



Impact Makers

Overview and Capabilities

Introduction

Impact Makers is an Information Technology and Management consulting firm, focusing in project management.

- Founded in October 2006
- The nation's first "competitive social venture"
- All of our profits, and significant consulting services, go directly to our charitable community partners.

→ Our first partner was Safe Harbor, a domestic violence program and battered women's shelter in Richmond, VA.

→ New Partner chosen Oct 2008 – RxPartnership – provides free pharmaceuticals to Virginia's qualifying free clinic patients

Introduction

Impact Makers is profit-driven, competes in the free-market, and yet by its corporate charter is designed to transform economic value into social value for our community rather than shareholders.

Impact Makers is innovative and unique in that it:

- Provides professional services at market prices
- Competes with other firms to win business
- Pays market salaries to its employees
- Has a volunteer Board of Directors and books open to the public
- **Contributes strategic consulting, and all profits, to charitable community organizations**

Impact Makers' Services

Project Management

- Program Management Office / Methodology implementations
- Government-funded project review – Independent Verification and Validation (IV&V)
- Large Project Oversight – Outsourced Program/Project Management

Management Consulting

- Business Process Improvement
- Strategic Market Assessments
- Product Development

Healthcare Services

- Program and technical support for healthcare payers and employee groups, with a focus on Disease/Case Management
- Health Information Exchange

Business Applications

Developing & improving software and online tools to enable critical business functions

Services: Project Management

Program Offerings:

- PMP Certified Professionals
- Large Program & Project Management Expertise
- Project Portfolio Management
- Vendor Oversight
- Independent Verification & Validation (IV&V) – project audit review and recommendations for large government-funded projects

Example Engagements:

- Led 25 IV&Vs in 13 agencies in past 2 ½ years (70% of Virginia's IV&Vs) as subcontractor to prime vendor
- Program Management for healthcare company delivering a portfolio of 5 concurrent projects on time and on budget
- Project management, analysis and testing for Virginia Department of Corrections Parole Board system implementation

Services: Management Consulting

Program Offering:

- Product Development Acceleration
- Market Analysis & Recommendations
- Capabilities & Gap Analysis
- Business Process Improvement
- Project/Program Management

Example Engagements:

- Market Analysis for a commercial healthcare service to expand into the Medicaid market
- Develop a product strategy for an emerging concierge health services business
- Large-scale implementation project plan development, management and oversight

Services: IV&V – Commonwealth of Virginia

Independent Verification & Validation (IV&V):

- Virginia Information Technology Agency - Commonwealth Technology Portfolio Project
- Virginia Enterprise Applications Program (VEAP) – ERP implementation
- Virginia Department of Corrections – Offender Management System
- Virginia Department of Forestry - Integrated Forest Resources Information System
- Virginia Commonwealth University – ACES project
- Virginia Information Technology Agency – PeopleSoft Business Planning & Budgeting
- Virginia Department of Social Services – ChildWINS project
- Virginia Department of Professional and Occupational Regulation – EAGLES project
- Virginia State Police – LEAMS and Document Management projects
- Virginia Department of Rehabilitative Services (DRS) & DBVI –ICM and IFM projects
- Virginia Department of Transportation (VDOT) – FEMIS and PMS project
- Virginia Department of Performance Budgeting (DPB) – Performance Budget system

Services: Healthcare - Medical Management

Program Offering:

- Disease / Case Management system and Data Warehouse design
- Analytics – Identification/Stratification
- Data Handling and Preparation (ETL, Logical/Physical Modeling, etc.)
- Medical Management Program Design & Clinical Rules Development
- Clinical Processes – Best Practices
- Outcomes Measurement & Reporting

Example Engagements:

- Ideal-state Data Warehouse design and development for a national insurance company
- Design and launch a fully functional disease and case management program for a state Medicaid department
- Assessment of current system/workflows and prioritized project phases for improvement
- Develop a product strategy for an emerging concierge health services business

Services: Healthcare – Health Info Exchange (HIE)

Program Offering:

- Program and project management for HIE implementations
- Test planning and execution
- Business process design and implementation

Example Engagements:

- Define UAT plan; complete testing UI and data flow testing
- Translate state policy into operational processes
- Implement EMR aggregation platform
- Design integration architecture for EMR to HIE data
- Create repeatable on-boarding process for data sources (Labs/Rads)

Services: Healthcare – Regional Extension Center

Program Offering:

- Program and project management for REC initiatives
- Business process design and implementation
- EHR Vendor Evaluation/Selection

Current Engagement:

- Define/implement operational components for Rhode Island REC
- Define/implement reporting requirements
- Build Incentive Program
- Build Meaningful Use Audit and Reporting Process

Services: Other Projects – Commonwealth of Virginia

- **Virginia Secretary of Health and Human Resources**
 - Organizational Assessment project for the Secretary of Health and Human Resources (as a subcontractor), focusing on the Virginia Department of Social Services (VDSS) while also including Department of Health (VDH) and Department of Mental Health, Mental Retardation, and Substance Abuse (VDMMHMRSAS)
- **Virginia Department of Corrections**
 - Project management of the implementation of the Parole Board module of CORIS, the Offender Management System for Virginia corrections system.
- **Virginia Attorney General / Department of Human Resources Mgmt**
 - Analysis and recommendations project to assess the overpayment of workers compensation claims for DHRM

Why was Impact Makers Created?

Impact Makers was created to address two fundamental issues:

1) Individuals' opportunity to make a difference:

Professionals working outside the existing nonprofit system do not have many opportunities to make a substantial difference in their community through financial contribution or direct work.

2) Fundraising detracts from nonprofits' mission:

Charitable nonprofits can spend up to half their budgets and management attention on fundraising, detracting attention from improving service delivery to the community.

→ Impact Makers has a new model that resolves both of these issues.

Impact to Date

In our first year of business:

- **Revenues: \$507k**
- **After-tax profits donated to Safe Harbor: \$41k**
- **Consulting services provided to Safe Harbor: over 200 hours**

- Although a small firm with a handful of employees, this made us one of Safe Harbor's largest donor (10% of their budget)

→ Impact Makers enabled Safe Harbor to provide a Spanish-speaking case worker to support victims of domestic violence in the Richmond region

FY 2009 (Jul 08 – Jun 09): \$12k plus 119 hours to RxP (partnership started in Nov 08)

- **Approx \$250,000 in free medication for uninsured Virginians**
- **Approx 400 people received vital medications**
- **119 volunteer hours equates to nearly \$12,000 in in-kind services**

Unique “Hybrid” Structure

Part Non-Profit Part For-Profit

Impact Makers has a unique “hybrid” structure:

- Non-stock corporation – no equity ownership
- Profit-driven: Executive leadership accountable to maximize profits
- All profits passed to charitable partners
- Volunteer Board of Directors
- Books are open to the public

Board of Directors - Roles and Responsibilities:

- Hold Executive Leadership accountable for maximizing profits
- Financial oversight – ensure profits aren’t manipulated
- Approve Major capital expenditures
- Chose new nonprofit partners (secular, apolitical, charitable 501c3s)
- Business Development
- Lead Volunteer Committees

B Corporation



What is a B Corporation?

- **B Corporations™ are a new type of corporation that are purpose-driven and create benefit for all stakeholders, not just shareholders.**
- **They are unlike traditional responsible business because they:**
 - Meet comprehensive and transparent social and environmental performance standards.
 - Institutionalize stakeholder interests.
 - Build collective voice through the power of a unifying brand.
- → Impact Makers is proud to be one of the Founding B Corporations.

“Doing Good” is also Good Business

As all firms, we sell our services on capabilities and price

But, our model does help :

- Helps us get in the door
- Tie-breaker in competitive bids
- “Volunteer” salespeople who want to help
- Our business model gives us PR that we wouldn’t get for a firm our size
- Our Nonprofit Partners’ Boards “help us help them” by providing business development leads (also our own volunteer Board)

CSR Innovation - Example

A good example:

- Freddie Mac – in the 1990's, the firm give away 10% of profits each year to their Foundation (\$100 million)
- Those same years, they had an IT consulting budget of over \$800 million.
- If that \$800 million budget went to Impact Makers or similar competitive social ventures (at 15% profit margin), the social impact of hiring Impact Makers would be \$20MM larger than that of the entire foundation.

Bipartisan Support

Impact Makers has gotten bipartisan support:

Democrats love us:

- The “Anti-corporation” and a new form of “compassionate capitalism”

Republicans love us:

- Nonprofit world funding itself through free-market competition and not hand-outs