



# DEEPEN IMPACT

## Your valued partner.

Over 3,000 clients have counted on The Alford Group to provide innovative consulting solutions to help them realize their vision.

“The Alford Group has served as a valued partner of The Chicago Community Trust, supporting our efforts to raise over \$1.6 billion benefiting future generations in metropolitan Chicago.”

-TERRY MAZANY, PRESIDENT AND CEO  
**The Chicago Community Trust**

“The Alford team has had a steady hand and deft touch in guiding YWCA USA through two robust strategic planning efforts across a five-year span. The first facilitated transformational structural change, while the second is driving forward significant organizational and cultural evolution.”

-CASEY HARDEN, INTERIM CEO  
**YWCA USA**

“Our Alford Group consultants have been a key part of our campaign success. With their expert guidance and support, we’re ahead of schedule and the campaign’s first building project is underway. What’s more, our entire campus community has a greater appreciation for the power of philanthropy thanks to our partnership.”

-JODI WAGNER, VICE PRESIDENT FOR UNIVERSITY RELATIONS AND ADVANCEMENT  
**Walla Walla University**

“The Alford team brought people and ideas from across our organization together to develop a corporate partnership strategy that is uniquely ours. We are using their recommendations to develop new and expanded relationships that will increase revenue, drive greater business impact for our partners, and add value for the museum visitors, members, and scientific communities we serve.”

-STEPHANIE KIMMEL, DIRECTOR OF CORPORATE AND FOUNDATION GIVING  
**The Field Museum**

“The Alford Group conducted a Feasibility Study and provided Campaign Counsel to The Seattle Public Library Foundation for our endowment campaign. Their unique process, creativity and integrity not only gave us a successful outcome, but it also developed leadership and momentum beyond the campaign. I have enjoyed working with The Alford Group and will continue to rely on them for fundraising counsel.”

-JONNA WARD, CEO  
**The Seattle Public Library Foundation**

To learn more about how  
The Alford Group can  
strengthen your organization,  
visit [www.alford.com](http://www.alford.com).

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# CREATE

Innovative strategies to  
strengthen your organization



WE EMPOWER ORGANIZATIONS TO REIMAGINE WHAT IT MEANS TO MAKE A DIFFERENCE. WE HELP THEM AIM HIGHER, REACH FURTHER AND DREAM BIGGER. WE SHOW THEM THEIR TRUE POTENTIAL AND THE PATH FORWARD TO ACHIEVE IT.

## Full-service consulting. Customized solutions.

Since 1979, the mission of The Alford Group has remained unchanged: strengthening not-for-profits. Stronger organizations create stronger communities. From fundraising to strategy to governance, we partner with organizations to expand their reach and deepen their impact.

### Fundraising

Creating a culture of philanthropy is at the core of what makes a successful not-for-profit. From campaigns to major gifts to overall fundraising strategy, we provide senior-level consultation to help you engage donors and secure the future of your organization.

### Governance

Your volunteer leaders are most effective when they are well supported. We help you clarify roles and expectations, realize the power of diversity, assist with advisory and auxiliary development, and identify and recruit the best talent.

### Data analytics

Planning for the future starts with understanding your current circumstances. Our assessments and analytics give you the data-driven recommendations and plans you need to move your organization forward.

### Strategic planning

Ensuring your organization remains focused on your mission is vital. Our professionals provide the guidance your team needs to determine long-term goals and achieve your vision.

### Corporate partnership strategy

We create strategies for not-for-profits to attract and secure corporate partnership dollars and deepen relationships. We also help corporations and their foundations leverage their dollars on partnerships to drive meaningful business and social impact.

### Leadership development

Our customized programs and materials help close any skill gaps related to philanthropy, governance, assessment or planning. From one-on-one coaching to peer group sessions, our senior-level consultants tailor in-depth development tools to meet the needs of your staff and board.

We partner with not-for-profit organizations, foundations and corporations to increase impact in their communities.



"We partnered with The Alford Group to launch our first ever capital campaign to raise private funds for our fourth site — our Brighton Park Health Center — and create a more strategic engagement and growth plan for our Board of Directors. They helped us build our internal development systems, identify prospects and

create major gift strategies. Our experience with The Alford Group has been collaborative, inspiring and incredibly impactful."

—DAN FULWILER, CEO  
Esperanza Health Centers