



**TRANSFORM**  
— CONSULTING GROUP —



# 2022 Annual Report

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## Making Transformers

[www.transformconsultinggroup.com](http://www.transformconsultinggroup.com)

# A Letter From Our President



Dear friend and fellow #Transformer,

What a year! Together we accomplished many “wins” in 2022 that we believe will truly transform the communities our clients serve. As we look toward a new year with excitement and anticipation, we also want to take time to reflect and celebrate.

When I think of 2022, two words come to mind.

## **Recover and Refocus.**

Coming out of COVID-19, we’re all still recovering. Our clients are working hard to understand the short- and long-term impact of the pandemic and how to respond accordingly. One example is our work with YMCA of the USA in helping them secure \$15 million in funding to respond to the pressing needs of youth in Indiana. We’ll share more examples of other clients who are working to recover and what we’ve learned.

As for refocusing, we are seeing many opportunities coming out of the pandemic as #Transformers pivot based on learnings (good and bad) over the last three years. Rather than get discouraged, many of our clients are assessing and refocusing efforts to better serve their communities. During the pandemic, new needs have risen and other challenges have been brought to light. Through this change, organizations are using this opportunity to complete new strategic plans, evaluate programs and services, complete exploratory research projects, fund new partnerships, and use data to tell stories of need and impact.

We’ve also seen a priority placed on people. The clients we work with represent individuals with skills and expertise that we want to keep! As our economy shifts, there is competition to recruit a workforce and growing need for retaining talent. Through TCG’s leadership development work, we are equipping organizations to transform their teams. We’re excited to share these innovative stories with you!

We hope that what you read in the pages ahead will inspire you and your work. We feel incredibly honored to work alongside #Transformers across the country who truly are moving the needle to transform communities, schools, organizations, teams, and ultimately lives.

Sincerely,

A handwritten signature in cursive script that reads "Anouch Zoper". The ink is dark and the signature is fluid and personal.

# trans·form·er

/tran(t)sfôrmər/

noun

**a person or thing that transforms something**

“the great transformer of humankind”

If you follow our team, you've heard us refer to ourselves as #Transformers. The reality is, though, **you** are a Transformer!

You are doing important work. You're on the front lines supporting families, children, and communities. Your efforts are **TRANSFORMING LIVES.**

# Growing Impact



The needs of our clients are growing. At TCG, we're responding by growing our team. New staff means new subject matter experts, industry knowledge, and skill sets that allow us to partner with you to accelerate your impact.

When you engage with our team, you have access to project managers, strategy leads, and data experts with experience in your field. Our approach hasn't changed. We're still mission-driven and dedicated to using data to work collaboratively with our clients. We promise to meet you where you are and support your ongoing transformation and future success.

## BECAUSE OF THIS GROWTH

### New Clients:

68% of our projects in 2022 were with first-time #Transformers



### New Staff:

16 individuals on the TCG team - a 320% increase over 5 years



### New Locations:

Serving clients in nearly 20 states across the country



# 2022 At a Glance



22

New Data Dashboards



500+

Individuals who attended webinars, trainings, workshops, or presentations facilitated by TCG



4,000+

Stakeholder survey responses gathered to inform our work



\$45 Million+

Secured in grant funding



8

Strategic plans completed, which include gathering data, surveying the community, facilitating retreats, and creating tools and visual reports outlining next steps



11

Early Care and Education Coalitions supported to help working parents this year

# Transforming Communities

Philanthropic partners shift strategies to help communities recover

Philanthropic partners play an important role in transforming communities. Throughout the pandemic, we saw funders shifting their efforts and increasing their giving to support those affected by COVID-19.

We have noticed (and love seeing) the shift as more funders look to be strategic thought partners and conveners. These philanthropic partners are working to tackle big social problems in their communities. Here are a few examples of how we saw this in last year:

## #1

### Community Foundation of Greater Fort Wayne

The Community Foundation of Greater Fort Wayne has **3 goals**:

1. They want to measure their impact against their 5 core values and how they distribute funds
2. They want to answer the question “how are we doing?” in the community to make the Fort Wayne area a quality place to live and work
3. They want to offer resources for the community and a way to collaborate to make a bigger impact



The result? They enlisted our team to create [this dashboard](#) to tell the story of opportunities, wins, challenges, and gaps in the Greater Ft. Wayne community.

## #2

### Welborn Baptist Foundation

As a leader in southern Indiana, Welborn Baptist Foundation is committed to equipping nonprofit leaders and funding programs with high community impact. This dedication led to two separate white paper projects.

The first helps to build the case for Greater Evansville's need for a data system to improve program planning and implementation, policymaking, outreach, and advocacy. It outlines the need for and benefits of a regional data system. Investing in this system will allow the region to become increasingly collaborative and data-informed with cross-sector efforts.

The second white paper report highlights the region's strong track record of collaboration. It outlines the opportunity to engage the region in collaborative capacity building which will transform nonprofits, donors/funders, and systems-level supports by helping them become the best versions of themselves for mission and sustainability.

The result? BOTH reports led to fully funded projects that are preparing to launch!

# Transforming Youth

## \$45 million in grant funding secured to transform out-of-school time

Since the beginning of the pandemic, more children and youth have anxiety, depression, low self-esteem, and distress due to social isolation and economic conditions. Remote learning has led to learning loss across the country, which shows up in the drop in test scores and chronic absenteeism.

In response, the Lilly Endowment committed to fund organizations making transformational change in the lives of young people. Our clients and fellow #Transformers at the YMCA of the USA (YUSA) and the Boys & Girls Clubs of America (BCGA) acted to help spearhead the recovery initiatives in Indiana.

The YUSA and BCGA understand this need and the opportunities for Indiana affiliates to fill the gap.

TCG worked with both YUSA and BCGA to assess the needs of Indiana youth, as well as the capacity of local affiliates to meet these needs. By gathering national and local data, combined with completing individual site visits and interviews with all Indiana affiliates, we developed a three-year strategic plan and proposal to respond to the impact of COVID-19, better serve youth across Indiana, and strengthen the capacity of local affiliate organizations.

The result? \$45 million dollars secured between two incredible organizations to support high-quality programming for kids and teens. This not only impacts the students served, but will also transform the entire community where these organizations reside.



# Transformation Through Collective Impact

Strong Workforce.  
Strong Economy.

REFOCUS



The COVID-19 pandemic really highlighted the needs of our youngest children and their parents struggling to work and care for their families. The issue of early care and education gaps is bigger than what one organization can solve alone. Community leaders, employers, public officials, and other stakeholders see this gap and realize they can accomplish more when working together - using a collective impact approach.

One way is through the development of coalitions. In total, TCG has supported over 50 community coalitions across the country. Last year, we created the Family-First Workforce brand to support the efforts of businesses, families, government, and communities. We've created agendas and strategic plans for these communities to work together through a collective impact framework.



How Child Care Affects Government



How Child Care Affects Families



How Child Care Affects Businesses



How Child Care Affects Communities

# Training up Transformers

The workforce has drastically changed in the months following the initial COVID-19 outbreak. Recruiting and retaining talent in the “new normal” is a challenge. One solution? Investing in people.

We love watching our clients - fellow #Transformers - invest in their people. This year we created a High-Performing Organizations model based on the concept that effective leadership and management is made up of three components: technical expertise, administrative and management skills, and relational/personal growth.

Our friends at Geminus Regional Health are devoted to growth. They enlisted TCG to assess their staff using the DiSC® assessment tool and our High-Performing Organizations Framework to coach senior leaders, directors, and high-level managers (totaling more than 300 people!). It was a huge investment of resources and time, and we are excited to see how Geminus transforms their community after putting in the work internally.



## Leadership Model



“Not finance, not strategy. Not technology. It is teamwork that remains the ultimate competitive advantage, both because it is so powerful and rare.”

- Patrick Lencioni

# Our People. Our Culture. Our Values.



Who  
are  
we?

**We Adapt.** COVID-19 has taught us that we need to be able to shift to best meet the needs of our clients. We're using the latest trends and research to make best practice recommendations that align with the current landscape.

**We Make Complex Things Simple:** We talk a lot about data, outcomes, best practices, etc. What we do is really quite simple. You have a problem? Let us solve it. We create actionable reports, dashboards, tools, processes, and plans to move your mission forward.

**We're Mission Driven:** Our growing team represents diverse knowledge and experience in education, human services, community development, and government. For our clients, we are more than a vendor or a consultant. We are passionate about your mission and want to champion your success.

**We Advance Organizational Sustainability:** Our approach to consulting is unique. We don't come in and do the work for you, but instead work with you. We want to ensure that when our engagement is over, you feel equipped to continue the work.

**We're Approachable:** We understand your industry and challenges. As former practitioners, we draw on past experience to meet you where you are.

**We're Committed to Learning:** We want to help build your capacity and knowledge so you can accelerate your impact. Not only do we love to see your team grow, but we also grow our own team's capacity and knowledge through ongoing education, learning, and discussion so we can better serve our clients.

**Together, our combined efforts transform your work and the lives of the people you serve.**

# From the Field



MAKE  
IT HAPPEN



# TRANSFORM

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