

CASE STUDY

THE TREVOR PROJECT



THE **TREVOR** PROJECT
Saving Young LGBTQ Lives

ABOUT

The Trevor Project (TTP) is an organization offering crisis intervention and suicide prevention services to LGBTQ youth under 25, creating safe, accepting, and inclusive environments over the phone, online, and through text. A 2018 GLG Social Impact Fellow organization, TTP is rapidly growing their team throughout the U.S.

REACTION

To build the internal infrastructure needed for such growth, Trevor's Director of Finance asked GLG for help in the selection and implementation of a new finance software. GLG worked with TTP on screening questions before connecting the organization with two former CFOs with experience in software options and its organization-wide application.

Questions included:

- How do companies typically determine who receives a credit card? And at what limit?
- What did you learn from implementing this type of software?
- If anything, what would you have done differently in the implementation process?

IMPACT

Conversations with these carefully selected Council Members allowed TTP to narrow the list of vendors under consideration and create a robust checklist for evaluating software options.

CASE STUDY

YAMBA MALAWI



ABOUT

Yamba Malawi is an organization focused on children in Malawi, Africa. The organization helps break the cycle of poverty for families by providing caregivers training to launch their own successful small businesses. To date, Yamba has helped develop 400 household-level businesses.

REACTION

A client of GLG Social Impact, Yamba Malawi identified poultry farming as a potential investment opportunity for the families they seek to help. To better understand the industry, the team needed specific insight into the South African poultry market. GLG helped them identify knowledge gaps and frame questions to find actionable answers, including:

- Who are the key South African poultry producers and/or suppliers?
- What are the important market forces impacting the poultry industry?
- How has the market changed in the last ten years and what is the market forecast for the next ten?

IMPACT

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TEAM RUBICON



ABOUT

Team Rubicon (TR) pairs the strengths and skillsets of veterans with first responders to rapidly deploy response teams in the aftermath of natural disasters. A 2016 GLG Social Impact Fellow organization, TR is fast becoming one of the most impactful resources in the nonprofit disaster relief space. Since 2010, TR has had a significant impact on some of the hardest hit areas around the world, including Haiti, Puerto Rico, Houston, and California.

REACTION

As TR becomes a household name, small businesses began asking to display the Rubicon name and logo. So the team asked GLG: How do we partner with local businesses and keep the integrity of our brand? GLG set out to connect them to Council Members who could help answer two critical questions:

- What do other nonprofits charge, if anything, to use their logo?
- What are the basic requirements of a logo usage “memorandum of understanding?”

IMPACT

GLG’s knowledge marketplace paired TR with insights from a former CMO of Clorox and a Marketing Manager at the American Heart Association to understand how to price and license the TR logo and the creation of standard usage terms for partners.

“GLG’s platform supports Team Rubicon’s culture – we ask hard questions when we don’t have the answers. In 2017, an unprecedented year in frequency and severity of natural disasters, access to GLG allowed our organization to bend instead of break.”

– Jake Wood, Co-Founder and CEO, Team Rubicon

CASE STUDY

SPIRIT OF AMERICA



ABOUT

Spirit of America (SoA) supports the critical work of U.S. troops and diplomatic missions abroad through humanitarian, civic, and economic assistance. In some of the world's most challenging places, SoA makes U.S. personnel safer and more successful and helps local people not reached by large-scale aid programs.

REACTION

A client of GLG Social Impact, SoA and GLG Council Members have worked on a number of projects together:

- To offset gang violence in Honduras, SoA learned best practices in vocational training
- To increase food security for Afghanis threatened by al Qaeda, veterinary expertise informed farmers on how to maintain healthier livestock herds
- To get textbooks to the Maldives, SoA learned how to source education supplies on remote islands
- To provide water in remote Paraguay, GLG connected SoA to expertise in water access programs

"GLG is a 21st-century information portal that puts the expertise of the world – renowned experts – at your disposal. GLG has been more than a partner; they have been a guiding light and an invaluable resource."

– Jim Hake, Founder & CEO, Spirit of America

