



The SVP Women's Wilderness Institute Investment: 2006 - 2010

Total Grant Investments: \$97,000

Total Opportunity Fund Investments: \$8,090

Total Partners Contributing Pro Bono Consulting: 18

Lead Partners: Sue Raab, Lisa Nesmith

Executive Directors: Laura Tyson, Beth Davis

The Women's Wilderness Institute Mission

Mission: The Women's Wilderness Institute (TWWI) is a nonprofit organization with the mission of strengthening the courage, confidence, and leadership qualities of girls and women, through the support and challenge of wilderness- and community-based experiences.

TWWI's Girls Programming

Girls' Wilderness Programs: TWWI offers 4-12 day summer wilderness adventures for teen girls age 9-18 plus daughter-parent adventures for girls age 8+. Adventures include Leadership Course, Wild Expressions, Adventure Days, Wilderness Expedition, Girls' Rock Camp, and more.

Girls' Community Programs: After-school programs offer the same girl-positive programming as the original Girls' Wilderness Program, but with activities specifically designed to meet the needs of pre-teens who prefer to adventure closer to home. The highly successful Girls on the Rise program for 8th graders began in 2008 and the Girls Action Project for 6th and 7th grade girls is new.

SVP Investment History

- 2006: \$30,000 of which \$5,000 was designated for donor software and computer upgrades; \$25,000 was designated to support a part-time Development Director to increase revenue from individual donors, corporate sponsors, and foundations. SVP projects include: fund development; Girls' Programs website design; information technology assessment and network help; human resources.
- 2007: \$30,000 for girls' wilderness programming and organizational capacity building. SVP projects include: leadership transition coaching; Board development; fund development planning; program assessment; event planning; search engine optimization and internet marketing.
- 2008: \$20,000 for girls' wilderness programming and overall organizational capacity building. SVP projects include: information technology; individual donor development planning; program development; corporate and community outreach, integrated planning.

- 2009: \$17,000 for general operating of girl's wilderness programming. SVP projects include: marketing and communications, fundraising infrastructure, sustainability planning, organizational structure assessment, and volunteer program coaching.

Projects

- Strategic Planning
- Board Development
 - Trained board members on how to read financial statements.
 - Developed a board committee structure and internal processes.
 - Recruited new board members
- Program Development
 - Led a logic-model process for the creation of a new after-school girl's program.
 - Created an on-line registration tool for participants.
- Fundraising & Earned Income
 - Consulted to develop a strategy for corporate partnerships and enhanced corporate solicitation efforts. Additionally, procured new corporate sponsorship.
 - Developed strategy and implemented new fundraising efforts with individual donors.
 - Consulted on grant strategy and improving requests.
 - Planned and executed their first House Party.
 - Drafted a year-end appeal.
 - Researched and began planning innovative revenue streams.
 - Explored new sustainability models.
 - Analyzed course pricing and the scholarship program and proposed new pricing options.
- Information Technology
 - Networked new computers and trouble-shooted software/hardware problems.
 - Conducted an audit of existing databases and presented a recommendation and for TWWI for both the program side of the business as well as fundraising.
- Marketing & Communications
 - Made marketing and fundraising video about the Girl's programs.
 - Secured a pro bono website developer for the Girl's Programs site.
- Human Resources
 - Coached the organization through an executive leadership transition.
 - Developed a new personnel handbook, researched and recommended an employee benefits package.
 - Consulted on volunteer management program design and coached volunteer managers.
- And much, much more!