

Our Mission is
**Advancing
Yours**



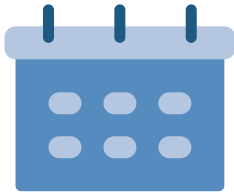
GG+A
Grenzebach
Glier and
Associates

GG+A Values

We want to ensure your institution's long-term success. That is why we work with you to develop a clear plan of action, complete with the analysis, strategy, and tactics needed to accelerate growth. With a diverse group of consultants and senior leaders from every service area, GG+A is committed to the following principles, which shape our partnership with you:

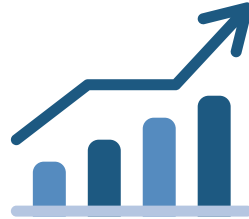


GG+A By the Numbers



60+

Years of service to nonprofits worldwide



3,000+

Consulting & support services to more than 3,000 nonprofits and NGOs



30+/7

Our client work has reached more than **30 countries** and **7 continents**



100+

Fundraising campaigns of \$1 billion or more supported



450M+

Donor records screened for philanthropic capacity



\$2M–\$9B

Range of current client **fundraising goals**

Institutions We Serve



Cedars-Sinai Medical Center

Academic Medicine and Healthcare

RESEARCH • CANCER • CHILDREN'S • COMMUNITY •
HEALTH SYSTEMS • PROFESSIONAL HEALTH ASSOCIATIONS

In academic medicine and healthcare, fundraising is both essential and increasingly complex.

Personal experiences motivate grateful patients and their loved ones to support innovative research, treatments, and care. Still, healthcare institutions face myriad pressures, from attracting top medical school faculty and students, to investing in cutting-edge research, to tackling rising healthcare costs, to managing complex insurance issues. GG+A understands these nuances and the complicated path philanthropically-reliant institutions and the people inclined to support their missions must travel together.



Dana-Farber Cancer Institute approached its *Defy Cancer* Campaign with a strategic focus on strengthening and enlarging its giving teams. GG+A initially partnered with Dana-Farber to assess its events and community fundraising donors to understand their capacity and likelihood of giving, and develop campaign gift propositions. Most recently, we conducted mid-campaign leadership interviews with key members of the Institute's executive team and the entirety of the advancement leadership team.

Today, Dana-Farber has already opened three new care facilities and helped develop more than half of all the FDA-approved cancer treatments because of the campaign. The Institute is poised to achieve well above its original \$2-billion goal.



Iowa State University

Higher Education

PUBLIC UNIVERSITIES • PRIVATE UNIVERSITIES •
LIBERAL ARTS COLLEGES • COMMUNITY COLLEGES •
PROFESSIONAL SCHOOLS • TECHNICAL SCHOOLS

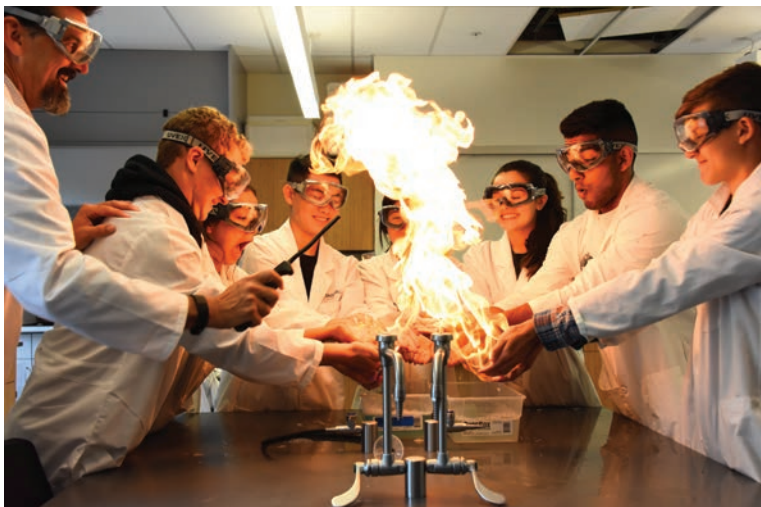
Our partners in higher education have continued to face challenging fiscal realities. These include the dramatic decline in state support for public institutions, the need to ensure access and affordability, and the relentless competition for top faculty. Moreover, there is increasing pressure on philanthropy to fill budget gaps.

As former advancement leaders, GG+A consultants are equipped with the expertise and experience to address these challenges in a way that honors the singularity of your institution and its needs. Achieving strategic, substantial, and sustainable growth is not about hitting a campaign total. It's about change management and developing the structures, processes, skills, and vision that galvanize, leverage, and sustain growth.

The campaign for the **University and Colleges of Cambridge**, the largest in Cambridge's history, surpassed its campaign goal, raising more than £2.2 billion, from Europe to Antarctica. The campaign successfully harnessed philanthropy to impact every continent. More than 80,000 alumni donated to the University and Colleges throughout the campaign, in addition to committing thousands of volunteer hours to Cambridge.

GG+A partnered with gift officers on individualized strategies and supported engagement with academics across every discipline at the university. This helped 400 academic-related posts receive philanthropic support in subjects ranging from crop science to climate law. And Cambridge's leading research in areas like the early detection of cancer, public policy, and rethinking measures of economic progress have all been advanced because of the campaign.






Sage Hill School

Independent Schools

CO-ED • SINGLE SEX • DAY • BOARDING • FAITH-BASED • SECULAR

Effective fundraising counsel honors a school's culture, needs, and aspirations, while also understanding its specific fundraising challenges and opportunities. Sixty years ago, GG+A's first client was an independent school, and through the decades we have seen the importance of philanthropic support for schools continue to increase. Limited resources require prudent choices. Through careful listening, we work in partnership with our school clients to build upon their cultures, strengths, and advancement resources to maximize and grow philanthropic revenue. GG+A's Independent Schools Practice and seasoned consultants have a depth of expertise and experience in independent school fundraising to help you succeed.



The William Penn Charter School raised more than \$130 million during its eight-year comprehensive campaign — exceeding a \$125-million campaign goal. Notably, the School increased this goal twice during the course of the campaign because lead supporters (including three, eight-figure donors) were inspired by Penn Charter’s campus master plan and its commitment to the City of Philadelphia. GG+A partnered with Penn Charter to analyze prospective donor capacity and inclination using DonorScape®, conducting a campaign readiness assessment and feasibility study to guide the School’s leadership. Throughout the campaign, GG+A also provided strategic counsel for Chief Advancement Officer Jack Rogers, Head of School Dr. Darryl Ford, and the Board of Trustees.

Campaign revenues funded a new athletics and wellness center, a new lower school, increased endowment for financial aid and for academic programs, and both unrestricted and restricted operating support. Realized bequests and new estate gift intentions made a significant impact on campaign success, and moving forward, Penn Charter has a well-developed prospect pool for what comes next.



Los Angeles Master Chorale

Arts & Culture

MUSEUMS • PERFORMING ARTS • HISTORIC SITES • ZOOS •
AQUARIUMS • LIBRARIES

Music, dance, art, and history enrich communities beyond measure, and the creative work of our arts and cultural institutions captivates audiences each day. We know that behind the scenes, the financial needs are great — from staff and performer wages, to infrastructure, to securing exhibitions. These expenses far exceed the price of admission. Our team at GG+A has partnered with arts and cultural organizations around the world. In addition to understanding the distinctive philanthropic challenges that cultural institutions face, we bring together industry data and our long history of experience with clients across sectors to develop creative solutions to your specific needs.



For more than a decade, GG+A has partnered with the **Philadelphia Museum of Art** (PMA) through campaign planning and execution. To help the Museum set realistic yet ambitious campaign goals and craft compelling campaign messages, GG+A conducted a campaign planning study, a development program review, and a benchmarking study to understand the Museum's fundraising program compared to its peers of top-tier art museums. GG+A also organized focus groups of low-level members and non-members with the capacity to give and a history of supporting other arts organizations to understand attitudes towards PMA and possible barriers to broadening its pool of prospects. We analyzed the Museum's pool of members and donors to ensure that staff resources were deployed most effectively and to build a broad base of possible prospects for this campaign. This analysis opened an entirely new pipeline to the Museum. GG+A provided ongoing monthly counsel and thought partnership throughout the Museum's campaign, which successfully concluded and exceeded its goal.



Rodale Institute

Public & Society Benefit

HEALTH AND HUMAN SERVICES • ADVOCACY • HUMAN RIGHTS •
COMMUNITY FOUNDATIONS • FAITH-BASED • SECULAR

The nonprofit sector is vibrant and populated by organizations committed to a wide array of causes: wildlife protection, disease prevention, energy, global affairs, food security, conservation, refugee policy, faith, and many more. We recognize that your organization has a distinctive mission and vision for making the world a better place, and you rely on philanthropy to fuel your services. We also recognize that you face a combination of unique challenges — from determining a realistic fundraising goal, to identifying and engaging prospective donors, to effectively working with your board, to using analytics to drive results. The depth and breadth of GG+A's expertise across charitable industries means you'll work with consultants who have direct experience in implementing solutions that achieve sustainable growth.



BRAC USA (BRAC) is a leading international nonprofit with a mission to empower people and communities facing poverty, illiteracy, disease, and social injustice. In 2021, BRAC wanted to determine the philanthropic capacity of its past and current donor base as well as gain key insight into the perceptions of current and past donors. From there, our team assisted BRAC in aligning staff, resources, and program structures to increase revenue at the \$1,000- and \$5,000-gift levels, while also building a pipeline of support at the \$150,000-plus level.

Consulting and Support Services



The **MIT Sloan School of Management** is the business school of the Massachusetts Institute of Technology. The School's leadership wanted to better understand its potential for philanthropic growth and align its portfolio management strategy to help optimize gift officer results. Using data from both MIT's own program and its aspirant peers, GG+A helped the School assess its current gift officer assignments, realign portfolios, and develop processes and tools to ensure that its gift officers are focused on its most important prospects at every giving level going forward.

Fundraising Counsel

We will partner with you to build a fundraising program that touches all facets of your institution. Our counsel is not only informed by data and institutional knowledge, but it is also guided by who you are and where you want to go. We deliver a broad range of services and counsel, including:

- Program reviews and assessments
- Campaign feasibility and planning studies
- Needs assessment for special projects
- Annual and continuous giving assessments
- Recommendations for donor relations and stewardship
- Surveys
- Review of grateful patient initiatives

When you work with GG+A you gain allies and advocates.

Advancement Services

To engage and cultivate donors with the highest potential to support your mission, you need systems and processes that work together seamlessly and efficiently. Our GG+A consultants will look closely at your gift administration, database management, stewardship, and prospect management practices to ensure that your systems support your strategic goals. We guide you in structuring data-driven processes, identifying your best prospects, and maximizing your advancement resources to drive philanthropic growth.

Constituent Engagement

Limited data, siloed advancement offices, undefined priorities, and dependence on social media are just a few of the challenges faced by today's alumni relations and constituent leaders. We address these by applying business practices that identify, code, track, and report engagement. As we bring together your advancement team, we will create a collaborative, strategic plan for engagement and develop an approach to deepen connections with your diverse communities.

Advancement Learning

When you partner with us, we ensure that your central players — including leaders, staff members, and key volunteers — have the training they need for critical advancement roles and responsibilities. Our customized advancement learning curricula integrates best practices, relevant data, and research that applies directly to your work and paves the way for developing a sustainable, high-performing program. Through workshops and one-on-one coaching, your team will gain tools for sharing personal narratives, engaging constituencies, soliciting major gifts, and more.



As part of the State University of New York (SUNY) system, **Stony Brook University** is a top ranked-public university in the nation, driving innovation and excellence. It is poised for transformational success after its selection as the anchor institution of the New York Climate Exchange, a first-of-its-kind global climate solutions center. Stony Brook also received the largest unrestricted donation to an institution of higher education in U.S. history, and its future has never been brighter.

To harness momentum and continue to build and sustain growth, Stony Brook partnered with GG+A to conduct a comprehensive evaluation of its readiness to embark on a monumental philanthropic campaign. With a focus on strategic communications, GG+A guided Stony Brook's leaders through visioning and priority-setting sessions, collaborative discussions, and interdisciplinary cooperation. Stony Brook emerged from the process with a clear, concise, and inspirational expression of the campaign's vision, its potential to impact lives in concrete and meaningful ways, and a narrative that connects Stony Brook's unique strengths with donors' passions.

Strategic Communications

To attract, inform, and engage prospective donors, you need compelling communications that are thoughtfully produced and strategically delivered. Our communications experts will help you craft messages that resonate with key audiences and supporters. Together, we will articulate a powerful case for support and persuasive gift proposals that excite donors about supporting the advancement of your mission.

Philanthropic Analytics

Combined with deep industry knowledge, philanthropic analytics supplies the data you need to understand your advancement potential and develop a plan to achieve it. Our analytics team is a part of nearly every client engagement, working collaboratively with consultants with specialized knowledge of each client sector and fundraising discipline. We marry sophisticated tools with your in-house data to customize results and ensure action items are clear and attainable.

SurveyLab

GG+A's SurveyLab delivers results from a broad menu of surveys, including constituent attitude surveys, donor analyses, alumni polls, stewardship scorecards, communication surveys, and brand and message testing. Your survey is custom designed to evaluate constituent motivations and provide clear data identifying what inspires people to give and feel connected. We are creative, agile, and innovative in our problem-solving, offering a team of thinkers who bring unmatched perspective, ideas, and enthusiasm to this work. With our data-centered approach and relentless pursuit of client satisfaction, we provide fresh insights for success, while guiding our clients down a path of deeper understanding and growth.

DonorScape®

DonorScape is the only wealth and philanthropic screening tool that leverages your prospect data, along with a panoply of premium giving, consumer, and wealth data sources. Combined with our rich understanding of donors' motivations, we provide the most accurate assessment of your prospects' wealth and — more importantly — their capacity and likelihood to give. DonorScape will equip your advancement program to function at its highest capacity and to optimize your results.



Carnegie Mellon University

Who We Are

Because every institution has its own unique landscape, yours deserves contextualized solutions and custom project teams ready to help you overcome challenges and achieve your mission.

Our skilled GG+A consultants are thoughtfully selected for their diverse experiences and perspectives. For more than 60 years, we have partnered with thousands of nonprofit institutions globally, of every size and from every charitable sector.

We harness your strengths and collaborate with you to identify opportunities to accelerate growth. Approaching each project from a position of empathy, we strive to learn everything there is to know about your distinct context — building the understanding that enables us to be effective partners. To enrich this understanding, our rigorous analysis draws on comparative data from high-performing peer institutions to inform sound business plans and strengthen the case for new investments.

We are mindful of your mission, and we will bring evidenced-based solutions, actionable plans, and strategic guidance to help you achieve your philanthropic goals.

We are GG+A. Our mission is advancing yours.



Whatever the need, we are dedicated to working collaboratively, with excellence and rigor, to advance your mission.



Sustainable Transformative Philanthropy

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