

Collaboration Partners – Social Impact Consultants

Rain Gardens United – Case Study

Rain Gardens United Executive Summary

We helped Rain Gardens United align its product and service offerings with its organizational strategy.

Our Client

Rain Gardens United ('RGU') educates the public on and advocates for the use of rain gardens, areas that beautify neighbourhoods and help mitigate the risks of climate change. The organization has facilitated the building of many rain gardens at residential and commercial establishments across Toronto.

The Challenge

RGU requested Collaboration Partners' support in streamlining its business processes and ensuring that its various product and service offerings are aligned with the organizational strategy. We identified the following objectives for our engagement:

- Evaluate the existing product and service offerings in the context of the current organizational strategy;
- Advise on how to refine and solidify the business plan, including the marketing and operating processes; and
- Develop a target state operating model to support the organization in achieving its vision

The Impact We Created

Rain Gardens was equipped with an actionable short- and long-term plan to realize its organizational strategy. Specifically, we supported the organization by:

- Developing ideas for a campaign that the RGU team was able to implement leading up to the summer of 2020
- Helping to clearly articulate the Organization's strategic priorities
- Developing a one-year plan to improve operations with the objective to grow the organization and increase community engagement over the long-term

"Tonight's Final Presentation demonstrated how a top-notch organization like Collaboration Partners has given a budding non-profit like Rain Gardens United much to celebrate and strive for." – RGU Board Member

Detailed Approach

To achieve the agreed-upon objectives, our project team (1 Engagement Manager & 2 consultants) divided the project into two phases:

Phase One: Current State Assessment

Key Activities:

- Assessed appropriateness of the governance structure and division of responsibilities
- Reviewed existing strategic priorities to identify gaps and misalignment with the organizational vision and mission
- Understood key relationships with third parties, including funders and community partners
- Reviewed the financial position of the organization in order to identify feasible opportunities

Outcomes and deliverables:

- Report outlining the current state, gaps, and short-term objectives that would assist RGU with meeting its immediate funding needs

Phase Two: New Strategic Priorities and Target Operating Model

Through extensive discussions with RGU management and independent research, we recommended a revised set of strategic priorities to assist the organization with the achievement of its long-term objectives.

Key Activities:

- Revisited RGU's mission and vision statement, ensuring alignment with redefined strategic priorities;
- Identified and documented opportunities to help achieve RGU's long-term objectives

Outcomes and deliverables:

- Opportunities to partner with local organizations to further RGU's education and advocacy missions;
- Suggestions on specific activities required to operationalize certain prospective service offerings;
- Identification of revenue diversification opportunities, including specific government subsidies; and
- Development of new communication channels to improve its volunteer and fundraising strategies