

Ridge House Feasibility/Campaign

The Ridge House, which has provided prisoner reentry services for over 30 years, seeks to create a working and learning opportunity for its clients. It's an innovative social enterprise to further reduce recidivism by employing clients in a real-life business, while also providing them with the skills necessary to work in food-service industry.

NPcatalyst Leadership

The NPcatalyst team is represented by its two managing partners, Jeff Lenardson and Pete Parker. The firm was created in January 2011 to provide solutions to businesses and non-profit organizations looking to increase community presence, media exposure, and revenue. Both leaders bring significant experience and resources in the areas of fundraising, marketing, and non-profit leadership to The Ridge House and its feasibility study.

Pete has been a non-profit professional since 1990, where he has impacted hundreds of charitable organizations, helping them develop media partnerships, connect with leaders and donors, and raise funds (in excess of \$30,000,000). He has served as a staff member, in the role of Alumni & Development Director for three different schools: Notre Dame High School (Sherman Oaks, CA), Bishop Manogue High School (Reno, NV), and Sage Ridge School (Reno, NV), as well as Executive Director for the American Heart Association (Reno, NV). He has participated in the execution of many feasibility studies and capital campaigns. Pete is the lead contact on the Ridge House project. He can be reached at pparker@npcatalyst.com.

Jeff is known for building and selling several companies, including a computer networking firm that was sold to a Fortune 50 company, a computer software company that was sold to a global firm going public, and most recently a broadcast integration firm that designed and built television studios. He has consulted with companies in the areas of technology, medical devices, real estate, actions sports and education.

Project Opportunity

We see the feasibility study as a process which invites the participation of many constituents and stakeholders. It's also an opportunity to galvanize existing leadership to voice their ideas and opinions, as well as enlist their support. We envision the project as an outstanding opportunity for The Ridge House for a number of reasons:

- ✓ Involve stakeholders
- ✓ Strengthen relationships
- ✓ Create new ideas and opportunities
- ✓ Understand the mission
- ✓ Fine-tune messaging (including 30-second elevator)
- ✓ Implement best practices for improved efficiencies
- ✓ Increase participation (time, dollar, in-kind)
- ✓ Engage board members, key volunteers and staff
- ✓ Build enthusiasm
- ✓ Increase revenue
- ✓ Identify strengths and weaknesses
- ✓ Leverage opportunities
- ✓ Review operations to reduce expenses
- ✓ Compare to competitors, others, self

Project Strategy

The feasibility study is designed to cover a four month period, emphasized by a three-month feasibility timeframe to test the acceptance and appetite for the innovative social enterprise. Blended in the study phase, as well as an additional month, the project will place considerable emphasis on the campaign to fund the establishment of the franchise.

The study will address the following key deliverables:

- Test the viability and potential success of the Subway/culinary school enterprise
- Develop and strengthen relationships with community stakeholders
- Collect data and information for the development of a business plan
- Develop a network of potential time, dollar, and in-kind contributions
- Secure potential resources should the enterprise move forward
- Position the organization for enhanced branding and community exposure

It's important for the organization to understand, connect, and analyze its constituents and community stakeholders. As a result, the project will strengthen relationships by engaging stakeholders, create significant awareness for the organization, and build a roadmap to a successful funding campaign.
