2018 – 2019
IMPACT REPORT

As we reflect on our community work in 2018 and 2019, we're more grateful than ever for the client relationships that have enabled it. The highlights below are truly shared outcomes; businesses whose partnership with Impact Makers has driven our philanthropic efforts and allowed us to stand behind our commitment to contribute our profits and equity to the community.

2018 - 2019
COMMUNITY
CONTRIBUTIONS
$322,000

2018 - 2019
PRO BONO
HOURS
2,734

IN THE
**LAST TEN
YEARS**

COMMUNITY
CONTRIBUTIONS
$2,073,000

PRO BONO
HOURS
11,764

BUSINESS IMPACT

- We prepared a specialty insurance company to realize the financial benefits and operational flexibility of the public cloud. As part of the effort, we designed a cloud strategy, system migration plan, and sustainability framework to move to Amazon Web Services.

- For a Fortune 500 global hospitality company, we enabled tailored customer experiences through the architecture of an AWS-based modern data platform. The data lake produced real-time data to data scientists for advanced customer analytics from over 1000+ data feeds. In addition to the ecosystem architecture, our team led efforts to ensure customer data security, and data quality.

- We delivered an automated data movement process to a national healthcare payor to transform unstructured data into a database for reporting and analysis. We automated the solution to reduce cost by 10x.

- We built out a cloud-based enterprise analytics platform for Carilion Clinic in Roanoke, VA. In addition to many other initiatives, this enabled their first project of building a platform for their Secure Research Environment to collaborate with data scientists from universities on their National Institute of Health translational research grants.

- Our team helped TriPlus mature IT capabilities. We engaged leadership on a journey-mapping exercise of their value chain and facilitated alignment of IT capabilities to business capabilities to design a roadmap for execution. We also established new cybersecurity controls and plans against the NIST Cybersecurity Framework.

- Autonomous and connected vehicles will require significant changes to the transportation operations infrastructure to enable technology to help in reducing traffic, attendant pollution, and commute times. We conducted a cybersecurity assessment of VDOT's operations infrastructure to develop a roadmap for future improvements in preparation for this effort.

COMMUNITY IMPACT

- We set up a central, collaborative space for Peter Paul Development Center to access enterprise information and applications, use workflows for everyday business activities such as document review / approval, collaborate with internal and external contacts, and publish a shared calendar.

- To support Family Lifeline, we developed a strategy map and identified accelerators for strategic plan initiatives in the prioritized areas of organizational capacity, facilities and space planning, development, and earned income enhancement.

- We helped in the selection and migration of several financial systems to reduce cost and improve access to IT4Cause's free and discounted IT support services for other area nonprofits. We also established a mentoring program with IT4Causes to help develop students from VCU, UofR and ECPI.

- We provided Microsoft Teams training and support to Rx Partnership. We also provided strategic input to drive engagement with their Board and transitioned them from a spreadsheet-based reporting process to an automated data tool that reduced the time required to produce updates from two weeks to 10 minutes.

- We engaged Peter Paul Development Center in a review process to institute a logic model / theory of change, and to build dashboards and policies developed with staff buy-in that are representative of the organization's current state.

- Rx Partnership (RxP) recognized that its business model of focusing solely on donations of name-brand medications to Virginia's free clinics with a licensed pharmacy was at risk. To diversify the range of medications it could distribute to support its mission, RxP leadership and Impact Makers co-developed the Access to Medication Program (AMP) to enable RxP to access generic medications and efficiently distribute those medications to clinics without a licensed pharmacy. We researched and developed the initial business plan, which included financial projections and statewide clinic implementation options. Since inception, AMP has distributed more than 23,000 generic prescriptions to over 3,600 unduplicated patients through seven clinics in Virginia.