

The Elevate Project: Elevate 2020



aiiir | consulting

The Elevate Project: Elevate 2020



What is The Elevate Project?

Launched in 2019, The Elevate Project is a pro-bono initiative that helps purpose-driven organizations access elite coaching services.

Research has shown the powerful impact coaching can have on leaders, teams, and entire organizations. By providing high-impact coaching to leaders and executive teams at purpose-driven organizations, The Elevate Project creates a cascading effect that elevates entire organizations. With the help of AIIR Consulting's world-class coaches, we work to catalyze the impact of those leaving a positive mark on the world.

“ **Our connection with The Elevate Project has been life changing for our nonprofits and the staff here.** ”

Tracie Gilstrap, Senior Associate Director, [Youth Inc.](#)

Partners with 80 youth-serving nonprofits that work with over 200,000 kids each year.

those they serve — the claustrophobia of quarantine, the stress of uncertainty, and exhaustion.

Despite these challenges, purpose-driven organizations around the world have continued to support their communities. As they do, AIIR Consulting has been privileged and proud to support these organizations and their leaders through its pro-bono initiative, The Elevate Project.

“ **The Elevate Project came at a critical juncture for NYC FIRST, and my coach was an excellent sounding board and guide through a period of both growth and uncertainty. It was so helpful to have someone pointing me to a north star to try to guide our ship in a steady way.** ”

Michael Zigman, CEO, [NYC First](#)

Teaches STEM and robotics to 7,000 students per year.

For many organizations, 2020 has been a challenging year. COVID-19 and the pandemic's economic fallout have hit purpose-driven organizations and their leaders particularly hard.

At the same time that the demand for their services has never been greater, 75% of nonprofits have experienced reduced earned revenue, 50% have experienced reduced contributions, and 27% have experienced reduced government revenue. As they work to overcome these difficult realities, nonprofit leaders and their employees are facing many of the same challenges as

“ **“The Elevate Project taps the essence of what we do at AIIR — elevating leaders. We believe in the power of great leaders to affect positive change. This year, we have been both humbled and honored as we leverage our expertise to elevate leaders and organizations who are truly creating positive change in the world. We are extremely proud of the impact we’ve had in just two years of The Elevate Project. And, we look forward to creating even more impact in the future.”** ”

Dr. Jonathan Kirschner,
Founder and CEO, [AIIR Consulting](#)

Catalysing Impact in 2020

Even in this difficult year, our partner organizations have continued to serve their communities — providing educational opportunities for children, even as schools shut down; providing food and financial support to families who lost their income; supporting veterans as they transition into civilian life and the civilian workforce, even with unemployment at record levels. These organizations are doing truly exceptional work and having an extraordinary impact.

Throughout the year, The Elevate Project has donated more than \$250,000 dollars in pro-bono coaching for executives and leadership teams at these organizations, helping to catalyze the impact they can have in their communities.

8,173

youth with disabilities connected with essential resources



\$2 million

in grants to nonprofits



10,000

veterans provided with transition services



“ **Working with The Elevate Project was like receiving a gift from a close friend. At that time, you aren't aware of how valuable the gift is. Yet, as weeks turn into months, you realize the power the gift possessed. Working with my Elevate Project coach gave me the opportunity to sharpen my leadership skills by identifying and working through growth areas as well as fine-tuning the skills I already possessed. There are meetings that individuals dread, and there are others that bring life and purpose. The Elevate Project provided purpose and tangible action steps to elevate my skill set, and most importantly, better serve the community I work in.** ”

Brian Galetto,
TECH Freire Charter School

Educating more than 500 students each year.

The Elevate Project conducted more than:



250 Hours of Coaching

with executives and teams at



15 Partner Organizations

with more than



400 Employees

who provide services and support to



600,000 Veterans, Women, Families, and Youth



The Elevate Project Coaches

The Elevate Project achieves its mission through the pro-bono efforts of 23 elite members of the AIIR Global Coaching Alliance, a world-class coaching community that

provides a unique combination of business experience and expertise in advanced business psychology to drive lasting behavioral change.



Alessandra Ghini
San Francisco



Bernadette Cabrera
NYC



John Rogener
NYC



NaTasha Jordan
Florida



Alicia Daugherty
Philadelphia



Beth Gordon
Boston



Judy Wade
Indianapolis



Paul Thallner
Philadelphia



David Erhmann
Boston



Bob Kinnison
Dallas



Julie Rohmer
Florida



Ren Wiebe
Toronto



Monique Daigneault
Scottsdale



Claire Rodgers
Philadelphia



Kate Neville
Washington, D.C.



Rosa Grunhaus
Belzer
San Diego



Steve Hevesi
Dallas



David Andrews
Washington, D.C.



Lesley Hoare
San Francisco



Supriti Bhandary
NYC



Therese Heeg
Milwaukee



Inna Post
NYC



Mark Frederick
Los Angeles



Taylor Flake
Salt Lake City



Alvaro Burgos
NYC



Jane Cha-Lee
NYC



Marsha King
Chicago



Robin Schletter
NYC

“ In just a few short weeks, my work with my Elevate Project coach has helped me make dramatic improvements in my performance as a manager and a leader. We often — in articles, workshops, and Ted talks — hear about the importance of vision, delegation, and innumerable other “leadership skills.” What my Elevate Project coach did was different. She did not just encourage me to delegate, but gave me concrete, actionable steps I could do to get to that desired result. My coach did not just talk about managing time better, but gave me skills and practices I needed to actually do it. Working with my Elevate Project coach was like the difference between learning to play basketball by watching it on TV — the way traditional coaches work — and actually getting on the floor and playing the game, which is the way that my coach worked. Thank you for this great opportunity!

Dan Rhoton,
Executive Director, Hopeworks

Gave paid internships to more than 160 New Jersey youth.

Creating Impact in 2021

Each year, the Elevate Project focuses its philanthropic outreach on areas where we believe our pro-bono coaching and consulting services can make a difference. In 2019, The Elevate Project chose to serve the Veteran community. In 2020, we focused on organizations that serve women and youth, including an active partnership with Youth Inc. In 2021, we will seek to deepen these partnerships. In addition to the challenges presented by the global pandemic, 2020 has been a year of reflection and reckoning around the systems that have perpetuated gender and racial disparities in corporate and nonprofit leadership. As such, The Elevate Project will also seek to support organizations that serve women and BIPOC (black, indigenous, and people of color) individuals in 2021.

“**In 2020, The Elevate Project directly supported 20+ nonprofit leaders, spanning 15+ nonprofits. Through these coaching engagements, nonprofit leaders have increased their impact and effectiveness, which cascades down into their organizations and, most importantly, to those they serve, including underrepresented youth, families with food insecurity, and veterans in need of support in their transition to civilian life. It is these individuals that we ultimately serve and hope to elevate. They are why the Elevate Project was born.**”

Kyle Horne, Executive Director,
The Elevate Project



To learn more about partnering with The Elevate Project in 2021, or to directly support our partner organizations, please visit www.aiirconsulting.com/elevate

aiir | consulting