Bike Cleveland

Bike Cleveland is an organization whose mission focuses on creating a region that is sustainable, connected, healthy, and vibrant by promoting bicycling and advocating for safe and equitable transportation for all.

The Bike Cleveland LAP focused on developing a communication/outreach plan for under-served communities generally, as well as specifically for Cleveland’s Clark-Fulton neighborhood. The focus on Clark-Fulton is to build community support for a comprehensive bike lane network on the near West Side. The communication/outreach plan includes demographic and structural information about the neighborhood, as well as targeted strategies to improve communication and community engagement, endorse complete streets, encourage cycling, and promote the programs and services of Bike Cleveland.

Cleveland Jazz Orchestra

The Cleveland Jazz Orchestra (CJO) serves greater Cleveland through live jazz performances and educational outreach in schools. The CJO is financially stable through fund-raising efforts, but attendance at concerts is critical for continued success. Attendance is declining and audiences are largely comprised of an older demographic.

The LAP was focused on helping the CJO attract more young professionals to attend concerts. The project entailed a pre-concert Q&A focus group with young professionals on May 18, free tickets to the concert, and a post-concert survey to inform recommendations on how to better reach this cohort. The LAP team will furnish the CJO with a list of local young professional organizations and recommendations to reach these groups.

Connecting for Kids

Connecting for Kids (CFK) serves children in Cuyahoga and Lorain Counties. Through mentorship, educational programs, and adapted playgroups and music therapy, CFK provides support for families of children with anxiety, developmental delays, academic struggles, life change, or other concerns.

The CFK LAP focused on garnering volunteer support for their seventh annual Fundraiser, “A Night To Play,” along with a strategic vision of CFK’s possible outreach to the City of Cleveland. The fundraiser was a success, bringing in $78,000. The CFK LAP team met with multiple local organizations serving the Cleveland community in similar fashions, in order to determine if CFK’s outreach to Cleveland would be feasible and beneficial. Those organizations include The Center for Families and Children, Ohio Guidestone, Applewood, Urban Community School, Say Yes to Education, and Family Connections/Spark. The CFK LAP will provide findings to the CFK Board of Directors so they can determine if implementation of some or all of their initiatives in Cleveland would be practical and essential to that community.
Fostering Hope

Fostering Hope’s mission is to enrich the lives of children living in foster care and residential treatment by providing unique experiences and giving the community opportunities to profoundly impact a child’s life.

The LAP team analyzed Fostering Hope’s volunteer program, researched best practices and provided several deliverables to help recruit, manage, retain, and reward volunteers. The team prepared volunteer position descriptions to help volunteers match their desires and skills with Fostering Hope’s needs. Further, they drafted volunteer intake forms to help Fostering Hope collect data on its volunteers and track their participation. They conducted an IT audit and donated iPads to Fostering Hope, enabling the organization to easily register volunteers and integrate the collected information into their existing Little Green Light donor management tool.

The team also developed a toolkit and guidelines for those who are interested in conducting third party fundraisers for Fostering Hope. Finally, they drafted a proposed volunteer recognition program that strikes a balance between the motivations of volunteers and Fostering Hope’s limited resources to honor volunteers.

Manufacturing Works

Manufacturing Works (MW) strengthens manufacturing – a foundation of healthy communities that fuels economic growth in Greater Cleveland. MW provides leading edge expertise and resources that assist manufacturers in understanding and adapting to fast changing trends in technology, talent, and organizational leadership.

The MW LAP project focused on reviewing MW’s marketing plan, interactions with business partners, and funding model. Upon reviewing these three parts of their business the LAP team:
1. Provided observations.
2. Provided feedback gathered from the “market.”
3. Outlined what they see as MW’s issues, strengths, and weaknesses.
4. Summarized a high level strategy, plan, and suggestions for moving forward in these three areas of their business.

Maximum Accessible Housing for Ohio

Maximum Accessible Housing of Ohio (MAHO) advances accessible and inclusive communities where all people can thrive through housing, advocacy, and education. MAHO is in the fourth year of its current five-year strategic plan and is seeing a growing need for the development of a home modification program.

The MAHO LAP team was tasked with developing an Accessible Home Modification Program for seniors and people with disabilities. The team conducted research on MAHO and the accessible home modification programs currently in place in the market and other ways those needs are being met. The team interviewed key personnel and stakeholders across sectors, evaluated different means of carrying out a home modification program, and developed seven possible recommendations. MAHO leadership has decided to utilize the information gathered and recommendations developed to evaluate and incorporate into additional strategic planning.
New Avenues to Independence

New Avenues to Independence (NATI) helps people with disabilities and special needs to become independent and integrated members of society through day services, support opportunities, and high-quality group housing. NATI has a large facility in Collinwood which has historically been isolated from the surrounding community.

Important trends in the developmental disabilities community are to de-centralize services, de-emphasize buildings, and promote fuller integration. To this end, the LAP team helped assess the future of NATI’s property by:

- Identifying community neighbors.
- Gauging the interest of local stakeholders in potential engagement with its campus/clients.
- Investigating ways of making these connections deep and sustainable.

The team sought leads and facilitated a connection that has the potential to fit NATI’s hopes perfectly while enriching the life of the community. As NATI forms ties with the Collinwood CDC and councilman, they see a prospect of a long-term connection with the Cleveland Recreation Department. The team is facilitating the brainstorming and implementation of the programs and events NATI is planning in conjunction with local leaders.

PetFix Northeast Ohio

PetFix Northeast Ohio offers high quality, affordable spay and neuter surgeries to prevent pet homelessness and the need for euthanasia. The Petfix LAP focused on helping Petfix establish relationships and engagement opportunities with the East Cleveland and Collinwood communities – the specific communities they wish to serve. The LAP team developed a set of recommendations which included a local events list, community influencer database, promotional items, Y.O.U. Program involvement, and community engagement specialist job description – among other things.

Skidmark CLE

In 2017, Skidmark Garage launched a nonprofit branch (Skidmark CLE) and their first program, Motogo Mobile Shop Class. Motogo brings shop class to middle and high school students and introduces them to basic hand-tool skills, motorcycle building, and engine maintenance.

The Skidmark CLE LAP supported many key areas in finance, development, marketing, and operations. The LAP team:

- Established an operating budget and chart of accounts.
- Launched a new donor database and provided in-depth training.
- Supported a successful inaugural benefit event.
- Developed a budget and fundraising plan.
- Created a value stream map to establish cost per student and other programmatic costs and value propositions.
- Launched an e-mail marketing platform with templates and a schedule.
- Developed new marketing materials.
- Established mentor relationships for leadership to connect with other newly formed nonprofits.
- Will act as on-going consultants and resources to support Skidmark CLE leadership.