

Community Engagement Annual Report 2019

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Becoming a pro bono client

Nonprofit organizations interested in becoming a pro bono client should complete and submit the [MPS Assists application](#). Our team works diligently to review all applications and select projects for which we can provide meaningful assistance and sustainable results.

Letter from Leadership: Why Service to the Community?

Service is a core tenet of MPS. We make our living from the service we provide to our customers, but more broadly, serving others is an ethical mandate. We all have much to give: our skills, time and resources. Through MPS' pro bono, volunteer, and donation programs, we make it easy to support the community of your choice. But beyond community, service provides personal benefits: practicing and improving your professional skills, building relationships and networks, developing experience (resume building!), and the psychological boost you get from helping others. Ultimately, we all seek to be valued and to do valuable work. At MPS we make it a point to ensure that you have ample opportunity to contribute and be appreciated.

I am proud of the seven years of Community Engagement MPS has successfully encouraged our staff to participate in. In this report you will see the work that our CE Manager and teams have done over time to confirm our belief that service to others is the root of what we do. As this report shows, last year over 50% of us participated in a community engagement program, and over 15% did personal volunteer work supported by MPS. We want to do more in 2020. With the current pandemic, the need to support our communities has never been greater. I hope this report helps you get a glimmer of the value and variety of service, and entices you to reach out to Shannon and Lily to find new ways you can participate.

Serve. Change. Empower. It's what MPS does. It's what each of us does.

Sincerely,



J. Kendall Lott
President & CEO

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When I joined MPS over three years ago, I immediately signed up for a pro bono project, and started volunteering in my community. Giving back has been a part of my identity all my life. Being in the Community Engagement space at MPS affords endless opportunities for professional development, in addition to the warm fuzzy feelings you get from serving your community. Whether a staff member wants to learn a new skill, hone an existing skill, or connect with individuals outside of their delivery work to the federal government, the program is tailored to the staff's capabilities and interests. As manager of the Community Engagement Portfolio, it's been exciting to connect with new organizations and expand my own skills.

Community service is needed now more than ever. It's a way to build bridges and give support at home, at work, at organizations, and in your local area. At the end of the day, it's Community that holds us all together.

Sincerely,



Shannon McGuire
Community Engagement Manager

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Background on Community Engagement at MPS

MPS formally supports its employees and their dedication to serving the community through its Community Engagement programs. These programs allow employees time off from work to volunteer for approved organizations, as well as offer employees generous matching contributions for their personal donations to nonprofit organizations.

Additionally, MPS is vested in making a sustainable impact in our community, and is proud to support our employees and their interests in providing knowledge and skills to nonprofit organizations. Our Pro Bono Program taps into the passion and expertise of our staff to build positive consulting relationships with nonprofits, which not only benefit our nonprofit partners, but also bring value to our employees, and ultimately to MPS.

This year, 53% of MPS employees were engaged in at least one community engagement program.

An overview on all four of our community engagement programs includes:

- **Employee Volunteering:** MPS offers our employees the opportunity to volunteer during work hours at nonprofit organizations that provide benefits to the community. We support our employees' interests in participating in the volunteer opportunities they choose, and that meet program criteria. Throughout the year, MPS also notifies employees of potential pre-approved volunteer opportunities, and organizes corporate volunteering efforts at events such as food kitchens, clothing drives, benefit walks, and the like. We encourage our employees to get involved in these activities.
- **Employee Matching:** MPS supports the charitable donations of our employees by matching their contributions up to \$300 per employee, per calendar year. Additionally, MPS' Community Engagement team organizes special giving events that are geared toward a designated cause and where collective donations are matched by the company.
- **Corporate Sponsorship and Donations:** MPS is the primary sponsor of the local Project Management Day of Service, as well as the annual Volunteer Fair, hosted by the Project Management Institute of Washington, DC. Since 2008, MPS has served as the Accessibility Sponsor for Washington, DC's Shakespeare Theatre Company. Additionally, at our monthly staff meetings, MPS staff nominates and votes on a nonprofit to be the recipient of that month's \$500 corporate donation.

- MPS Assists – Pro Bono Program:** Our Pro Bono Program is designed to maximize the social and business impact of nonprofits by supporting local organizations that need assistance in areas which align with our company’s core competencies. By sharing the company’s most valuable asset, our consultants, along with their expertise, we seek to transfer knowledge and skills to the leadership of nonprofit organizations in order to help them overcome business or operational challenges and achieve their mission.

Community Engagement Trends

Presented below are the historical trends of MPS’ Community Engagement from 2014 to 2019. We are constantly evolving and trying new processes in this space. The figures below highlight value of services, staff engagement, and number of organizations serviced in the last five years.

Value of Services By Year

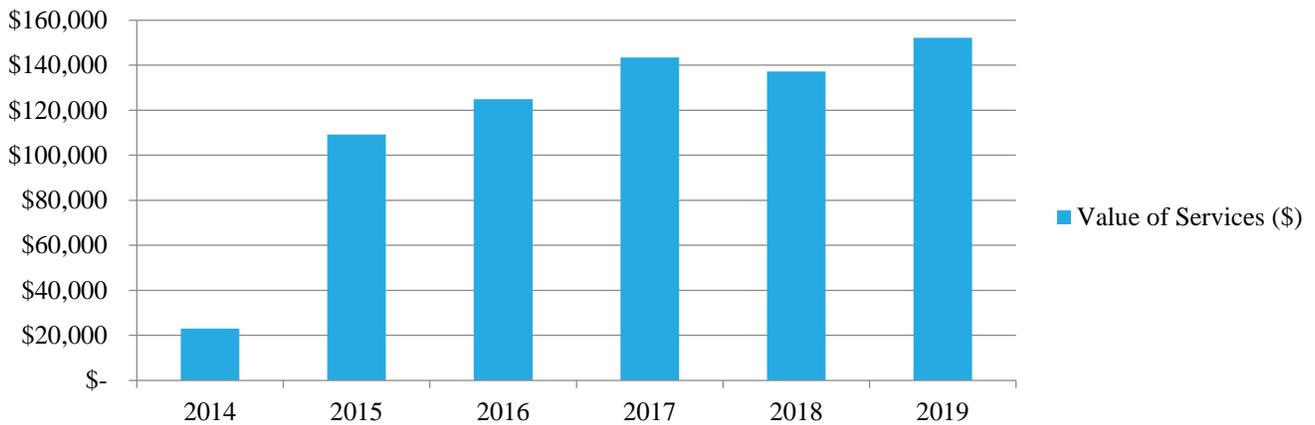


Figure 1-Value of Services By Year

Staff Engagement By Year

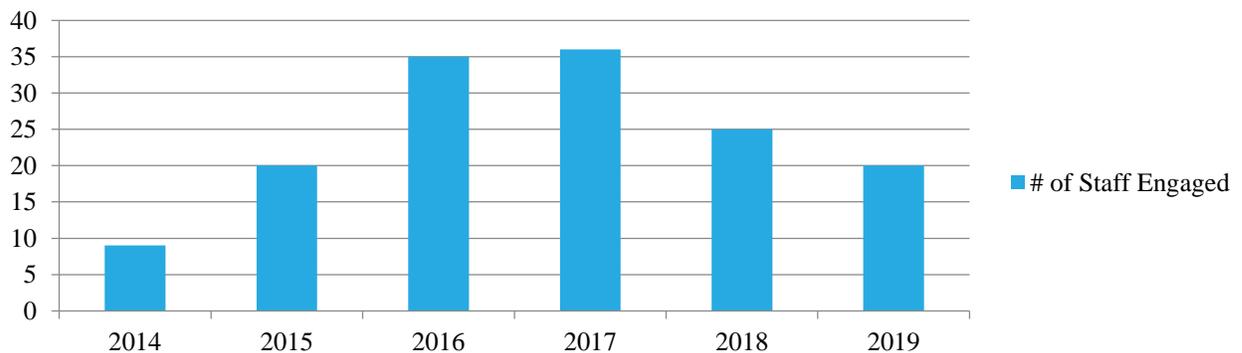


Figure 2 - Staff Engagement By Year

Organizations Served By Year

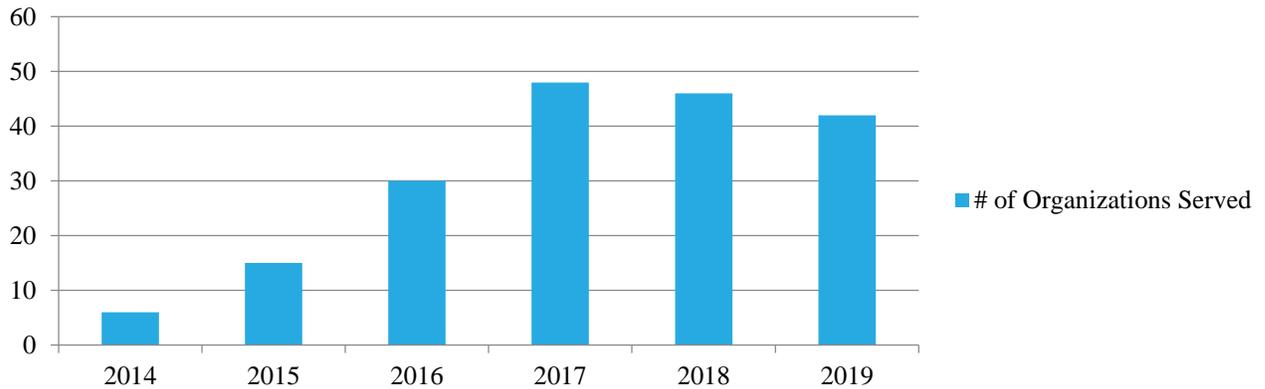


Figure 3 - Organizations Served By Year

Who MPS Serves

In 2019, MPS served 42 organizations through our four community engagement programs. These organizations support local, national, and international causes. A breakdown of the causes that these organizations support and provide is shown in Table 1 and Figure 1 below.

Table 1 - Breakdown of Organizations by Causes

Causes:	# of Orgs:
Arts & Theatre	3
Business & Labor	5
Education & Youth	5
Environmental & Animals	7
Health & Nutrition	8
International Causes	2
LGBTQ	0
Low-income & Homelessness	6
Military & Veterans	1
Refugee & Immigration	1
Race & Ethnicity	2
Senior Citizens	0
Women & Gender	2

Breakdown of Organizations by Causes

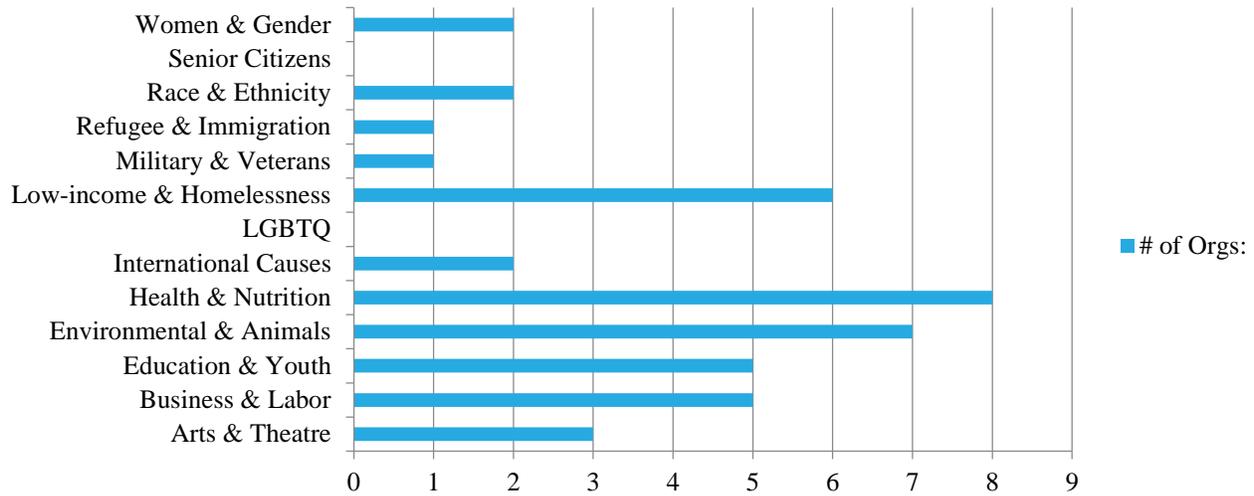


Figure 4 - Breakdown of Organizations by Causes

The full list of organizations supported in 2019 includes:

- American Red Cross
- American Society for Testing and Materials (ASTM) International
- Appalachian Trail Conservancy
- Asylum Seeker Assistance Project (ASAP)
- BallsFest
- Black Girls Code
- Black Girls Rock!
- Bread for the City
- Calvary Women’s Services
- Cancer Care Connection
- Capitol Hill Jazz Foundation
- City Wildlife
- Eckerd College
- Feeding South Florida
- First Book
- Friendship Place
- Fund for Wild Nature
- GiveDirectly
- Good People Fund
- Happy Period
- Human Rescue Alliance
- Imagination Stage
- Jubilee Housing
- Kicks 4 the City
- Leukemia & Lymphoma Society
- N Street Village
- National Alliance to End Homelessness
- National Coalition for Homeless Veterans
- No Kid Hungry
- PAWS Chicago
- Planned Parenthood
- Presidential Management Alumni Association
- Project Management for Change (PM4Change)

- Public Allies DC
- Rails to Trails
- Seton Hall University Dance Team
- Shakespeare Theatre Company (STC)
- Smith Center for Healing and the Arts
- The Barrie School
- University of California San Diego Foundation
- Village Enterprise
- Waterkeeper Alliance

Providing Impact in 2019

Community Engagement

The total monetary value of all our community engagement programs for 2019 came to **OVER \$140,000**, delivered to 42 organizations. The biggest contributing program is MPS Assists – Pro Bono Projects, followed by Corporate Sponsorship and Donations, then Employee Volunteering, and finally Employee Matching.

MPS Staff donated over **610 HOURS OF THEIR TIME** through pro bono projects and employee volunteering. On average, each employee donated about 16 hours this year.

In 2019, **53% OF MPS EMPLOYEES WERE ENGAGED** in community engagement programs.

The following sections highlight the impact of each program within the Community Engagement Space and break down these numbers by program for 2019.

Employee Volunteering

In 2019, six MPS employees took advantage of the employee volunteering benefit. These individuals supported six of the organizations listed in the previous section. Examples of the type of work these individuals provided includes:

- Executive Coaching
- Supporting Events for Nonprofits
- Sorting Food at a Food Bank
- Working with Animals in Need

These staff members **DONATED 117 HOURS OF THEIR TIME** in 2019, which is about 19 hours per individual per year. The total value of their services is about **\$11,000**.

In 2019, **16% OF MPS EMPLOYEES VOLUNTEERED THEIR TIME** and engaged with their community. Below is a highlight from Lily Seglin, who volunteered the most hours out of all MPS staff in 2019:

MPS Engagement Manager Lily Seglin has been volunteering at Pets Are Worth Saving (PAWS), an animal shelter in Chicago, for the last several years. PAWS Chicago's goal is to turn Chicago into a No Kill city - where homeless animals are not euthanized to end the overpopulation of homeless animals - and transform and improve animal welfare. PAWS runs multiple adoption centers for homeless pets, provides free spay/neuter and veterinary care to low-income communities, and has a medical center to care for homeless animals with medical needs that may not be accommodated at traditional shelters. Lily has served in multiple capacities at PAWS: running shifts at the adoption center; ensuring cats are socialized and fed, and introducing them to potential adopters; and working at vaccine drives in low-income communities and on Trap-Neuter-Release programs for feral cats. Lily has turned her passion for animal welfare into action on behalf of animals around the city.

Employee Matching

In 2019, 14 MPS employees made financial donations to non-religious, non-political nonprofits of their choosing, which were 100% matched by MPS. MPS matched **\$3,000 IN DONATIONS** to 21 organizations.

Seven of the 14 MPS employees maximized their employee matching benefit by contributing \$300, which was fully matched by MPS this year.

In total, **37% OF MPS EMPLOYEES HAD AT LEAST ONE DONATION MATCHED** this year. Eighteen percent took advantage of the full \$300 matching benefit.

Corporate Sponsorship and Donations

In 2019, MPS donated **OVER \$66,000 TO 17 ORGANIZATIONS**. The biggest donations went towards the following organization:

- Shakespeare Theatre Company (STC) Accessibility Sponsorship
- Appalachian Trail Conservancy (ATC)
- University of California San Diego Foundation
- Kicks 4 the City
- Project Management for Change (PM4Change)

The majority of the organizations received donations through our monthly corporate donation. In 2019, we donated \$500 to nine different organizations.

MPS Assists – Pro Bono Program

Through our MPS Assists program, MPS consultants provide pro bono services to help nonprofit organizations achieve their goals and manage fundamental organizational needs. In 2019, MPS took on seven pro bono projects for the following six organizations:

- American Society for Testing and Materials (ASTM) International
- Friendship Place
- Imagination Stage
- Public Allies DC
- Project Management for Change (PM4Change)
- Project Management Day of Service (PMDoS) DC

10 MPS staff contributed 500 hours on these projects, which equals about \$60,000 worth of services.

More on each project is described below:

American Society for Testing and Materials (ASTM) International

ASTM International develops, defines, sets, and offers over 12,000 standards that are recognized globally. The organization provides a balanced forum for producers, academic institutions, laboratories, regulators, and all interested industry stakeholders to participate in shaping the content of consensus standards that ensure product quality and consumer safety.

One of 150 committees within the organization, ASTM Committee D37 was formed in 2017 to develop standards for cannabis, specifically on its products and processes. The subcommittees within the D37 Committee focus on the development of test methods, packaging, and security. The Committee consists of 700 volunteer members, representing all aspects of the cannabis industry. The Technical Chairperson to Security and Transportation Sub-Committee came to MPS looking for assistance in incorporating more technical content related to cybersecurity in the Standard Guide for Implementing Cybersecurity in a Cannabis Operation.

During the first month of the project, MPS consultants gathered the necessary information for refining the standard, such as organizational information on ATSM, D37 Committee, and the subcommittees. They did market research on cybersecurity, transportation, and cannabis standards; conducted stakeholder interviews; and reviewed existing documents as needed.

The second month of the project focused on developing and refining the standard, while developing strategic recommendations to help the Standard through the approval process. The MPS team also

provided technical writing expertise to clean up the document, which was put together by many contributors, to make it more cohesive and eliminate redundancies.

The MPS Consultant Team provided a comprehensive, cohesive, and polished Standard Guide for Implementing Cybersecurity in a Cannabis Operation, which will move forward to the approval process.

“Leveraging MPS expertise benefitted our committee in achieving our goals faster with concise deliverables.” – American Society for Testing and Materials (ASTM) International

Friendship Place

Friendship Place finds permanent solutions for families and individuals on the brink of, or currently experiencing, homelessness in the DC region. Through its programs and services, such as housing services, Veterans outreach, job placement, and free clinic offerings, Friendship Place empowers those in difficult circumstances to rebuild their lives and reconnect with their community.

To meet fiscal needs for 2019, Friendship Place was looking for ways to develop new avenues of funding and new partnerships to supplement existing relationships with local donor organizations, especially with upcoming large-scale fundraising events, including an annual fundraising walk held each November.

MPS Consultants began the project by taking on a comprehensive study of Friendship Place’s current corporate fundraising programming and finding areas for improvement. The study concluded that Friendship Place needed assistance with donor identification and communication.

After the initial discovery phase, the MPS team researched local and national organizations Friendship Place could reach out to for potential donations. MPS also assisted Friendship Place with planning a survey for current donors and volunteers to identify existing connections to potential corporate fundraising targets. Finally, the MPS team created communications materials for Friendship Place to use when reaching out to potential corporate donors.

Friendship Place was equipped with a strategy, action plan, and supporting resources for their corporate fundraising efforts.

“MPS Assists is comprised of a wonderful team of professionals who bring fresh, new ideas that enable nonprofits to thrive.” – Friendship Place

Imagination Stage

Since 1979, Imagination Stage has provided professional theater productions and workshops for children and youth in the greater Washington, DC area. Their mission is to empower all young people to discover their voice and identity through performing arts education and professional theatre.

Imagination Stage has diverse funding streams that can be broken down into arts education, professional theatre, retail, and workshops. Ticket sales have traditionally made up 30% of earned revenue. Over the past three years however, ticket sales for families has decreased 10%. The goal of this project was to better understand this decrease, and provide recommendations to improve sales.

In an effort to better understand their constituents and determine potential areas for improvement, the MPS Consultant Team worked closely with the Marketing & Communications Department at Imagination Stage to identify target audiences and develop customer surveys. Together they built two surveys – one for current customers, and one for potential customers – to identify barriers to ticket sales.

The MPS Team collected and analyzed the data to identify themes and trends, and presented a final summary of the survey data, along with recommendations to the Imagination Stage team.

The report highlighted barriers to theater attendance, as well as programming and logistical preferences of families. The MPS team was able to make solid recommendations for Imagination Stage's future plans. The project wrapped up right before Imagination Stage's annual strategic planning process began, so they were able to implement the recommendations of the survey for their 2020-2021 plans.

“MPS helped us complete one of our wish list market research projects! They provided an outside look and expertise that helped us shape the future of the organization.” – Imagination Stage

Public Allies DC

Public Allies is a social justice organization committed to changing the face and practice of leadership by recruiting and training talented young leaders with a passion for social impact, to create meaningful change in our community.

Public Allies DC asked MPS to conduct a Myers-Briggs Type Indicator® (MBTI) workshop for apprentices to improve self-awareness and group dynamics. Individual MBTI® personality type surveys were sent to the participants in advance; the results were reviewed by the trainers to design and facilitate an interactive training, focused on heightening awareness of the participants' own personal tendencies, as well as of the people they work with regularly.

Finally, the MPS Consultant Team conducted a half-day workshop with two Public Allies staff and 17 future leaders to help them understand their personal assessments, and how this knowledge, along with a grasp of the basic personality indicators, can be applied to everyday situations.

“Amazing. Well thought through, inclusive and intentional training. Very thorough, and delivered well.” Public Allies DC

Project Management for Change (PM4C)

Project Management for Change (PM4C) is a nonprofit organization whose mission is to apply the project management discipline to advance positive social outcomes. As part of this effort, the organization hosts the annual Washington, DC Regional Project Management Day of Service (PMDoS DC).

PMDoS provides nonprofits with pro bono project management services to help them address their most difficult challenges, by bringing together local project managers (PMs) with nonprofits who are working hard to serve their communities. The PMs help the nonprofits scope and plan projects, so they can better serve their communities. There are numerous PMDoS events all around the country. In the DC region, PMDoS typically serves more than 40 nonprofits with a team of more than 200 PM volunteers.

In order to support the organization and PMDoS, the MPS consultant provided numerous services ranging from process development, staffing and coordination for the organization and event, program level support, and performance measurement tools. The consultant worked with the organization to streamline processes and provide cross-functional staffing support as needed, and assisted in creating sustainable policies and materials to support continued growth, both personally and professionally, for all staff and volunteers. Finally, our consultant highlighted areas for improvement during a lessons learned with the event staff.

*“The MPS Assists project was critical to the success of the PMDoS-DC event.” –
Project Management for Change (PM4C)*

Project Management Day of Service (PMDoS) DC

Project Management Day of Service (PMDoS) is an annual event that provides project management services to nonprofits to help them tackle their most difficult challenges. PMDoS does this by connecting local volunteer project managers (PMs) with nonprofits who are working hard to serve their communities. In one day-long event, the PMs help the nonprofits scope and plan projects that allow the nonprofits to do more to serve their communities. There are numerous PMDoS events all around the

country. In the DC region, PMDoS typically serves more than 40 nonprofits with a team of more than 200 PM volunteers.

The Project Management Day of Service (PMDoS) DC Regional event requested assistance in creating, developing, and teaching a “Project Management Lite! PM Skills for Kids” (PM Lite) program for the PMDOS DC 2020 event. While this program has been run at previous PMDoS events, there was a need to bring more structure to the program. The program provides Student Service Learning (SSL) volunteers a taste of project management via various activities supporting the event. Each session is designed for seven to fifteen students of varying ages, led by an experienced project manager. The program debuted during the preparation of PMDoS DC 2018, and for the past two years, sessions were offered on an ad hoc basis. Due to overwhelmingly positive reviews from participants, PM4Change was looking to make this a regular feature/program of the annual DC event.

The MPS team focused on analyzing the standards PM4C must meet to satisfy the service hour requirements of many school districts to ensure an educational experience for participating students. The PM Lite Program complied with the regulations by introducing students to basic project management concepts and encouraging critical thinking. The MPS team compiled a list of applicable school districts, and gathered the requirements for each one. The MPS team also provided recommendations on how the SSL program could best meet those requirements.

The MPS team facilitated a collaborative session to develop a manual for the sessions, which included all the necessary materials, and to ensure the feasibility of the program. Based on feedback, the MPS team refined the materials, including the facilitation SOP, and school requirements documents. Finally, the MPS team developed a PM Lite Program SOP and materials.

*“The MPS team brought crucial experience to the table to create a series of exciting and engaging programs. The team was able to deliver beyond our expectations!” –
Project Management Day of Service (PMDoS) DC*
