

## CLEVELAND BRIDGE BUILDERS 2022 LEADERSHIP ACTION PROJECT OUTCOMES

### Brite Winter



#### CBB TEAM MEMBERS

ERIC AMANFOH, JOE POKORNY, ELIZABETH RIAL,  
ANASTASIA ROKISKY, TESA SALOPEK, MARIELEE SANTIAGO,  
DR. SARAH WEST, JOSH WOMACK

#### LAP CHAMPION

SUNNY NIXON (CBB 2014), BOARD MEMBER

Brite Winter (Brite) marries fire, participatory art, food, music, and games to build community during the cold Cleveland winter. Brite capitalizes on Cleveland's cultural landscape with free/low cost, accessible events during winter - an underserved time of the year. Anyone can experience our city through traditional and innovative activities at Brite.

The LAP team identified areas and demographics in Greater Cleveland that Brite currently isn't reaching, such as college-aged adults, high school students, and diverse groups. The team formalized a marketing plan to help the organization reach these target audiences.

Additionally, to continue to fund the organization, the team identified potential organizational partners to assist with fundraising and sponsorship, and increasing awareness to further Brite's mission.

### Burning River Soccer Club



#### CBB TEAM MEMBERS

JENNIFER BEER, KAREN CARTER, BLAKE GILLIAM,  
KEVIN LOOS, ARIEL MCNAIR, BRIAN STOVSKY, JESSICA  
WESTROPP

#### LAP CHAMPION

KC PETRAITIS, BOARD MEMBER

Burning River Soccer Club (BRSC) is a volunteer run organization that provides a safe environment for urban youth to play and compete in soccer. The BRSC LAP centered around helping BRSC build their brand and establish trust within the community as they work to build a pipeline of youth participants and field consistent teams.

Our LAP team provided BRSC with an annual plan template that celebrates current year success (e.g., events, programming, fundraising), lays out the vision for the next year (inclusive of short- and long-term goals), and provides updates on key organizational initiatives. The team also collated resources, such as intake/outtake survey forms, to help BRSC better learn about their participant base and adapt accordingly.

The LAP team has also provided BRSC with recommendations for building up their social media presence, identifying the right community partners, and expanding their Board of Directors to include individuals focused on key areas like community development/engagement and fundraising.

# 2022 CBB LEADERSHIP ACTION PROJECT OUTCOMES

## Butterflies Landing



### CBB TEAM MEMBERS

JONATHAN ADKINS, THOMMY BUTCHKO, GULNAR FEERASTA, GELISE LITTLEJOHN THOMAS, LUKE LUCAS, TOM MCGRAW, JESSICA MCKINNEY, KELSEY TARASE

### LAP CHAMPION

SHEILA BURT, FOUNDER

Butterflies Landing (BL) is a micro-organization that serves women in post-treatment recovery with a variety of comprehensive support services that are atypical of recovery organizations. In the short-term, BL seeks to attain 501(c)(3) nonprofit organization status. In the long-term, BL aims to purchase homes for post-treatment recovery support.

The BL LAP provided community connections, including a CBB Class of 2022 member, a mission-complementary nonprofit organization Executive Director, and a startup consultant at MAGNET. The team also provided a 501(c)(3) application checklist, vetted by legal and financial counsel, a strategic plan inspired by insights from the startup consultation, a promotional video produced by WKYC Channel 3, and a marketing collateral piece.

## Chagrin Documentary Film Festival



### CBB TEAM MEMBERS

YVETTE ALVAREZ, JENNIFER ANGELO, ZACKERY CARROLL, EVAN KNOBLAUCH, KRISTEN SUMMERS, JIM VERDI, TRACY WISE

### LAP CHAMPION

ADELA (DEE DEE) PEARCE, BOARD MEMBER

The Chagrin Documentary Film Festival (CDFF) presents films that inspire, spark real conversation, broaden perspectives, and connect people on a deeper level. In recent years, the Illuminate Program was formed to invite high school students to experience films and meet filmmakers.

The CDFF LAP focused on attracting additional participating school districts to the Illuminate Program in Fall 2022 – with particular attention to the Cleveland Metropolitan School District – and possible ways to sustain the growth of high school students and school district participation for the future.

The team conducted an assessment of the program information and interviews with past participants and produced a list of potential contacts for recruitment. We also created a Storytelling & Recruitment Package for schools and developed a Communication & Marketing Plan to communicate the “why” and to spread awareness among each target key audience groups.

## Courage to Caregivers



### CBB TEAM MEMBERS

DOMENIC BELLONE, DONÉA BOINER, STEPHEN CHRISTIAN, NORA COOK, JESSICA LEONARD, ANGELA VANNUCCI, JULIE WISNESKI

### LAP CHAMPION

KRISTI HORNER, FOUNDER & EXECUTIVE DIRECTOR

Courage to Caregivers provides hope, support, and courage to anyone who provides care to their loved ones. The LAP centered on identifying ways to expand their services to the corporate sector and address employee burnout through mental health awareness, mental health and empathy related training, and stress management.

The first step was conducting a corporate needs survey on how increasing awareness of mental health and providing support for caregivers can be an asset to corporations. We received over 80 responses. The LAP team hosted follow-up interviews with respondents willing to share deeper feedback. This information was aggregated to a matrix that helped shape the recommendations for enhancing Courage to Caregivers existing business development strategy. The LAP team will deliver a presentation of our process, findings, and recommendations to their board this summer.



# 2022 CBB LEADERSHIP ACTION PROJECT OUTCOMES

## InMotion



### CBB TEAM MEMBERS

DANIEL FRECH, ALEXANDRIA HALMBACHER, KATHRYN JODON, RACHEL OSCAR, DOMINIC OZANNE II, ALISON STEM, SEAN THOMAS

### LAP CHAMPION

CATHE SCHWARTZ, CEO

InMotion serves people with Parkinson's Disease (PD) and their care partners through a wide range of wellness programs and classes at no cost.

The InMotion LAP centers on expanding the organization's reach into diverse and underserved communities where PD is historically underdiagnosed and individuals experience greater barriers to specialized medical attention. The LAP team developed a strategic diversity, equity, and inclusion (DEI) plan for InMotion that touches all aspects of the organization and focused on three high-priority initiatives:

- Inclusive and Targeted Marketing
- Leadership and Operations
- Outreach and Community Engagement.

Each high priority initiative is supported by individual goals and includes a variety of strategies to reach each goal. The plan also includes a detailed customer relationship management resource list and potential partner contact list.

## Milestones Autism Resources



### CBB TEAM MEMBERS

HEATHER BUSKE, CARLY KALLICRAGAS, ELYSE MULLIGAN, MATTHEW RODGERS, W. ANDREW SMYER, TWYLA TURNER, SUZANA VUJASIN, MATT YANOSKO

### LAP CHAMPION

MAYA GROYS, DEVELOPMENT DIRECTOR

Milestones Autism Resources provides support, evidence-based methods, and coaching for families and professionals to help autistic individuals reach their unique potential. The organization is celebrating 20 years and now reaches thousands of families and professionals throughout Northeast Ohio, establishing itself as a trusted leader in autism education.

The Milestones LAP focused on defining a framework and strategy for forming and sustaining an associate board. The associate board will focus on generating awareness of and soliciting support for Milestones programming, as well as organizing fundraising and friend-raising events.

The framework and recruitment strategy have been reviewed and approved by core Milestones staff. There is currently interest from five potential associate board members, and the Milestones staff plans to formally execute the strategic plan later this year.

## The Haven Home



### CBB TEAM MEMBERS

EMILY BAKER, BRITTANY BECKER, BRAD BERKOWITZ, ALEXANDER CAMPBELL, MATTHEW KOCH, CHRIS LABODA, DR. SUPARNA MAHALAHA, SAMANTHA MUSSEY

### LAP CHAMPION

ALEXIS SOHL, DEVELOPMENT ASSISTANT  
MEGAN HAYNES, BOARD MEMBER

The Haven Home (THH) is Cuyahoga County's largest emergency overflow shelter for women and children and works with local community partners to achieve long-term stable housing and financial independence. The LAP focused on creating a tool kit around marketing, fundraising and donor retention that could help THH achieve their vision of becoming a long-term permanent shelter for the entire family.

The LAP team decided the most beneficial approach would be to provide both a short-term, tangible marketing campaign, as well as a long-term organizational strategy and approach. The team established a multi-week online campaign in honor of Mother's Day and the women and children THH serves. The goals were to increase individual donors, raise \$5,000, and increase the organization's social media following. The team presented THH with a check for \$12,115 during their LAP presentation. The team also supplied THH with tools and templates including, an annual report, board engagement tools, and donor retention strategies.