

# STRATEGIC GROWTH GROUP

Midland Area Community Foundation + Strategic Growth Group<sup>1</sup>  
Capacity Building Program FAQ

## Capacity Building Program: A Catalyst for Growth

Midland Area Community Foundation and Strategic Growth Group realize that nonprofit organizations have tremendous desire and expertise to accelerate the impact of their programs yet may lack access to sufficient financial and human capital to scale these initiatives. As a response to this challenge, the Midland Area Community Foundation has created an opportunity for its grant partners to access the necessary resources to enhance their efficiency and effectiveness.

The Capacity Building Program is an opportunity for Midland Area Community Foundation grant partners to increase their financial and operational stability, and to consider ways to innovatively accelerate their social impact. Strategic Growth Group embraces a holistic view of an organization, and strongly believes that progress towards becoming a more effective organization means progress towards increasing social impact.

## KEY DATES

Registration Opens: August 1, 2019  
Registration Closes: August 23, 2019

## FAQ

### 1. How does the Capacity Building Program work?

Midland Area Community Foundation grant partners will be invited to complete an application/questionnaire. Organizations must demonstrate a commitment to this process by agreeing to contribute \$1,600 to the total project cost and dedicated staff time to function as an internal project manager (approximately 4-5 hours per week for 4-6 weeks). Midland Area Community Foundation will underwrite the rest of the project fee.

### 2. What is Strategic Growth Group?

Strategic Growth Group is the successor entity of Mission Throttle's Advisory Services practice. Susan Gordon joined Mission Throttle in 2013 and developed its advisory services practice. Susan ran this practice through June 2019, at which time it transitioned to Strategic Growth Group. Strategic Growth Group provides mission-driven organizations with support and expertise to develop innovative and pragmatic solutions that enhance their mission and promote long-term sustainability.

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<sup>1</sup> Formerly Mission Throttle's Advisory Services Practice.

### 3. What kind of advisory services does Strategic Growth Group provide?

Strategic Growth Group provides a wide range of Advisory Services tailored to achieve operating excellence and sustainable social impact. We collaborate with our clients to develop creative strategies that leverage logic, intuition and systemic reasoning to create exemplary outcomes.

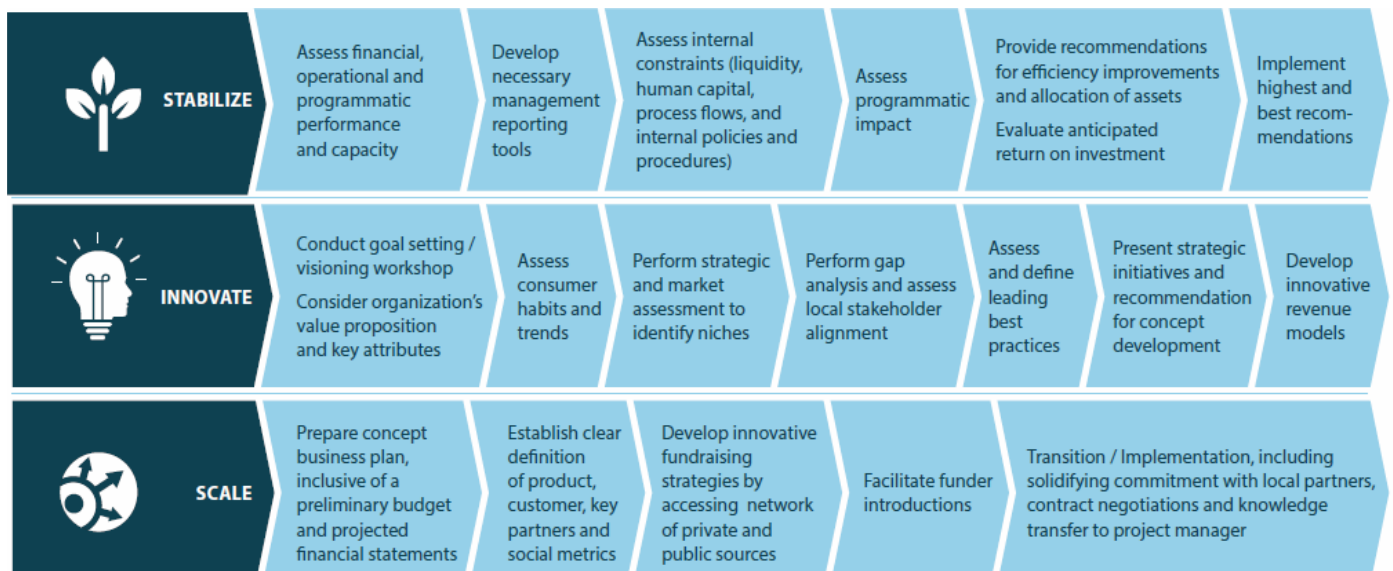
Strategic Growth Group uses an evidenced-based approach to help organizations:

**Stabilize:** Through a range of business analytics, Strategic Growth Group helps its clients create operational and financial stability that mirrors their strong programmatic impact. Due to time and capacity constraints, many organizations often forego creating the necessary infrastructure to support long-term growth and scale; as a result, decision-making and strategic growths are often impaired.

**Innovate:** Strategic Growth Group believes organizations that have diverse revenue streams are more likely to be financially sustainable in the long run. We assist our clients to leverage their existing programmatic and operational strengths to create greater impact.

**Scale:** We work with our clients to develop and implement market-based strategies that accelerate programmatic impact and financial strength.

#### Our Process



#### **4. What are some examples of Strategic Growth Group's past work<sup>2</sup>?**

- Worked with a leading southeast Michigan agency that serves the developmentally disabled to become more operationally and financially efficient. Identified initiatives that would lead to a return on investment of over 500%.
- Worked with a leading child and family mental health provider to develop an innovative and integrated operational model to promote early detection / intervention, mitigate barriers to access, and improve mental and physical health outcomes. Initiatives resulted in the organization's ability to increase its client base by approximately 160%.
- Collaborated with the CEOs of four leading Metro Detroit-based social service agencies to develop a financially sustainable and socially responsive social enterprise that improves health outcomes, by creating improved access to the health care system. Created a return on investment for its clients in excess of 200%.
- Developed a student loan / scholarship fund for a leading logistics training center to provide tuition assistance for veterans, unemployed and underemployed seeking to obtain a Commercial Driver's License.
- Developed a retail concept to improve the financial sustainability and community impact of an agency whose mission is addressing housing for underserved populations worldwide.

#### **5. Does applying for this grant affect my eligibility to apply and receive other grants within the Midland Area Community Foundation?**

This grant challenge is separate from other funding opportunities within the Midland Area Community Foundation. Your answers to this questionnaire will not impact eligibility for other grants.

#### **6. Who within my organization should complete the application?**

We encourage multiple team members at all levels to collaborate on the answers to this questionnaire. The questions are meant to spur conversation, create alignment among team members, and hopefully surface key learnings.

#### **7. How much time will it take to complete the application?**

The questionnaire will take approximately 2-5 hours to complete. Please focus on the clarity and accuracy of your answers and less on the grammar and flow. The questionnaire is intended to take as little time as possible while still providing a detailed snapshot of your organization.

#### **8. What if I do not know the answer to a question?**

If you do not know the answer to a question, please indicate that in the application. Not knowing an answer does not necessarily preclude an organization from participating. The application will be reviewed holistically.

#### **9. Who will review my application?**

The information you submit through the application process will be reviewed collaboratively by members of the Strategic Growth Group and Midland Area Community Foundation teams\*.

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<sup>2</sup> Services were provided as Mission Throttle's Advisory Services Practice.

**10. On what criteria will the Challenge winner be decided?**

The grant recipient will be decided based on methodology developed by Strategic Growth Group that will allow us to: 1) assess the greatest opportunity for organizational impact, and 2) determine which organizations we are best positioned to serve based on alignment with our expertise and services.

**13. Why is the grant recipient required to contribute a portion of the fee?**

The Capacity Building Program is designed to encourage and reward innovative, forward-thinking organizations. By committing a small portion to the project fee, you are demonstrating a commitment to improve operational and financial sustainability within your organization. With limited funds available, many nonprofits are hesitant to make these types of investments, even though they can have a tremendous long-term impact. A purposeful effort to improve effectiveness will be worthwhile—not only for your organization, but above all, for those you serve.

*If you have any other questions, please do not hesitate to contact Melissa Kesterson at (989) 839-9661.*

*\*Midland Area Community Foundation and Strategic Growth Group will maintain confidentiality of all non-public information in connection with this application.*