



MEMORANDUM

TO: GMU FACULTY, ADMINISTRATORS AND STUDENTS

FROM: GREG WERKHEISER

RE: COMMUNITY PROJECT SUBMISSIONS

DATE: AUGUST 12, 2008

INTRODUCTION

The Phoenix Project and George Mason University invited nonprofit organizations and municipal agencies along the Route 1 corridor in Northern Virginia to submit requests for capacity building assistance through the Phoenix Project's website. The following project requests represent those submissions that the Phoenix Project believes will have mutual benefit for the community and the university and that can be accomplished within the fall semester.

PROJECT REQUESTS

- 1) Document impact of United Way scandal of 2002 on income-loss (annually, \$19 million to \$400,000) to local nonprofits, research models where communities have created replacement funding streams and recommend strategy to convened public, private and nonprofit sector leaders, at the request of Fairfax County government.
- 2) Design improved web-based tools for creating more efficient matches between university and community stakeholders, in direct collaboration with the Phoenix Project and Craigslist Foundation (\$750,000 in federal funding requested);
- 3) Research successful models and propose local strategy for collaborative management of nonprofits including shared physical space, administrative support and other common overhead services as a key sustainability mechanism for major nonprofits serving the partner community in the face of severe income shortfalls, at the request of Fairfax County government; Identify strategies for encouraging more students in public schools in economically distressed partner community to explore professional careers in the hard sciences (possible funding available through the association);
- 4) Create a clinical experience for law students and faculty in support of legal services organizations serving low-income residents;
- 5) Create a marketing plan for a nonprofit organization that will target specifically the private sector and inform business leaders about the organization's programs and solicit them as clients.
- 6) Collect local data regarding the need for mental health services on a neighborhood basis to inform program development and strengthen nonprofit organization's funding requests.

The Phoenix Project

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- 7) Draft a development plan (including identification and research of prospective foundation funders) for long-standing program that has recently seen its budget cut by the County.
- 8) Provide IT training to staff of a nonprofit organization that has just upgraded its database but whose staff is unable to use it effectively without assistance.
- 9) Work with several nonprofit organizations and municipal agencies that focus on health care to devise a strategic plan for partnerships that would create efficiencies and streamline care delivery for clients.
- 10) Enhance nonprofit organization's website to attract funders and donors, and provide a communication tool for staff and satellite offices.
- 11) Develop a marketing plan for a nonprofit organization that includes deliverables such as a new brochure, new e-newsletters, and informational handouts for existing and prospective clients.
- 12) Evaluate current staff management policies and suggest improvements, which could include new evaluation tools and performance measurements.
- 13) Draft a foundation grant for a local nonprofit organization that has seen its client base double in recent months due to the economic downturn.
- 14) Create a website for an educational nonprofit that will allow for content delivery and distance learning to allow it to expand to the Route 1 corridor.
- 15) Develop a training manual for new staff, particularly focused on database use, that would help agency cope with frequent staff turnover and ensure consistency of practice.
- 16) Develop a marketing plan and implementation timeline for a faith based nonprofit organization seeking to expand its public outreach.
- 17) Design a series of outcome assessment strategies that measure the effectiveness of various programs offered by nonprofit agency and suggest database methods of tracking the data and creating reports.
- 18) Assist faith-based institution with creating a 501c3 subsidiary to conduct programs in the community; draft governing documents and complete Form 1023 to seek charitable status from the IRS.