston that has changed the way school food is prepared and served in 30 schools, reaching 15,000 students each day. In addition to providing nutritious food that is cooked on-site, My Way Café empowers students to choose what they want to eat—and find joy in doing so. The Foundation will work with CAP to develop a business plan for a scaling and replication playbook to help partner cities develop and grow their own My Way Cafés. The Foundation is located on Newbury Street in downtown Boston.

### Sportsmen's Tennis and Enrichment Center



Founded in 1961, the Sportsmen's Tennis and Enrichment Center (Sportsmen's) has a mission to build leaders on the court, in the classroom and in the greater community by providing academic, wellness and social development programs alongside recreational and competitive tennis instruction for youth and adults. Sportsmen's is committed to improving life opportunities for youth in Boston's Blue Hill Avenue Corridor, one of the most challenged communities in Boston, while welcoming a diverse community from the Greater Boston area. Sportsmen's is engaging with CAP to develop a comprehensive marketing plan that addresses marketing capacity, evaluation of existing marketing tools and development of tangible marketing collateral. Sportsmen's is located in Dorchester.

### St. Mary's Center for Women and Children



St. Mary's Center for Women and Children, located in Upham's Corner in Dorchester, supports 700 women and children annually with shelter, clinical and educational services, job training and placement, and search for affordable permanent housing. St. Mary's works in partnership with young women, many of them mothers, to break the intergenerational cycle of poverty and achieve lasting, powerful change by building their emotional well-being, educational achievements and economic independence. During the last five years, St. Mary's revenue growth has been significant including a large gift from Amazon. St. Mary's is seeking CAP's help in developing a strategic plan to help them navigate growth, sustain current programs and create a unified vision with clear goals and objectives for the next 3-5 years.

### Victim Rights Law Center



The Victim Rights Law Center (VRLC) provides free, comprehensive legal services for sexual assault survivors in Massachusetts and Oregon in the areas of privacy, housing, education, employment, immigration, LGBTQ+ specific issues, criminal justice advocacy and financial stability. Additionally, the VRLC leads the nation in training survivors' advocates how to improve responses to sexual violence. As demand for their services has increased since the #MeToo movement, the VRLC has asked CAP to help optimize organizational strategy, marketing and financial sustainability in order for this important organization to meet the needs of more survivors. Located in Boston's Financial District, this project is well suited for volunteers interested in the links between strategy and operations, marketing and growth, and who are passionate about improving our community response to sexual violence.