Investing for Social Good
Support Grassroots Efforts to Transform Lives
Changing the world, 
one community at a time

When we work together, we can be a major force for social good. We can improve individuals’ and communities’ quality of life, and continue to do it until it’s no longer needed.

Non-profits are the cornerstone of societal welfare. Effective, sustainable non-profits, especially those that serve local populations, are better positioned for impact than anyone else. They know what’s needed in the areas they serve, and they’re on the front lines providing immediate support, creating socio-economic opportunities, and promoting and protecting dignity of human life. They’re in their communities, listening to the stories offering tailored programs that address public problems head-on.

To be successful, non-profits have to be able to meet their populations’ requirements, and they have to be reliably accessible whenever they’re called upon. They can depend on “good luck,” or they can develop sound strategies, efficient structures, talented people, and continuous funding. These things can’t be cultivated and maintained without foresight, innovation, and strong public support. It’s a team effort—we all have to pitch in to help strengthen non-profits so they can fulfill their important purposes.

Snowflake is proud to do our part, using our expertise to support the exceptional efforts of non-profits across the US. Since 2014, we’ve helped nearly 20 of them build capacity and become more sustainable and better at what they do. We’ve collaborated with them to develop exciting visions for the future, build the infrastructures and get the people they need to make them reality, and effectively engage the public to create continuous, predictable revenue streams to fund programs and operations.

As a Certified B Corporation® we’re committed to the greater good. There’s a lot of work to be done. If we team up to help others, we can “be the change,” lifting people up and transforming lives.

Blue Ridge Education Center ► Prodigal Sons and Daughters ► Loudoun Free Clinic
Sinclair Medical Clinic ► Highland Food Pantry ► Project Horse Empowerment Center
Loudoun Wildlife Conservancy ► Catholic Charities of the Diocese of Arlington
Friends of Loudoun Mental Health ► Loudoun Wildlife Conservancy
Virginia Association of Free and Charitable Clinics ► Virginia Museum of Fine Arts
Non-profit Alliance of the Northern Shenandoah Valley ► Loudoun Habitat For Humanity
Teegatha’Oh Zheh of Whitehorse ► ProEventa ► Center for the Byzantine Material Arts
Clarke County Education Foundation ► SPCA of Winchester, Frederick, and Clarke
Friends of Loudoun Mental Health (FLMH) offers hope to individuals with mental illnesses in Loudoun County, Virginia. The organization helps patients overcome the significant challenges they face on the road to recovery. It provides financial assistance for housing and other needs, and educates families and friends so they can understand and cope with their loved ones’ mental health issues and support them as they reintegrate with society. First and foremost, FLMH’s assistance helps address a key problem many patients have to confront: Keeping a roof over their heads, and the lights on. FLMH also connects patients with other essential services (e.g., training, job placement) provided by local non-profits and government agencies, offers information and resources to families and friends, and creates public awareness of mental illness and the variety of individual and community issues it causes. Through its programs, FLMH is making lives better.

FLMH has been highly successful to date. It’s programs have been essential helping County mental health patients get back on their feet. Today, FLMH’s first priority is to ensure it can sustain core services, but the organization wants to do more. With limited resources, the challenge of sustainability is hard enough, and taking the leap toward aspirations carries risk. Achieving both requires a carefully constructed, forward-thinking, realistic, actionable strategy to secure the future and realize potential. That’s why FLMH reached out to Snowflake. Together, we took an inclusive, mission- and market-driven approach, aligning FLMH programs with community demands, and identifying, evaluating, and prioritizing opportunities to enhance offerings, increase efficiency, and develop capacity and funding. By protecting “what is” and smartly pursuing “what can be,” FLMH will be there for the people who need help moving forward with their lives.

**FLMH and Snowflake collaborated to make a greater impact, for the greater good.** Working together, we can accomplish more, and “be the change” for people in need in one corner fo the world.

For more information, please contact info@snowflakellc.com.
Blue Ridge Education Center (BREC) has provided educational programs for students with disabilities and other at-risk youth in and around Warren County, Virginia, for nearly 20 years. Working in close partnership with area schools, BREC offers creative solutions to complex student needs in a safe, community-based environment. Currently a licensed day school that receives rave reviews, the organization wants to be more, addressing each individual’s unique developmental requirements through a comprehensive, whole-person approach. As such, BREC is looking to strengthen and expand its programs through further integration of industry best practices and extension of therapy, family support, job placement, and other services, and provide them year-round to a greater number students around the region. In short, it wants to rise to the next level, helping more disadvantaged kids to graduate and ultimately flourish in the next stages of life.

The things BREC wants to accomplish won’t just happen. Building the future requires purposeful planning, cost-effective execution, continuous measurement, and adaptation based on results and conditions. This isn’t easy, as evidenced by the fact many non-profits’ don’t follow through on their “best laid plans,” letting them die somewhere between design, execution, and outcomes. That’s where Snowflake comes in. We’ve been collaborating with BREC to build a “road to the future.” Based on a solid understanding of students’, families’, and schools’ needs, and a realistic picture of the resources BREC can access, the BREC-Snowflake team has crafted an actionable, achievable strategic plan. Now, it’s on to putting the plan into practice, so BREC realizes its full potential to equip and empower students across the Northern Shenandoah Valley—with help from their families and the surrounding community—to become the adults they’re meant to be.

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Sinclair Health Clinic (SHC) was founded in 1986 to provide medical care to those in need, delivering low cost, community-based health services across Virginia’s Northern Shenandoah Valley. For more than three decades, SHC has made a major difference for low-income patients in the region, helping them to address their health care needs by ensuring they can access primary care and specialty services. The Clinic has been able to leverage the expertise and good will of local providers, the generosity of the public, and grants from state and regional associations to provide consistent, high quality care and to remain sustainable over the long term. In 2018, SHC made a major decision to become one of a handful of free and charitable clinics across the Commonwealth to accept Medicaid. This will provide even more opportunities for those less fortunate to take control of their health, and enable them to open new doors to improve their lives.

SHC aspires to be even more, pursuing exciting possibilities for the future while improving on and sustaining its core services as conditions change. Strengthening community partnerships to enhance current offerings is key, and pursuing new avenues such as public education on preventive care, enhancement of comprehensive, “whole person” health management, expansion to under-served communities surrounding Winchester city, and introduction of telemedicine, SHC has big dreams. Realizing them won’t happen by chance—it requires a practical, actionable strategy to make them come true—so SHC engaged Snowflake, to help the Clinic “create tomorrow.” Together, we developed and prioritized goals and objectives, and laid out a clear path to achieve them. Through careful planning, coordinated execution, and informed decision-making, SHC will ensure access to the “essentials” while maximizing its full potential to make a difference.

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Catholic Charities, Diocese of Arlington (CCDA) is a major force for good in Northern Virginia. With 21 programs covering Health, Dignity of Life, Crisis Response, Immigrants and Refugees, and Transformational Housing, CCDA helps thousands of people in need each year address immediate problems, find longer-term socio-economic opportunities, and deal with life challenges in morally responsible ways. CCDA provides services such as food, housing, medical, and financial support to the poor, resettlement assistance to aid new arrivals in the United States, educational opportunities for those who don’t otherwise have them, and pregnancy and adoption services to women and families. Without CCDA’s programs, many of our neighbors would go hungry, live on the streets, be jobless, be unable to access health care, have trouble integrating into new communities, or suffer through abortions, and lives would be tragically lost.

Snowflake is proud to be helping CCDA chart a course to an even greater future through our support for Vision 2025, the organization’s blueprint for helping others over the next five years. Guided by Vision 2025, CCDA will strengthen existing programs, develop new ones, and expand support to outlying areas of the diocese where people are currently going without. To be successful and sustainable, CCDA needs to identify public priorities, align programs with its mission and community demands, promote cost-effectiveness, acquire and maintain sufficient resources, and strengthen its infrastructure to support field operations. We’re lending our expertise to CCDA’s planning efforts, leveraging the experiences of management and “front-line” staff in combination with market research to develop a thorough understanding of high priority needs across the diocese. We’re working to articulate the problems, and we’re part of the solutions.

CCDA and Snowflake are collaborating to make a greater impact, for the greater good. Working together, we can accomplish more, and “be the change” for people in need in one corner of the world.

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These stories can only be told when their authors have help

These and other *Stories of Hope*—the efforts and successes of grassroots non-profits in transforming lives—are inspiring, but they wouldn’t happen without the benefit of expert guidance.

**Why not?** Because non-profits, especially at the grassroots, are often overwhelmed by the “day-to-day,” and have neither the time nor the knowledge to ensure they can be sustainable over the long term, let alone purposefully expand the scope, depth, and/or coverage of their services. It’s hard for them to find ways to be more cost-effective, as they simply can’t step back and look at the “big picture” of their organizations and operations. There are many opportunities, but they remain hidden, and they need help to find them.

**They need help.** Unfortunately, many of them lack the financial resources to get it. If they’re lucky, they’ll find someone willing to work with them at significantly reduced costs or, even better, pro bono. Too often, they get way they pay (or don’t pay) for—inexperienced practitioners from “top-tier” firms, university students or professors detached from the “real world,” former non-profit executives who see new things in old ways, or local consultants who haven’t been exposed to a wide range of ways to do business.

While well-intentioned, the help they receive… well, it’s often more of a burden than if they didn’t get it at all or, in the worst cases, can negatively impact short- and long-range decision-making. What’s needed at the grassroots are true partners—experienced professionals with diverse experience and innovative ideas who adopt these non-profits’ goals as their own, join their teams, and leverage “collective knowledge” to help ensure they’re effective today, around tomorrow, and able to do more for those who rely upon them.

These organizations deserve support from people who are in it for the right reasons, are committed to their success, and offer extensive, varied experiences and perspectives. **That’s not easy to access.**

Snowflake provides all of what grassroots non-profits need, and more. **It’s why we exist.** We draw on a “Big Four” heritage, with an average of over 20 years of experience. We’re senior-level practitioners who have helped over 100 organizations across sectors and industries, in the US and abroad. We moved on to make a greater impact on society, bringing “top-tier” consultancy exposure, insights, and professionalism to local markets at affordable costs. Our approach is “client-first co-creation:” Our non-profit clients’ goals and the needs of the populations they serve are our priority, and we work together to meet them. We do this at below-market rates—sometimes even “at cost”—to ensure great organizations can access help their efforts warrant.

We’re confident in the difference we’re making, but **we can’t do it alone.** Working at costs local non-profits can afford isn’t easy, and our ability to sustain our business is often “touch-and-go.” That’s why we’re seeking help from people who are interested in promoting individual and community welfare, and recognize that the most effective approaches are often at the local level. In short, we need investors willing to subsidize our work, where the primary “returns” are in the form of social, rather than financial, outputs.
Investing in Snowflake to build local non-profit capacity

When your money goes directly to grassroots non-profits, it certainly does make a difference. But what if spending a little to build up non-profit capacity could make future contributions to these organizations that much more effective? It can, and that’s our ask: **Invest in Snowflake, and help us help local non-profits better plan, organize, resource, and get the word out about the important work they do.** When you do, your money will promote both the immediate and long-term well-being of individuals and communities through locally-provided, sustainable services—where the greatest impacts are made. With your support, we can continue to provide “top-tier” level, high quality, expert consulting at affordable costs—maintaining and expanding access to the kind assistance local non-profits deserve.

What can you do to help?

Cost of services shown are approximations for typical local non-profits using reasonable hourly rates, based on past experience with these types of projects.
How to contact Snowflake for further information

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Our Founder

Tom Morley
Founder and President

Tom has more than 20 years of experience as a senior-level manager and consultant, mostly with “Big Four” firms. Prior to launching Snowflake in 2014, he was the Organization Strategies Service Offering Lead at Deloitte Consulting, and directed and served as an SME on a diverse range of Organization & Talent projects for public, private, and non-profit sector clients. He was also a senior leader in BearingPoint’s Human Capital Solution, helping to build it from the ground up into a $20m annual business line. Tom’s specialty areas include business strategy, organization design, talent strategies, and marketing. He has an MA in Government and Politics from the University of Maryland, and a BA with Distinction in International Relations from the University of Delaware. He is also the proud father of 7yo twin girls.
Snowflake LLC is a **Certified B Corporation®** consultancy headquartered in Loudoun County, Virginia. The firm was launched in 2014 with the mission of helping organizations that improve individuals’ and communities’ quality of life. Drawing on our “Big Four” heritage, we provide “top-tier” perspectives, experiences, and professionalism to great non-profits, government agencies, and socially responsible businesses, so they can move forward and do greater things. With a client-centric approach, we collaborate to co-create and execute business, organizational, people, and marketing strategies. To date we have advised and supported over 30 clients across sectors and industries, in the US and abroad. In addition to being a Certified B Corporation®, we are also a registered Virginia SWaM and Micro-business.

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