

SEPTEMBER 2020 



Work Proposal

PROPOSED BY 

Brian Loevner + Kelsey McGrath
BLVE Consults

PROPOSED TO 

Paul Friedman
Safer Country

WORK PROPOSAL

OUR COMPANY

The mission of BLVE is to create stronger organizations by building effective systems and processes and encouraging transformational leadership. BLVE connects you back to the mission and values of your work by building the structure necessary to make space for creativity, ideas, and innovation. Operating remotely, BLVE has had clients in Chicago, Washington DC, and Toronto. Their non profit work has ranged from social justice, to arts and culture, and beyond.

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THE CLIENT

Founded in 2020, Safer Country is dedicated to keeping guns out of unsafe hands, with emphasis on high-risk people and the background check system.

THE WORK

- Operation Processes
- Fundraising Strategy
- Board Development

WORK PROCESS

01

NEED/GOALS

Iterate client current position and desired goals

03

TIMELINE

Detail specific steps in work plan

02

WORK PROCESS + PRODUCTS

Summarize BLVE work plan and products

04

PROJECT STAFFING + FEES

Those involved and cost of collaboration

NEED/GOALS

Safer Country is a newly founded organization located in Alexandria, Virginia. Safer Country is dedicated to keeping guns out of unsafe hands, with emphasis on high risk people and the background check system. While they currently focus on Extreme Risk Protection Orders (ERPOs) in Virginia, they desire to expand their interests nationally. This effort is led by Executive Director, Paul Friedman.

Safer Country seeks support in creating an operational fundraising plan and building an engaged Board of Directors. They need guidance in building a corporate and foundation funding model and building budgeting protocols. Looking ahead, Safer Country has a goal of funding \$6,000 per month. Their hope is to conglomerate an enthusiastic leadership team that will aid in decision making as well as fundraising as the 501 c3 grows.

Safer Country is a small but mighty organization with a higher vision for Virginia and for the United States at large. These visions of utopia are matched with a hunger for action, a want for strategy, and a willingness to execute. This organization must begin to engage with new relationship outreach and management strategies to garner financial support and to activate foundational decision making as it enters into its next iteration; as Safer Country begins to see itself and place in the world a little more clearly.

WORK PROCESS + PRODUCTS

Initial interviews will take place to assess Safer Country's current circumstances and its vision for the future. These will include the Executive Director, Board of Directors, and the Advisory Committee. Upon further analysis of mutual agreements and goals, BLVE will engage in a process of creating and editing an organizational assessment for Safer Country.

We will concentrate our strategies and recommendations for first steps in both the fundraising and board governance sectors. These areas of interest are fundamental for the growth of the organization as these pillars begin to expand Safer Country as an entity outside of itself. Through relationship building, management, and communication questions and strategies, BLVE will create and recommend a plan of action to best begin this process.

Additionally, BLVE will offer guidance around the creating of a dynamic budget for the organization. In this, proposed questions and thoughts will lead to the creation of attainable financial goals and timelines. With these articulated, Safer Country will then be able to approach their Board with transparency and a financial plan in hand. BLVE will also assist in creating a communication strategy for foundation outreach for the organization to then execute.

At the end of the consultation, Safer Country will be equipped with plans of action regarding steps to reach attainable financial goals and building their board.

TIMELINE

The consultancy will last between 1 and 3 months, beginning in Fall 2020. During that time, we will commit to the following phases of meeting, assessment, document creation, advice and planning.

Phase 1

Engage in in depth conversations with essential board and staff members at SC towards a full organizational assessment:

Points of Interest

- Current understanding of SC's mission and community work
- Current mutual agreements regarding SC financial and Board Governance (BG) goals (What is working?)
- Current questions/uncertainties about SC's financial processes and BG (What isn't working?)
- Holistic understanding of willingness and capability of implementing recommended practices

Further Analysis

- Current financial flow and processes (What is in place?)
- Current BOD operations and goals for BOD governance (What is in place?)
- SC current and desired community relationships, both statewide, national, and local
 - Educational organizations
 - Financial
 - Legislative
 - Community organizing
- SC's desired position among related GVP organizations

External Assessment

- How is SC's work positioned in relation to the national GVP conversation and activism?
- Other GVP organizations in Virginia?

TIMELINE

External Assessment (Continued)

- What does the state and national GVP market look like outside of SC?

Interview

- Paul Friedman, Executive Director
- Board of Directors
 - Boyd Walker, President
 - Laura Mandala, Vice President
 - Vincent Smith, Treasurer
 - Lori Friedman, Secretary
- Advisory Committee
- Other essential members as communicated
- Draft an organizational assessment based on interview results
- Communicate, edit, and gather more information based on rising thoughts and questions or gaps in information
- Finalize organizational assessment

Phase 2

- Report on finalized organizational assessment as preparation for strategy building
- Present initial recommendations to SC re: Fundraising and Board Development
- Clarify and drill down potential recommendations and timelines for implementation

Phase 3

- BLVE will make recommendations regarding actionable next steps in finalized strategy
- BLVE will work with SC to co-create a manageable plan that honors mutual agreements from organizational assessments and the holistic desired trajectory
- Populate agreed upon strategy documents
- Create organizational agreement on recommended changes and next steps based in co-created strategy

PROJECT STAFFING + FEES

This project will be co-led by Brian Loevner, President & Founder, BLVE. Brian is an executive leader, consultant & producer. Most recently, Brian finished work with Gun Violence Prevention Education Center (GPEC) and the Illinois Council Against Handgun Violence (ICHV), located in Chicago, Illinois. In the span of 19 months, he acted as Interim Executive Director and General Manager guiding a successful merger and a national Executive Director search and acquisition. Brian and his team of BLVE consultants successfully fundraised over \$800,000 for 2020 & 2021 operations for GPEC/ICHV, supporting their future success as a newly merged organization.

He was the Managing Producer of The Second City from 2015-2017, managing all theatrical production in Chicago with a yearly budget of over \$12 million dollars. From 2004-2013, Brian served as the Managing Director of Chicago Dramatists. As a fundraiser, Brian has raised over \$4 million dollars for organizations and productions in the last 10 years. In addition, Brian successfully pitched the MacArthur Foundation, ending in the creation of a \$750k program to provide cashflow loans to non-profit organizations during the 2008 recession.

This project will be co-led by Kelsey McGrath. Having worked with BLVE since July 2019, Kelsey has assisted on numerous projects including the GPEC/ICHV merger and ED acquisition. They were instrumental in the creation of search processes and communications. Other BLVE projects include work with Urban Theater Company, Media Burn Archive, Cue6 Theater Company and Rescripted, LLC. A leader in the Chicago arts community, Kelsey has produced, curated, and written work that's gone viral. They were recently named one of Windy City Times' 2019 30 Under 30, alongside other artists, policy makers, medical practitioners, and community activists.

For Safer Country, the project will be led by Executive Director, Paul Friedman.

Fees

Total cost for this consultancy is \$7,500.