

change the world. smarter.





# cC catalyzes nonprofits, communities, and the next generation of cross-sectoral leaders

by engaging college and business school students in high-impact, pro-bono consulting services in partnership with community-based organizations.



# we are change makers.

## our organization:

campusCATALYST is a nonprofit that partners with high-impact, pro-bono consulting services for community, students undergo intense leadership sectoral approach to social change.

## a brief history

campusCATALYST Co-Founders Molly Day and Kunal Modi became instant friends during a freshman seminar at Northwestern University, in which they discovered their shared passion for community development. Over the next few years, they debated different models of social change as they interacted with diverse and inspiring individuals while volunteering with various student groups on campus and in Chicago.

In early 2007, Molly ventured to Malawi to conduct research for her senior thesis on microfinance and HIV/AIDS, while Kunal served as an AmeriCorps\*VISTA at a nonprofit in Washington, D.C. Driven by their shared frustration at the seemingly inherent obstacles they faced within the nonprofit sector, the two soon found their constant dialogue evolving into a tangible concept. Molly watched as the organizational challenges of her partner NGO impeded its clients' business success. Kunal experienced the funding, staffing and resource shortfalls that prevent nonprofits from planning for the long term, and how this in turn prevented nonprofits' clients from achieving the type of success they could potentially attain.

Though separated by an ocean, Molly and Kunal recognized that while nonprofits everywhere fight different battles, they often face similar challenges. Yet many of the resources nonprofits need to achieve success are present in their communities. Unfortunately, inundated by the immediate needs of their clients, nonprofits are unable to collect and centralize these local resources. Spurred by this realization, the two created a new model for social change - one that draws upon the lessons learned from campus volunteerism, as well as their incredible experiences on two very different continents.

# \$294 billion spent.

despite these sizeable inputs, the ch

## the solution to this problem

## but we believe **people** are

therefore, cC is investing in **human c**

- 1 building capacity of community
- 2 shaping the next generation of



th top universities to engage college and business school students in community-based organizations. While driving meaningful change in their ip development and business mentorship, and are trained in a cross-

# 1.5 million nonprofits.

challenge remains staggering:

over **37 million** Americans live in poverty today.

is complex,  
at the core of social change;

capital by:

y nonprofits ;

cross-sectoral leaders

**cross-sectoral**  
▶ adjective  
1 an approach drawing on the most innovative theories, practices, and skills across private and public sectors

## how it works

### cC engagement team:

5 students

1 professor

1 MBA mentor

1 weekly academic course on nonprofit management

1 weekly training session on consulting practices

1 nonprofit  
10 week engagement



## dear friends and supporters:



**every year, armed with the best intentions and insatiable intellectual curiosity, thousands of college freshmen sign up to be a part of campus organizations in an effort to serve and explore their communities. From rehabilitating the local youth center to collecting cans for the neighborhood food pantry, volunteers try to find their passions and their place in the community. As college students we went through the same process and while these roles proved vital and important, in a larger sense we felt that opportunities to serve the community as students didn't grow as we grew and didn't challenge us as we were increasingly challenged in the classroom.**

Through our community volunteering experiences, we learned of the great obstacles facing local nonprofits, and we struggled along with them to create the impact prescribed by their missions. Yet too often the resources seemed scarce, the funding meager, and our time limited. We appreciated the talent and passion driving these nonprofits forward, but

at the same time, we felt as if we were unable to contribute to our fullest capacity, to give more than an extra set of hands and some good intentions.

And so we began to ask questions. As we served meals in the local soup kitchen, we started to strategize about how to create a more efficient food distribution system. As we handed out flyers for the community job fair, we debated various marketing approaches to strengthen outreach and connect with more people looking for sustainable employment. The more we questioned, the more we realized that our academic and service experiences

“campusCATALYST not only creates immediate impact for nonprofits but also long-term, transformative impact on tomorrow's leaders.”

**molly day**

were not occurring in isolation from one another but rather, mutually reinforcing one another. We understood that innovative social change meant taking what we learned in the classroom and applying it to community organizations. We were determined to volunteer with both our *hearts and minds*. With this realization and a team

### molly

- current role: Executive Director
- researched microfinance and AIDS education programs in rural Malawi
- worked for the Bureau of International Organizations, U.S. Department of State
- BS in Social Policy, International Studies, and Spanish [Northwestern 2007]

### kunal

- current role: Board Chairman
- McKinsey & Company business analyst [present]
- AmeriCorps\*VISTA service member with National Student Partnerships [2007]
- BA in Economics and Political Science [Northwestern 2006]

of dedicated supporters, campusCATALYST began to change the way we change the world.

innovate and engage others, in the hope of cultivating a corps of future leaders who will change the world smarter.

As we reflect on our first year, we are excited by the energy, passion and dedication that students and nonprofits alike have poured into campusCATALYST. To date, we have engaged over 85 undergraduate students, 20 business school mentors, and 17 community-based nonprofits, ranging from a community development corporation, to an art therapy program, to an after-school tutoring program. Our student leaders have included a student government president, an award-winning saxophonist, a Fulbright scholar, a writer and producer of a play, and a successful business entrepreneur – yet in spite of their differences, 100 percent of these students have made commitments to contribute to the social good beyond their tenure with campusCATALYST. This conviction – that civic engagement can and should be integrated into our future lives, regardless of career path – is what inspires us to continue to

At its heart, campusCATALYST is about creative collaboration. It is about bringing together student problem-solvers and dynamic nonprofits to think critically about how to best leverage the community's assets to drive social change. By providing students a rigorous introduction to the cross section of business principles and nonprofit practice, we are catalyzing social change today and preparing tomorrow's leaders for lives committed to civic engagement.

“ cC embodies our belief that as we begin our careers, we don't have to choose between getting ahead and lending a hand. ”

**kunal modi**

We thank you for your continued support. Together, we will continue to strengthen the way we serve, challenge the way we learn, and change the way we create change.



A handwritten signature in cursive that reads "Molly H. Day".

**Molly Day**  
co-founder  
executive director

A handwritten signature in cursive that reads "Kunal Modi".

**Kunal Modi**  
co-founder  
board chairman

**kunal modi & molly day**



**we are socially conscious and business-savvy.**

**our catalysts:** the next generation of business, political, and civic leaders who will approach social change smarter than ever before.

## anatomy of a cC student



**innovative**

**professional**  
starting first job for pepsi co.

**creative**  
president: NAYO dance ensemble 2006-2007

**jamie hanson**  
2008 economics/business institutions program  
nonprofit: *center for independent futures*



**intelligent**

summer analyst at hina group investment bank (beijing - 2007)

**enthusiastic**

**passionate**  
volunteer english teacher in a local chinese school

**harrison shih**  
2010 economics/mathematical methods in the social sciences  
nonprofit: *porchlight counseling services*

**MBA mentors:** current MBA candidates with previous consulting experience

### training

#### project supervision

Mentors train students in a rigorous approach to problem-solving and support teams in the management of client relationships. Mentors guide students as they translate creative brainstorming and fact-based analysis into measurable outputs and impact for partnering nonprofits.

#### professional development

Mentors advise students as they develop and maintain professional client relationships based on trust and mutual respect. Further, mentors help hone students' presentation and communication skills

### responsibilities

- serve as advising member for a student team by providing strategic and practical guidance based upon professional experience
- lead meetings to evaluate progress and set goals for the coming week
- help students develop necessary consulting skills by running training modules

<p>11 October 2008 Wednesday</p> <p>October 2008</p> <table border="1"> <tr><td>S</td><td>M</td><td>Tu</td><td>W</td><td>Th</td><td>F</td><td>S</td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr> <tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> <tr><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td><td></td></tr> </table>		S	M	Tu	W	Th	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					<p><i>Today's Events</i></p>
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<p><i>finish chapter 3</i></p>		<p>11</p>																																										
<p><i>develop logic model for nonprofit client</i></p>		<p>12 <i>lunch meeting with MBA mentor</i></p>																																										
<p><i>prepare meeting agenda</i></p>		<p>1</p>																																										
<p><i>call mom</i></p>		<p>2 <i>anthropology midterm</i></p>																																										
<p><i>write research proposal</i></p>		<p>3 <i>coffee with Aneesha, read Tolstoy</i></p>																																										
<p><i>book venue for fundraiser</i></p>		<p>4 <i>tutor Michael for algebra quiz</i></p>																																										
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## a day in the life of a cC student



### student stats (year to date)

**86** students impacted

**3.7** = average GPA

**20** majors represented per class of 25

**45%** minority representation

**90%** hold leadership positions

#### past participants include:

- student body president
- northwestern community development corp. (NCDC) president
- writer/director of play *The Garden*
- global engagement summit chair
- for members only (FMO) president
- editor-in-chief of northwestern business review
- interfraternity council (IFC) president
- university of chicago debate society vice-president



## mentor profile:



allana jackson

**roles in cC:** co-professor [spring 2008]  
MBA mentor for BEHIV [winter 2008]

**education:** 2nd year MBA student, Kellogg [2008]  
BA in Economics and Sociology, Harvard [2003]

**experience:** 2.5 years with Bain & Company  
1.5 years with The Bridgespan Group

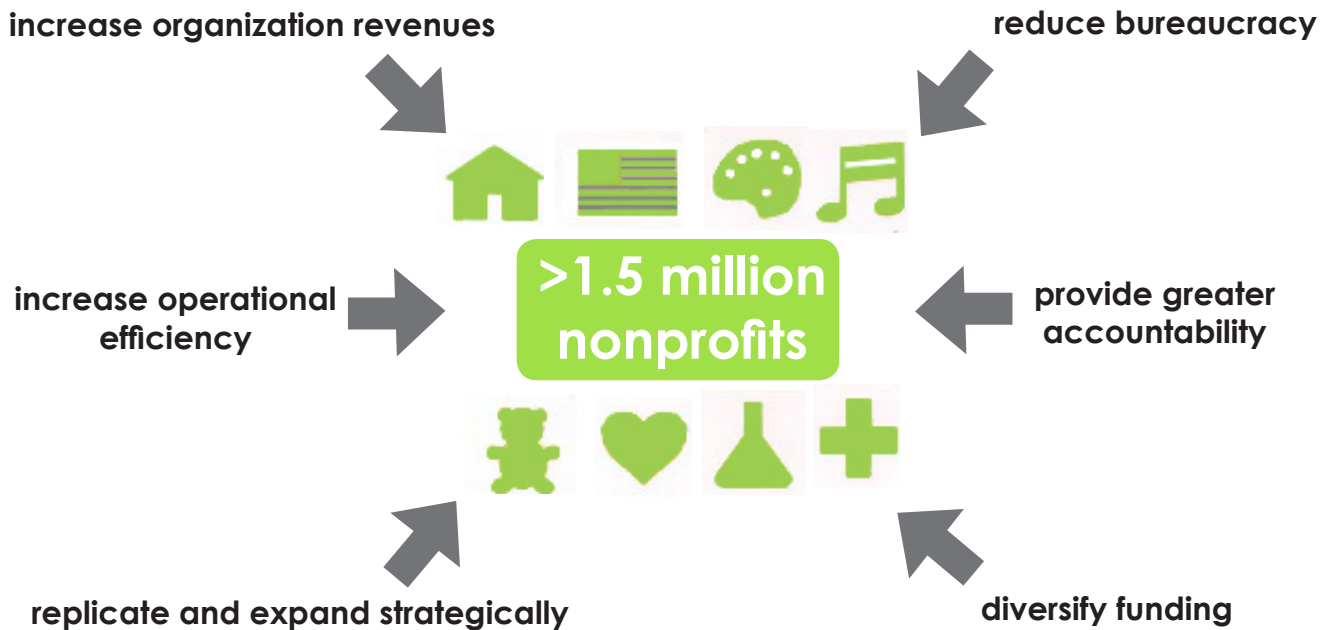
**service:** president of Kellogg Neighborhood Business Initiative  
spent summer at One Acre Fund in Kenya



we are changing the way we change the world.

**our method:** a cross-sectoral approach that drives meaningful change in the community.

today's nonprofits face increasingly complex and challenging demands



small nonprofits are integral to community change and progress

*however,*

these nonprofits often lack the requisite resources to benchmark strategic objectives and tackle long-term growth challenges. These organizations lack the staffing necessary to research key issues and subsequently design a plan of implementation to enhance program outcomes.

last year, Americans spent over \$294 billion addressing poverty while 1.5 million nonprofits struggled to respond to the abundance of needs within their communities. Yet despite these sizeable inputs, the numbers demonstrate a staggering challenge: **over 37 million Americans live in poverty.**

# cC's solution

campusCATALYST's aims are three-fold: to provide student leaders with the tools and opportunity to drive organizational change, to improve nonprofits' capacity and effectiveness, and to create a more coherent social service network within communities. cC will facilitate and coordinate this interaction and in doing so, will help connect communities and catalyze change.

campusCATALYST approaches the community from a holistic perspective, partnering with nonprofits that tackle issues ranging from health, to housing, to education, to workforce development.

## nonprofit partners



### youth job center

helps young people get ready for the workplace and find jobs; helps employers find the workers they need



### connections for the homeless

provides direct services and education to prevent and reduce homelessness among individuals and families



### youth organizations

#### umbrella

provides guidance, support and advocacy for Evanston youth

**challenge:** downloading more than 30 years of organizational knowledge in preparation for the founder's retirement

**project:** development of an operations manual to capture and make accessible Y.O.U.'s core programming

*"The students are bright, creative and committed; I'm impressed with each and every one of them. They listen well and come back with insight that is honestly beyond what I expected of someone their age."*

- don baker, founding director



### quad communities development corporation

creates a sustainable, healthy, mixed-income neighborhood



### campus kitchens

a leader in community service for students and provides of resourceful anti-hunger programs



### little black pearl

creates opportunities for youth and adults to deepen their creative involvement through the arts, cultivate their entrepreneurial skills, and use the arts as a means for economic empowerment and community transformation

**challenge:** sustainable recruitment and retention of volunteers to allow LBP to continue growing its programs

**project:** development of a volunteer management system, with a focus on special events volunteer recruitment

*"The group has been very patient in listening and learning to what the volunteer needs are. They have taken great measures to ensure that our needs are met."*

- chinyera moody, program director



### center for independent futures

gives adults with disabilities and their families the skills and opportunities to realize full lives

### Open Studio Project

#### open studio project

uses the creative arts to inspire personal growth, interpersonal understanding, and social change



### YWCA

strives to create opportunities for women's growth, leadership, and power



### childcare network of evanston

fosters a community where children of all abilities and families of all income levels have access to high quality care and early education

innovate



# we are catalysts for collaborative community engagement.

**our model:** by engaging small teams of undergraduates and MBA ingenuity to help nonprofits better serve their communities

## mentors

provide guidance and support through professional experience and strong belief in the necessity of corporate social responsibility

training & support

past mentors have worked for the following firms

- McKinsey & Company
- Boston Consulting Group
- Bain & Company
- Bridgespan
- Deloitte



coursework

overview of the nonprofit sector and the growing trends towards greater accountability, transparency and performance management

## professors

students

part 1:

introduction to the social sector and new dynamics affecting fiscal management and capacity building

part 2:

examination of business strategy and management and their applicability to nonprofits

overarching goal:

to create a foundation of knowledge from which students can draw upon as they work together with community nonprofits

## professionals

bridge the gap between students and the professional life through cross-sectoral experience

guest lectures

past speakers have represented the following organizations

- Chicago Field Museum
- Big Brothers Big Sisters
- McCormick Foundation
- Mission Measurement
- Aon Corporation
- Teach for America
- Interfaith Youth Core
- Chicago Community Trust

student leaders with local nonprofits, cC aims to leverage student ties.



collaborate



# we are growing and building partnerships.

**our numbers:** our first year's progress will serve as a foundation for communities, we will broaden our reach and deep

spring 2007



fall-spring 2007-2008

students

5

86

MBA mentors

1

20

nonprofits

1

17

universities

1

2

year  
to  
date

consulting  
hours donated

9,200

value of pro bono  
consulting services  
donated

\$181,400



continued expansion. as we partner with new universities and  
 en our impact.

	2009	2010	2011	2012
→	150	300	450	600
	30	60	90	120
→	30	60	90	120
	2	4	6	8
	<b>15,900</b>	<b>31,800</b>	<b>47,000</b>	<b>63,600</b>
	<b>\$312,000</b>	<b>\$624,000</b>	<b>\$936,000</b>	<b>\$1,248,000</b>

our partners:



cC is a member of the  
 goodcity portfolio

goodcity™



we are building a network of emerging cross-sectoral innovators.

our future: from the classroom to the boardroom cC alumni are catalyzing change across the nation

los angeles

chicago

potential cC sites

**cC alum**  
**julian hill**  
 northwestern 2008  
 philosophy  
 cC nonprofit: BEHIV  
 currently working for Teach For America  
 then pursuing law degree at Harvard



board of directors:

- Kunal Modi:** Board Chairman
- Molly Day:** Executive Director
- Hilarie Lieb**
- Marni Pastor**
- William Yu**
- Allison Johnson**



**Hilarie Lieb**

Hilarie Lieb is a Senior Lecturer in Economics and an Adviser for the Weinberg College of Arts and Sciences at Northwestern University. She received her Ph.D. in Economics from Northwestern, with an emphasis on Labor Economics, Public Policy and Economic History. She attended the University of Maryland, College Park for her M.A. and Franklin and Marshall College for her B.A.



**Marni Pastor**

Marni heads S and Internal C for the Pi Schools, as Broad Resid Education. P was a consult Consulting G a Northwe graduate an MBA from Ha She lives in Pi her husband



## spotlight on: evanston community development corporation

client, winter 2008

cC partnered with ECDC in Winter 2008 to develop a mentorship program for small business owners in the 2nd and 5th wards of Evanston. In Fall of 2008, Kellogg's Neighborhood Initiative (NBI) partnered with ECDC to conduct a small business needs assessment. Following this engagement, cC collaborated with NBI to build upon NBI's research. Inspired by his previous experience with ECDC, the NBI team leader became the MBA mentor for the new team of Community Analysts. These students researched, analyzed and synthesized relevant data to design an effective program

that could be easily implemented. The team built the program structure, prepared marketing materials, and recruited mentors to lay out a comprehensive package that exceeded ECDC's expectations.

While the engagement concluded at 10-weeks, the Community Analysts worked to foster sustainable partnerships between the nonprofit and the university, one of which blossomed into a full-time hire for ECDC. Through a partnership with the Northwestern Public Interest Program, ECDC now has a paid Fellow to lead these initiatives for the coming year. Through the application of rigorous problem-solving skills and the facilitation of community connections, campusCATALYST is strengthening nonprofits and their communities.



new york



**cC alum**  
**jessica hamerslough**  
**northwestern 2007**  
**communication studies/legal studies**  
**cC nonprofit: hilda's place**  
**currently working as an analyst**  
**for diamond management and**  
**technology consultants**

## cC knowledge network

Central to campusCATALYST's mission is an interactive knowledge library, which is accessible to students, community members and nonprofit organizations alike. This virtual knowledge library will aggregate findings from cC studies, centralize local data, map community resources, and share industry best practices. Updated quarterly by cC Community Analysts, this knowledge library will be a permanent and lasting bridge between the university and the community, providing for more strategic and collaborative community engagement and a stronger social service network.

strategicPlanning  
Communications  
Pittsburgh Public  
part of the  
ency in Urban  
rior to this, Marni  
ant at The Boston  
Group. Marni is  
stern University  
d received her  
rvard University.  
Pittsburgh, PA with  
Jon.



**William Yu**

Will Yu is currently an Associate at GTCR. Prior to joining GTCR, he worked as an analyst in the Syndicated and Leveraged Finance Group at J.P. Morgan Securities in New York. Will graduated summa cum laude and Phi Beta Kappa from the University of Pennsylvania, earning a BA in Economics and Mathematics. Simultaneously, he completed a Masters of Governmental Administration.



**Allison  
Johnson**

In her role as a Consultant at Mission Measurement, Allison Johnson helps clients to articulate and measure their social impact. Alli also helps clients apply the resulting data to their organizations' budgeting, program design, and fundraising. Alli earned her B.A. in Mathematics and Economics from Grinnell College in Grinnell, IA.

“ We would ask for campusCATALYST students' help all day, every day... Center for Independent Futures has already greatly benefited from their energy and intelligence. ”

mary bowmann,  
center for independent futures  
nonprofit client



“ ...after we learn a new skill-set in the classroom we immediately apply it to our own client and our own consulting project which is extremely helpful in solidifying concepts and making new ideas more tangible. ”

kristen pals  
student

**CC** is strengthening  
challenging the  
and changing th



“ It's not just volunteering. It's the possibility of making a difference that could affect the NPO for years to come. ... I've also learned a sense of social responsibility that I can carry over into any organization, public or private sector-oriented, that I work for in the future. ” allister wenzel  
student

“ I feel so inspired to go out and make an impact. What's especially encouraging is to watch the leaders and students of this class exchange ideas... and to know that each person involved in cC will radically change the world one day. ”

alice zhao  
student

“ Our generation of the '70's cared a lot but we didn't figure out how to do it well. This generation is caring but they are figuring out how to make a difference that is going to last. And that's what campusCATALYST represents. ”

hilarie lieb  
board member

the way we serve,  
the way we learn,  
the way  
we change the world.



“ They are as serious about the organization's mission as the people they are working for. Their ability... to address a specific problem is really phenomenal. These students have incredible research and analytical skills. ”

jean butzen  
professor

“ campusCATALYST is a wonderful resource for community-based organizations... The students were professional, focused and well-organized. ”

sacella smith,  
youth job center  
nonprofit client

think smarter. act smarter. innovate smarter.  
solve smarter. be smarter. work smarter. live  
smarter. give smarter. collaborate smarter.  
integrate smarter. inspire smarter. serve  
smarter. learn smarter. do good smarter.  
change smarter.

join us.

change the world. smarter.



[www.campuscatalyst.org](http://www.campuscatalyst.org)