



## SELECTED CASE STUDY:



*Sisters by Heart is a national non-profit organization focused on providing a community of support to families that have children diagnosed with Hypoplastic Left Heart Syndrome (HLHS).*

### PROJECT SCOPE

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Sisters by Heart (SBH) is a national healthcare non-profit organization that provides a community of support to families that have children diagnosed with Hypoplastic Left Heart Syndrome (HLHS). Through support networks, care packages, and a strong community of heart moms, Sisters by Heart has continuously changed the lives of thousands of families across the United States.

*SIC was tasked with developing a strategic plan for SBH. Specifically, the client wanted to understand how it could enhance operational efficiencies and increase external awareness, ultimately to improve the lives of thousands of families nationwide.*

### PROJECT DELIVERABLES

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In order to develop a strategic plan for SBH, the SIC team focused on analyzing the organization's current board structure and fundraising strategy. After conducting rigorous scholarly research and various in-person interviews, an enhanced board structure and comprehensive fundraising strategy were developed for Sisters by Heart. These two areas made up the core focus of the strategic plan.

In addition, the strategic plan included potential website revampment options Sisters by Heart could pursue, as well as recommendations on adaptations necessary at the strategic and management level for successful long-term growth.

*"We are beyond grateful for the opportunity to work with such an amazing team whose recommendations will assist us in continuing our mission to support HLHS families and work with cardiac centers nationwide."*

-Stacey Jackley, Director

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## SELECTED CASE STUDY:



*Parent Project Muscular Dystrophy (PPMD) is the largest, most comprehensive nonprofit organization in the United States focused on finding a cure for Duchenne muscular dystrophy by investing deeply in treatment and in research.*

### PROJECT SCOPE

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PPMD developed a donor management platform for their bigger donors and was looking to commercialize it for the use of non-profit customers.

*SIC was tasked with determining market demand for PPMD's platform, as well as with working on specific aspects of the commercialization process.*

### PROJECT DELIVERABLES

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Through primary and secondary research, as well as quantitative and qualitative analyses, SIC provided PPMD with insights into potential market demand and the commercialization process. Through secondary research and interviews with professionals in the non-profit crowdfunding space, SIC determined that the increasing need for transparency in donations ensured that there would be demand for PPMD's platform. SIC then went a step further to survey non-profits to determine common characteristics of non-profits who form PPMD's target market, allowing PPMD to take concrete follow-up action during the sales and commercialization process. Following that, through secondary research and an interview with an IT specialist, SIC provided recommendations on payment models and created an interactive Excel model for PPMD to determine prices for its platform in different growth scenarios, and subject to changing goals and conditions in the future. This will impact how PPMD sells and prices its platform. SIC also provided recommendations on how PPMD can capitalize on commercializing its product to raise funds while not endangering its 501c3 status.

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*"The project team was reliable and professional. We are discussing internally how to implement the recommendations, but the information provided by the SIC team will be used as the basis of that decision-making."* -Sharon Hesterlee, Vice President of Research

## SELECTED CASE STUDY:



*The Urban Affairs Coalition unites government, business, neighborhoods, and individual initiatives to improve the quality of life in the region, build wealth in urban communities, and solve emerging issues.*

### PROJECT SCOPE

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The Urban Affairs Coalition (UAC) provides financial, legal, and strategic services to a breadth of non-profits within the greater Philadelphia area. UAC is interested in implementing Business Process as a Service, or BPaaS, technology within their organization in order to lower costs, enhance overall efficiency, and increase net revenue gain for stakeholders.

*SIC was tasked with analyzing the effect of this technology on UAC's operations. Specifically, the client wanted to understand the efficiencies that would be gained and how those efficiencies would allow the organization to drive more money back into it's mission, improve outcomes and create greater community impact.*

### PROJECT DELIVERABLES

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In order to analyze the effect of the BPaaS technology on UAC's long-term viability, both quantitative and qualitative deliverables were created; specifically, a *full-functioning financial model* and a *comprehensive business plan* were created.

The financial model illustrated current costs, revenues, and net income, and provided a means of allowing UAC to model the impact of cost savings through BPaaS technology. In addition, the business plan provided a holistic overview of the company's current position and strategy, as well as recommendations on adaptations necessary at the strategic and management level for successful implementation.

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*"The team...was amazing. We were blown away with the depth of understanding that they established in a short period of time and the quality of the work product."*

-Arun Prabhakaran, Vice President



## SELECTED CASE STUDY:

*The Free Library of Philadelphia, the tenth-largest public library system in the United States, serves Philadelphia with a mission to advance literacy, guide learning, and inspire curiosity. Its vision is to build an enlightened community devoted to lifelong learning.*

### PROJECT SCOPE

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The Free Library of Philadelphia Foundation officially merged with the Rosenbach Museum & Library in December 2013, creating The Rosenbach of the Free Library of Philadelphia Foundation. The merger also created one of the world's greatest collections of rare books, manuscripts, and Americana. However, both the merged organizations were very distinct from each other and enjoyed different levels of visitor awareness and attendance.

*SIC was tasked with developing a growth strategy for the unique situation for each institution to increase visitor attendance and engagement at each. Specifically, we were asked to focus on how social media platforms could integrate and enhance the overall visitor experience to increase attendance. We also conducted an audit of the visitor experience at each institution to suggest experiential changes.*

### PROJECT DELIVERABLES

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We presented the clients with a comprehensive 25 page social media guide especially adapted to the unique situation of either institution. We carried out a comprehensive audit of the visitor experience and suggested strong qualitative changes.

*"The research was done methodically and the report was well organized and prepared. Students were clearly interested in the subject and the report has given us valuable information to help transform the visitor experience and marketing efforts."*

*-Sandra Horrocks, Vice President of External Affairs*

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