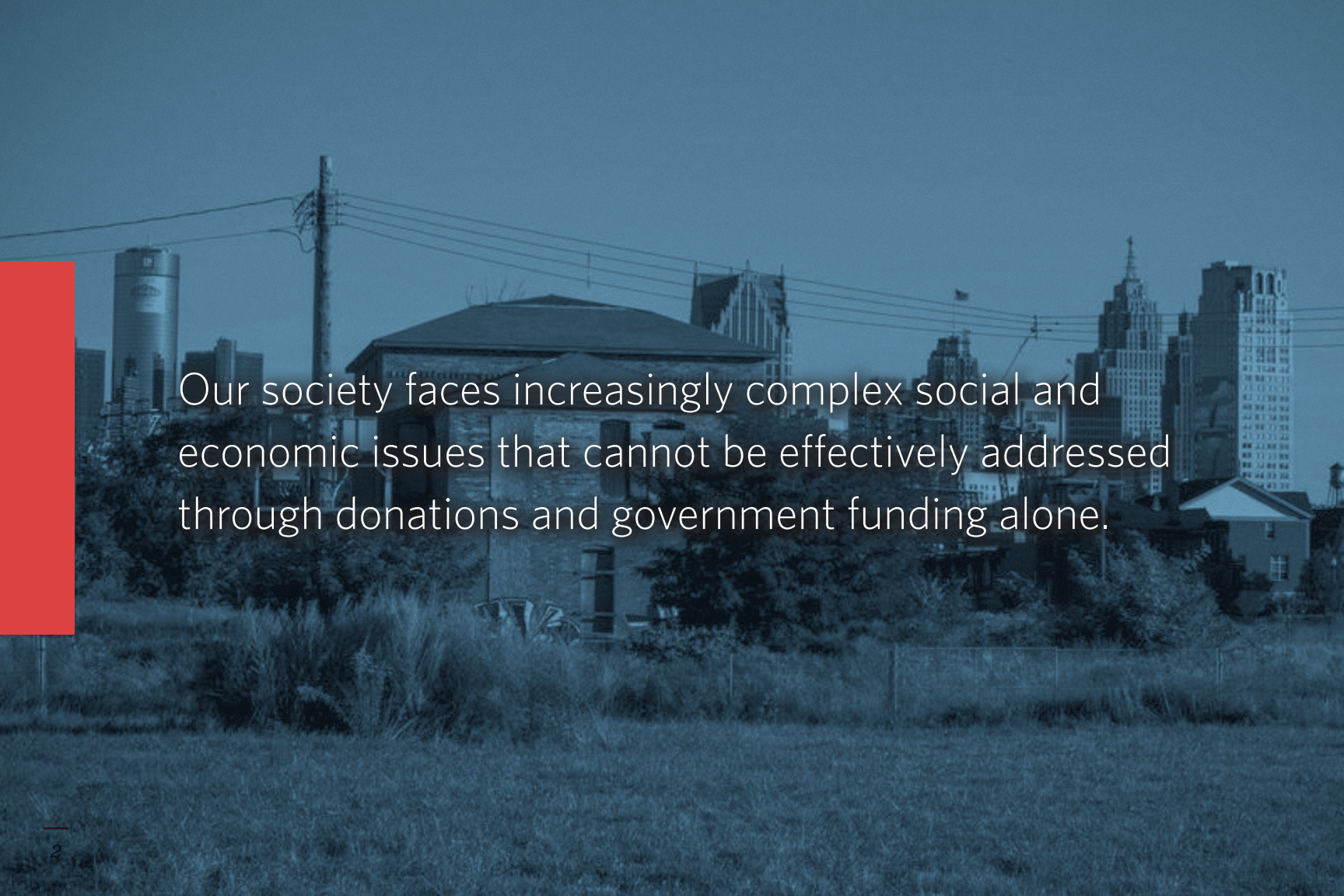




Mission Throttle Advisory Services | Accelerating Community Impact



Our society faces increasingly complex social and economic issues that cannot be effectively addressed through donations and government funding alone.

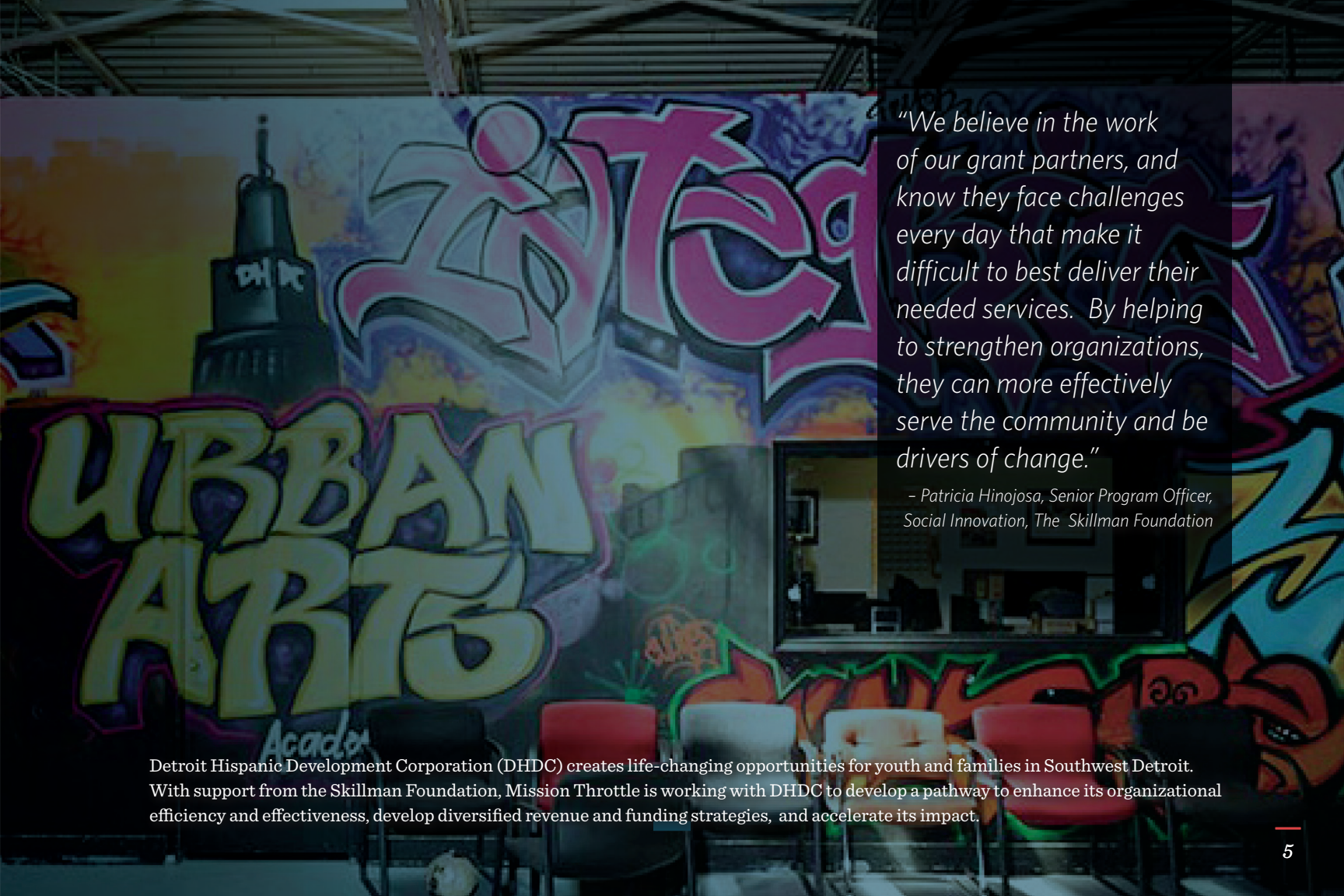
The cost to address chronic social problems, from poverty, to environmental sustainability, to public health, far exceeds conventional sources of funding. Entrepreneurs, investors, foundations, mission-driven organizations and intermediaries have begun to look beyond traditional approaches, and are joining in the challenge to develop new, more sustainable ways to meet social and environmental needs.

## Using Profit to Fund Purpose

Now more than ever, mission-driven\* organizations are recognizing the need to move away from dependence on grants and develop sustainable business models that withstand fluctuations in donative capital. At the same time, foundations and other funders are increasingly aware of the obstacles to create large-scale social change, and are looking for new ways to strengthen the infrastructure of the organizations they support. Funders know that access to financial, human and innovation capital are critical to achieving financial sustainability, and therefore greater social change.

Mission-driven organizations have deep expertise in the root cause of and solutions to social problems. When provided with enterprise level investment, they are uniquely positioned to deliver high-impact social change that exponentially improves lives.

*\*We believe the term 'nonprofit' is a misnomer – the sector shouldn't be defined by what it is not, as its chief aim is to make an impact in our world; not to simply breakeven.*



*"We believe in the work of our grant partners, and know they face challenges every day that make it difficult to best deliver their needed services. By helping to strengthen organizations, they can more effectively serve the community and be drivers of change."*

*- Patricia Hinojosa, Senior Program Officer,  
Social Innovation, The Skillman Foundation*

Detroit Hispanic Development Corporation (DHDC) creates life-changing opportunities for youth and families in Southwest Detroit. With support from the Skillman Foundation, Mission Throttle is working with DHDC to develop a pathway to enhance its organizational efficiency and effectiveness, develop diversified revenue and funding strategies, and accelerate its impact.




## Our Work

Mission Throttle is a social impact strategy firm dedicated to accelerating philanthropic innovation in communities. We advise, invest in, and support mission-driven organizations that seek to use market-based strategies to address social and environmental challenges. We are deeply passionate about our work and believe that merging business solutions and philanthropic values is critical to sustain and scale social impact for those in need.

*“The strength, expertise and depth of your team, coupled with JARC’s knowledge and passion in our field has been transformational for our organization in countless and substantive ways.”*

– Rick Loewenstein, CEO, JARC



Mission Throttle frames its work in terms of these overarching principles:

***CULTURE CHANGE*** is key. We envision a world where capitalistic solutions and philanthropic values converge to accelerate community impact. By thinking differently about the role of capital and embracing an entrepreneurial spirit, mission-driven organizations are uniquely positioned to respond to emerging social problems.

***AN OUNCE OF PREVENTION*** is worth a pound of cure. By funding preventive solutions and system level change, the root cause of social problems can be addressed.

***FINANCIAL SELF-SUFFICIENCY*** is paramount. Diversified revenue streams allow mission-driven organizations to focus on core principles, consider scale, innovate, and establish independence, allowing them to break the funding “starvation cycle” and therefore create greater social impact.

## Our Approach

How can mission-driven organizations achieve transformative change without access to best-in-class operational resources and stable financial capital?

Mission Throttle's Advisory Services practice provides mission-driven organizations with support and expertise to develop innovative and pragmatic business strategies that create efficiencies, scale and, ultimately, financial sustainability. Through our work with a diverse group of mission-driven organizations, Mission Throttle has developed a deep understanding of these unique operating environments, allowing us to respond to the evolving needs of both organizations and funders.

We reject stereotypical ideas that mission-driven organizations cannot be both financially sound and highly effective, and therefore, seek to establish a model that balances mission and money. Our advisory team challenges conventional wisdom to find a better way, encouraging a humble view of impact and a practical view of finances.

### *We seek to...*

**COLLABORATE** with our clients to embrace the values, culture and passion of their organizations.

**PROVIDE** strategic guidance and performance improvement solutions that support excellence, and achieve increased scale and social impact.


**DEVELOP** customized entrepreneurial strategies and sustainable revenue models to meet organizational goals. By considering untapped markets and innovative business models, we establish a mix between disruption and pragmatism.

**DELIVER** a unique perspective by providing access to market trends and best practices that will position our clients to grow and scale.

**MAXIMIZE** and measure financial and social return on investment to not only strengthen investor confidence, but develop long-term sustainable change.

**CREATE** innovative funding strategies to support scalable projects. By accessing our network of private and public sector sources, we develop funding strategies that are cost efficient, nimble and sustainable.





“The sign of a great collaboration is when expectations are surpassed. Mission Throttle propelled Partners 4 Health at a pace that we could not have otherwise achieved.”

– John VanCamp, CEO,  
Southwest Solutions

Partners4Health (“P4H”) is a 501c(3) that seeks to promote health equity by empowering individuals with access to health care not provided by traditional models. By addressing the social determinants of health and providing individuals with tools to remain healthy and thrive, P4H’s delivery model has the ability to profoundly improve health outcomes, reduce the high cost of treating individual patients, and improve community health. Mission Throttle partnered with P4H to create the business strategy for a standalone social enterprise that will deliver financially sustainable and socially responsive healthcare.

## Our Services

**Funders:** Mission Throttle partners with funders and their grant partners to develop business strategies that strengthen organizational infrastructure and create opportunities for financial sustainability, growth and scale. Below is a sampling of our service offerings:

ASSESS PROGRAMMATIC  
IMPACT

CREATE OUTCOMES  
FRAMEWORK

DEVELOP COMPETITIVE  
ANALYSIS

PERFORM BUSINESS  
ANALYTICS

ASSESS MARKET  
GAPS AND NEEDS

DEVELOP MARKET-  
BASED BUSINESS  
STRATEGIES

CREATE FUNDING  
STRATEGIES  
INCLUDING IMPACT INVESTING  
AND SOCIAL ENTERPRISE  
DEVELOPMENT

PERFORM ORGANIZATIONAL  
NEEDS ASSESSMENT; CREATE  
TOOLS AND SOLUTIONS

**Mission-Driven Organizations:** Mission Throttle provides a wide range of Advisory Services tailored to help mission-driven organizations achieve operating excellence and sustainable social impact. We use an evidence-based approach to develop creative, market-based strategies.

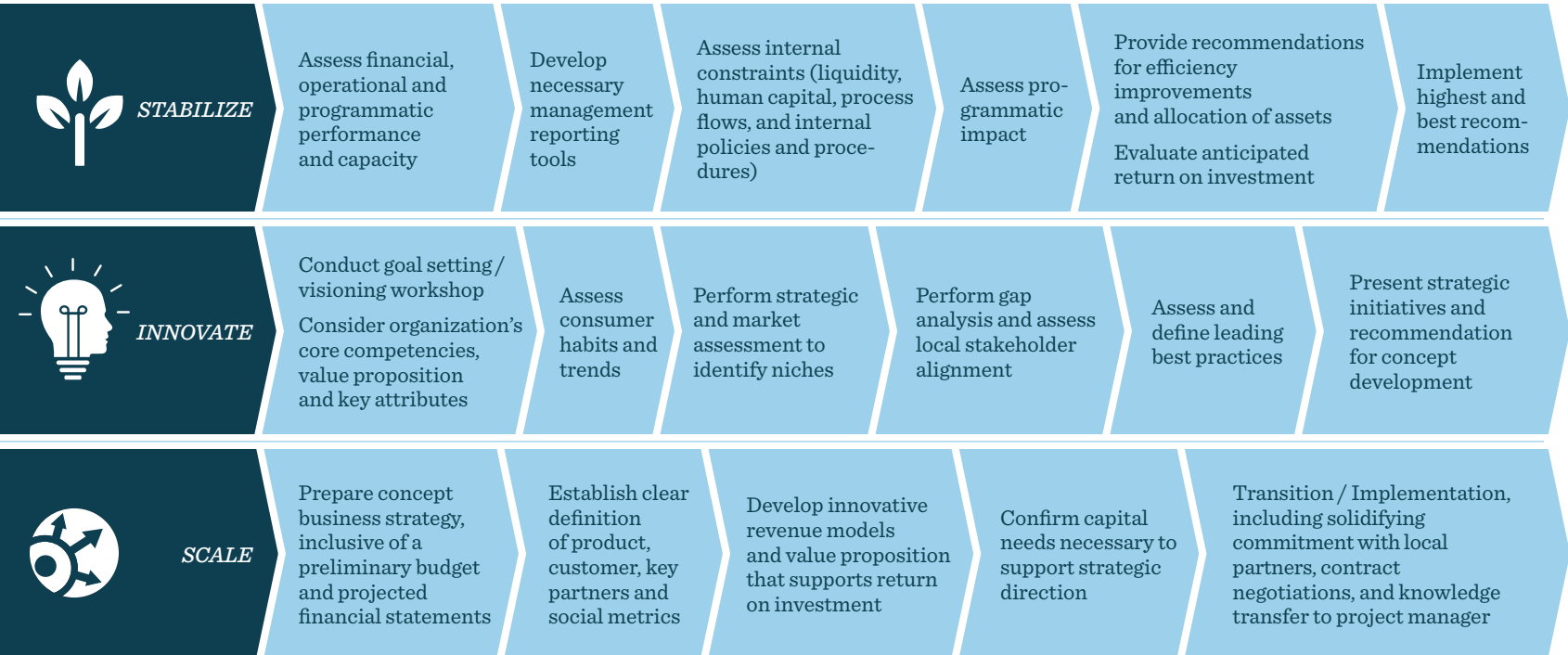
**STABILIZE:** Due to capacity constraints, many mission-driven organizations are unable to create the necessary infrastructure to support long-term strategic growth. Through a range of business analytics, we partner with our clients to create solutions that create financial and operational stability.

**INNOVATE:** Organizations that have diverse revenue streams are more likely to be financially sustainable and therefore, achieve greater impact. We assist our clients to leverage their existing programmatic strengths to create financial resilience.

**SCALE:** We work with our clients to develop and implement strategies that unlock new forms of capital and create investment opportunities.

# Our Process

We collaborate with our mission-driven clients to identify a mix of services that reflects their unique needs.



## Our Results

Mission Throttle's professionals possess a broad range of experience in developing sustainable solutions for mission-driven organizations and funders. Below are a few notable examples of our work.

- Worked with a leading southeast Michigan agency that serves the developmentally disabled to become more operationally and financially efficient. *Identified financial and operational initiatives that would lead to a return on investment of over 500%.*
- 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 retail concept to improve the financial sustainability* and community impact of an agency whose mission is addressing housing for underserved populations worldwide. *Initiative created steady stream of earned revenue.*

## Project Profile: Starfish Family Services

**Who:** Founded in 1963, Starfish Family Services is a leading human service organization serving children and families in Western Wayne County, Michigan. Starfish provides parenting resources, children's mental health services, after-school programs, and an emergency shelter for teens and youth in crisis.

**How We Helped:** In May, 2015, Starfish Family Services and Mission Throttle embarked on a journey to create a comprehensive business strategy to scale several of its core service offerings. The strategies were focused on Starfish's desire to promote early detection / intervention of mental health issues, mitigate barriers to health care access, and improve behavioral and physical health outcomes. As the project progressed, the vision evolved. It was soon evident that by creating a more integrated organization, Starfish was uniquely positioned to accelerate its core passion of creating resilience for the children and families it serves.

**Our Impact:** Mission Throttle identified a host of opportunities for Starfish to accelerate the impact of its programs, creating greater earned revenue necessary to support innovation and operational excellence at scale. Through a collaborative, user-centered process, Mission Throttle developed a strategy for introducing an integrated, data-driven culture that will provide the foundation upon which to create this change. By mid-2018, these combined initiatives will allow Starfish to increase its client base by approximately 160%.

*"I underestimated the level of professional development that my team and I received as a result of this project. We are better executives and leaders as a result. Mission Throttle helped us to identify internal opportunities that will maximize our impact and financial stability, and brought sophisticated business concepts to our organization.*

- Marisa Nicely, Vice President of  
Clinical & Youth Services,  
Starfish Family Services

## Advisory Management Team



**Phillip Wm. Fisher**

*Mission Throttle,  
Founder*

Thirty years of experience in early stage investing, mission-driven/for-profit governance, and philanthropic finance.

Twenty years as principal of The Fisher Group, a single family office serving asset management needs for the Max M. & Marjorie S. Fisher family.



**Susan Gordon**

*Managing Director,  
Advisory Services*

More than 25 years working with leading international consulting firms, providing financial advisory services to distressed and underperforming companies — providing restructuring and turnaround services and merger and acquisition assistance. Susan is passionate about utilizing her corporate expertise to assist mission-driven organizations achieve financial stability and enhanced social impact.



**Diana Callaghan**

*Director,  
Advisory Services*

More than ten years of experience working in financial advisory services and impact investing, and has specialized in financial services analytics, business intelligence solutions, business litigation, and corporate investigations. Previous roles include consultant at EY in New York City, where she managed the implementation of data analytics solutions for Fortune 500 financial services companies.



**Ian Makowske**

*Associate,  
Advisory Services*

Has worked with several for-impact organizations ranging from Michigan-based pediatric mental healthcare providers and a Detroit aquaponics social enterprise, to a start-up impact investing firm. Recently completed a dual master's degree at the University of Michigan's Ross School of Business and the School of Natural Resources and the Environment through the Erb Institute for Global, Sustainable Enterprise.

For a complete listing of our Advisory Service Team, visit [www.missionthrottle.com](http://www.missionthrottle.com)

# Our Partners

Mission Throttle is working to accelerate positive change through advisory engagements, strategic partnerships and sponsorships. Below are a few of our clients and partner organizations.

## CLIENTS



## COLLABORATIONS



For a complete listing, visit [www.missionthrottle.com](http://www.missionthrottle.com)



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Advisory Services

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“If you want to go  
quickly, go alone. If  
you want to go far,  
go together.”

- African Proverb

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