Annual Report 2021-2022

# FLYERCONSULTING





# **ABOUT US**

Flyer Consulting is a student-run organization at the University of Dayton. This annual report will cover our growth from May 2021 to 2022. Over the course of the past year, our organization gained 25 new members, launched a blog and microsolutions, worked with our first small business client, and much more. With our immense growth, our organization has built upon our mission and vision, which in turn has allowed for the development of impactful relationships within our community in the Dayton area and beyond.

Additionally, our team has made tremendous strides within each of our two verticals:

Nonprofit Consulting and Microlending.

#### NONPROFIT CONSULTING

Throughout the past 12 months, our Nonprofit Consulting team has worked with 11 nonprofit clients, providing them with various marketing, business development, and technical solutions. Over this year, we were able to grow our portfolio with website development, brand management, strategic growth, and much more. Flyer Consulting was honored to build and grow relationships with these nonprofit organizations who serve and transfigure our Dayton community.



#### **MICROLENDING**

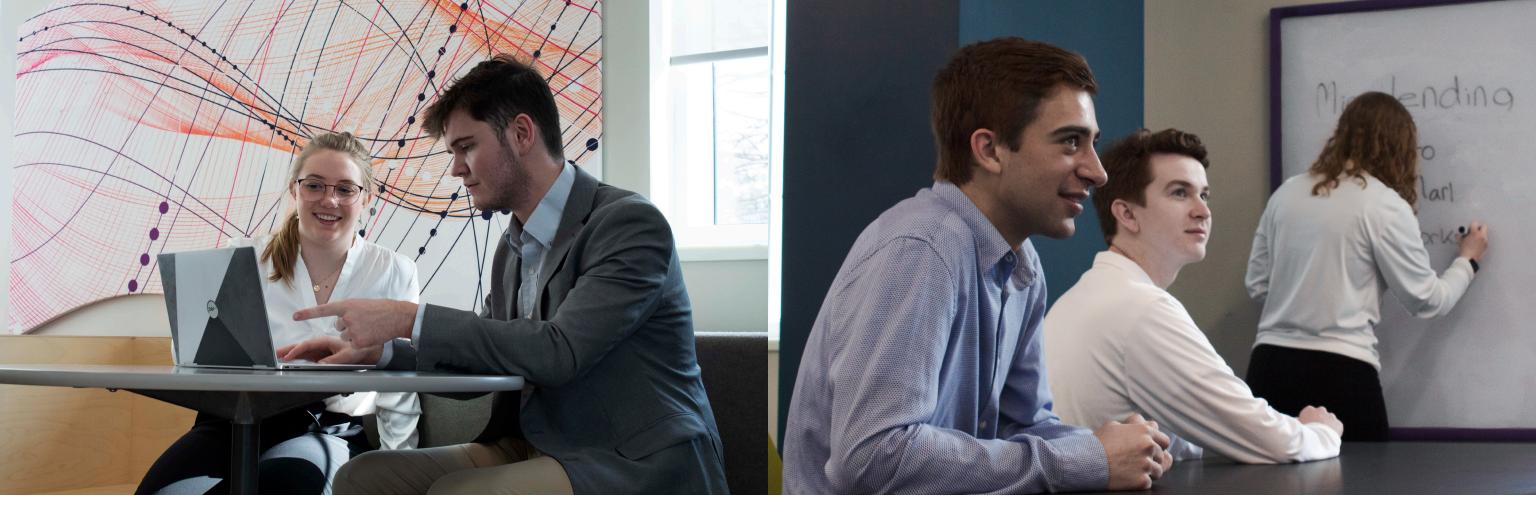
The Microlending vertical of Flyer Consulting made significant advancements within both the local and international sectors over the past year and a half. Locally, in Fall 2021, the Cultural Capital Microlending Program officially launched, which provides specialized services to under-resourced entrepreneurs in the local Dayton area. The international program has begun to develop new relationships with two nonprofit organizations in Malawi and India, in hopes of forming a new partnership.



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### MISSION

To better our students, clients, and the community through the provision of our professional business services.



## **VISION**

To be the most strategic partner for our clients and partners in their journey to positively impact their communities.

#### LETTER FROM THE PRESIDENT

Dear Friends and Supporters,

Looking back on the 2021-2022 school year sheds light on the tremendous growth Flyer Consulting has been able to accomplish. From launching our very first internal fundraising campaign to making strides towards being a fully inclusive organization, this year truly deserves celebration. At the forefront of our mission is our students, and without them Flyer Consulting would not be the same. In order to effectively serve our clients and the community, we depend on our incredibly dedicated members, and I could not be more honored to lead such an outstanding group.

Within our portfolio of work, both nonprofit consulting and microlending verticals have seen immense advancements. Throughout the year we have had the opportunity to work with 11 nonprofit organizations on various projects ranging from website development to donor engagement and strategic planning. In the fall, our local microlending team officially launched

the Cultural Capital Microlending Program in partnership with the Greater West Dayton Incubator and CityWide to provide necessary capital and support services to under-resourced and marginalized business-owners in the Greater West Dayton area. Since the launch of the program, our team has been able to support 6 entrepreneurs with funds totaling \$51,343. On the international side, our microlending partnership with the IMANI Marianists in Nairobi, Kenya was sustainably maintained each semester. In the fall of 2021 alone our team was able to lend \$5,000 to 6 entrepreneurs, allowing the program to reach the milestone of \$30,000 in total loan disbursements. The lasting impact has allowed us to serve 28 entrepreneurs overall, creating 22 jobs and sustaining 65!

The growth seen through the two verticals naturally opened the door for our organization to expand into small business consulting work. This expansion was intentional, as we recognized the gap between serving under-resourced entrepreneurs with financial support and nonprofit organizations with consulting support. Through microlending application workshops and interest from community for-profit partners, we realized that several applicants would benefit from consulting work as well. To stay true to the program's mission of providing the most support, our team adapted to do so by allowing small businesses to apply for semester-long projects alongside nonprofit organizations. We were very excited to work with our very first small business client, Rosie's Vending, during the spring 2022 semester!

Outside of client work, this year's internal initiatives have made strides in streamlining growth and promoting our name within the community. In the fall, Flyer Consulting successfully raised \$7,675 through Flyer Funder for internal support. As a completely student-run organization that provides pro-bono services to clients while maintaining operations without charging membership fees, this fundraiser allowed us to securely grow our promotions, technology, community image, and more without any financial burden falling on members or clients. The tremendous support seen for our organization through this experience truly meant the most, and will personally be a memory I cherish forever. Additionally, in December Flyer Consulting published a Diversity, Equity, and Inclusion

strategic plan with 4 goals to outline our efforts in creating a welcoming environment for both members and clients. Alongside meeting with UD's Office of Diversity, participating in 3 cultural competency training sessions, and conducting internal surveys, our organization looks forward to using this plan as a way to hold ourselves accountable while we continuously grow. Finally, in April we were excited to host our first official alumni weekend to connect past and current members through networking and updates.

Next year we plan to continue this growth while staying true to our mission. As we begin to introduce new solutions, like QuickBooks implementation, we strive to always be the most strategic partner for our clients and the community. As I take the time to reflect on my past 4 years at the University of Dayton, my experiences within Flyer Consulting are undoubtedly the most impactful. I am so grateful for all the work I have been able to do for organizations in the Dayton area and beyond alongside the most hardworking students I have ever met. Thank you for "getting pumped" with me this year and I cannot wait to cheer on this incredible organization for many years to come!

With gratitude,





# WHAT'S NEW IN 2021-2022?

#### **FLYER FUNDER**

During the Fall 2021 semester, Flyer Consulting had the opportunity to participate in Flyer Funder, a program offered through the University of Dayton that provides student organizations a fundraising platform. Our campaign was live from October 20th-November 19th and we are so excited and grateful to announce that we raised \$7,675 for our organization!



As a student run organization, Flyer Consulting and its members do not get paid or make money. All of our services are free of charge for our clients to help support their growth and propel their missions. However, Flyer Consulting operates like a business and has regular expenses, which sparked our initiative to raise money for internal support. These funds will be



used to support our internal operations, including technology, recruitment, marketing materials, and more. The success of this campaign makes a huge impact on our organization as we continue to grow and carry out our mission to better serve our students, clients, and the community without the financial burden falling on any of our members.

Thank you so much to everyone who supported and shared our campaign. With these contributions, Flyer Consulting will be able to expand our impact and get our name out in the community!

# SMALL BUSINESS CONSULTING

Flyer Consulting officially launched our small business consulting vertical in the Spring 2022 semester. The intention of this third vertical is to bridge the gap between our current nonprofit consulting and microlending programs. Nonprofit Consulting is the original program of Flyer Consulting working with nonprofits locally, regionally, and internationally to help broaden the impact of their services. Microlending is the second vertical of Flyer Consulting that works in partnership with the Greater West Dayton Incubator locally and the IMANI Marianists internationally to advise and uplift underserved entrepreneurs through each microloan program. With these two programs flourishing, the need for serving small businesses was realized from the current consulting services being limited to only nonprofit organizations and the

microlending programs being limited to only providing funding. Through these limitations, the mission for our third vertical to provide our consulting services to underserved small businesses was adopted.

With this growth, Flyer Consulting is excited to announce our very first small business client: Rosie's Vending!

#### **ALUMNI WEEKEND**

In April, Flyer Consulting was excited to host our first official alumni weekend! We invited our past members back to campus to connect with old friends, engage with fellow alumni, and hear updates about current initiatives. Complete with a networking BBQ and full team presentation, the weekend was a fun way to connect past and current members. It was a great opportunity to touch base with our growing alumni network, and we look forward to making this an annual event!



# DIVERSITY, EQUITY, AND INCLUSION STRATEGIC PLAN

Flyer Consulting recognizes how important it is to be welcoming and inclusive as a student organization. With that in mind, a major initiative for our organization this past semester was to establish structured Diversity, Equity, and Inclusion goals for Flyer Consulting and create a strategic plan to hold ourselves accountable while we continuously grow.

#### Our 4 Diversity, Equity, and Inclusion goals are:

- Create and sustain an inclusive organizational climate
- Achieve and sustain greater diversity of skill sets relating to the educational background of members through collaboration with new departments and organizations at the university
- 3 Establish a prospective client acquisition pipeline that will focus on exposing our students to more diverse organizations
- Develop and implement metrics to track progression towards diversity, equity and inclusion

Through meeting directly with UD's Office of Diversity, planning semesterly cultural competency training for our members, and establishing a DEI leadership concentration on our executive board, Flyer Consulting is actively working to meet these goals. Our team invites you to follow along with our progress as we plan to publish updates each year in our annual report.

For details on the specific action plans and measures for each goal, view the whole strategic plan on our website under the Our Team tab.



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Last Updated October 2021



#### VIRTUAL TEAMS

#### **MARKETING**

Virtual Marketing Team is responsible for all internal marketing initiatives and increasing brand awareness for the entire organization. The team focuses on managing all social media platforms, updating the website, creating the annual report, publishing the newsletter, and any other necessary marketing initiatives Flyer Consulting was able to utilize the knowledge of each of our team members this semester by creating a blog, highlighting some solutions for the common problems our clients face. We have created blog posts in the following categories and hope to expand in the future: social media, finances, data processing, search engine optimization. Flyer Consulting aims to be an ongoing resource for our past, present, and future clients through this blog. Check out our blog on our website!

#### **FINANCE**

The Virtual Finance Team focuses on a variety of internal initiatives aimed at expanding our organization's understanding of financial data. The members of this team are exposed to a wide variety of tools and techniques that provide us with valuable work experience and skills. This past semester, the team began working on a new project aimed at quantifying the impact that Flyer Consulting creates for our clients. The team is measuring impact by examining 11 different metrics on a year over year basis. We are utilizing the Flyer Consulting Healthcheck to gather and Tableau to gather and analyze the data. In the future, the team plans to break down this impact into



three groups based on our portfolios: business development, technical and marketing. This is a lengthy project and one that will be ongoing in the future. Flyer Consulting is excited to begin to measure the impact our consultants are having on the community.

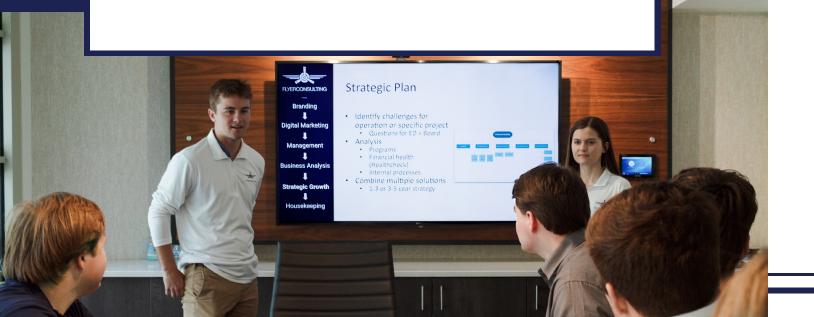
#### **PEOPLE**

Virtual People Team (VPT) handles all types of activities throughout our internal organization including member engagement, internal mentorship, outreach, and recruitment. The team focuses its efforts on bringing the members of the organization closer together and recruiting new members to join Flyer Consult-

ing. Throughout recruitment, VPT holds many different types of recruitment events including, but not limited to, networking events, outdoor barbeques, and information sessions. This gives current members a chance to engage with each other while also engaging with potential new members.

Throughout the recruitment process, the entire VPT comes together to make the application and interview process as efficient and effective as possible. Each semester, Flyer Consulting gains about fifteen new members from a pool of over thirty-five applicants. Virtual People Team prides itself on the connections throughout the organization between new and current members of Flyer Consulting.

# OUR IMPACT



#### **ROSIE'S VENDING**

In the Spring of 2022, Flyer Consulting had the incredible opportunity to work with its first ever small business client with Rosie's Vending. Rosie's Vending is a commercial vending business located in Dayton, Ohio founded by Roenisha (Roe) Wallace. Roe started Rosie's Vending as a side job with the intention to grow it into her full time gig. Currently Rosie's Vending holds a contract with the Hub and has two operating machines with the hopes of landing more contracts in the near future. The extension of Flyer Consulting's reach to small and medium sized businesses was a priority to the managing director board and it was vital that our first client shared the same values as our organization. Roe Wallace holds the vision of creating a youth entrepreneurship program that will help teach high school students vital



entrepreneurial skills before entering the workforce. Our team had the great opportunity to work with Roe to make this a reality.

Throughout the semester Flyer Consulting was given the ability to grow our breadth of work and add new capabilities to our solution portfolio. Our team was able to work with Nayax, a top of the line vending management software, along with Quickbooks, one of the most used accounting softwares.

"Throughout the semester Flyer Consulting was given the ability to grow our breadth of work and add new capabilities to our solution portfolio."

Flyer Consulting is extremely grateful for the opportunity to work with Rosie's Vending and extend our reach to small and medium sized businesses in the Dayton area. We are excited to track the progress and growth of Rosie's Vending as it becomes a bigger player in the vending industry.

#### INTERNATIONAL

Since the disbursement of its first microloan in October of 2019, the Flyer Consulting International Microlending Program has approved 26 entrepreneurs for a total of over \$30,000. Our program is made possible through a partnership with the IMANI Marianists in Nairobi, Kenya, a local non-profit organization whose mission is to "raise the lowly to high places" through business skills training and the provision of microloans. Our detailed loan application and review process exemplifies IMANI's mission and the mission of Flyer Consulting as our team identifies applicants whose small businesses have a large impact on the community. The impact is surely evident through

the 60+ new jobs that were created through the extension of our microloans. In 2021 alone, our team accepted 12 new borrowers into the program and disbursed over \$10,000. Our funds have supported thriving businesses dedicated to providing school uniforms, grocery delivery services, automobile repair, farming, and more to the community in need and allowed our students back home to learn valuable skills in areas such as microfinance and international development. As our partnership with IMANI reaches a point of financial sustainability, our team has excitedly begun exploring new avenues of microcredit in other areas of the world.

#### LOCAL

Flyer Consulting Local Microlending officially launched the Cultural Capital Microlending Program in October 2021. After several semesters of foundational work, the team was excited to begin collecting and reviewing applications. Throughout October, the Flyer Consulting Local Microlending team hosted multiple information sessions and workshops to advertise the program and assist applicants in the process. Alongside those events, the team worked on creating marketing materials and finalizing the analysis process. Altogether, the program received 34 applications. As applications were received, the Local team completed individual reviews for each applicant, followed

by two rounds of group reviews. The Flyer Consulting Local Microlending team's decisions were then presented to the Risk Review Committee, made up of key stakeholders from the University of Dayton, the Greater West Dayton Incubator, and CityWide Development. Out of the 34 applicants, the Flyer Consulting team and Risk Review Committee approved 6 applicants. In total, the Cultural Capital Microlending Program approved \$51,343 of loans for local, minority owned businesses. In the coming semesters, the team will continue to operate the program, while continuing to revise the process and collect loan repayments.



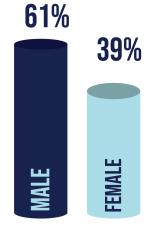
# BY THE **NUMBERS**



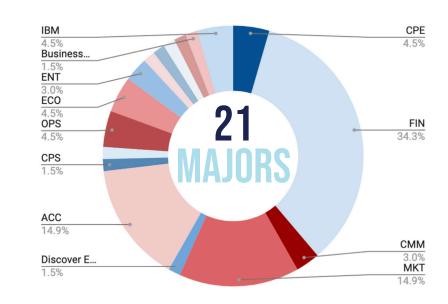
\$30,000 IN TOTAL **LOAN DISTRUBUTIONS FOR INTERNATIONAL MICROLENDING** 



**25 INTERNS 14 SENIORS** 









### WHERE WE LANDED

#### **BEN MAKSUD**



I am a district manager for ALDI, I am in charge of all operations for an ALDI location. Generally, I manage anywhere from 3-5 stores un-

der my jurisdiction. My responsibilities include all operational aspects such as personnel, day to day oversight, and store conditions. Additionally, I oversee all supply chain, accounting, product management, and any initiatives that may roll through corporately. Anything that happens in store, I am either directing or overseeing direction! Flyer Consulting played a critical role in preparing me for this role. Specifically, I was able to develop my problem solving skills, working on different projects with different opportunities to utilize and develop new skill sets. My time as a project lead also taught me client-facing skills that are undoubtedly invaluable in any position.

During the Spring 2022 semester, I was excited to be able to join Flyer Consulting to talk more about my role at ALDI as well as our intern program. I am forever grateful for all of the opportunities and friendships cultivated through Flyer Consulting. I am proud of how this organization has grown and adapted over the years, and I am excited to see how these passionate, driven students continue to impact the community!



#### **JACKIE CHMIEL**



I work at RSM in Chicago as a Technology Risk Consultant, working primarily in the Financial Services industry. The lessons

and experiences I took from Flyer Consulting shaped my time at UD and beyond. I joined Flyer Consulting during my sophomore year, looking for opportunities for experiential learning and drawn by the impact Flyer Consulting makes in the community. Over my next few years, I worked on a variety of nonprofit consulting engagements and had the opportunity to truly connect with our clients. Seeing the impact our work has on the community around us makes the work we do all the more valuable.



Working on a variety of projects and internal initiatives allowed me to stretch my skillset beyond what is learned in the classroom. Since starting my career in consulting where I'm constantly interacting with project teams and clients, I found my greatest takeaway from Flyer Consulting to be my growth in effective communication and professional confidence. This growth came particularly from my time as a Project Lead, where I had more responsibility over managing team dynamics and interacting with our clients. Having these opportunities while still in college is certainly a unique value proposition.

There's no doubt these skills learned during my time in Flyer Consulting continue to benefit me today. I work in a fast-paced environment, managing multiple engagements at once and have the confidence to work and find solutions to most effectively serve my clients. I'm grateful to Flyer Consulting for the experiences I've gained and the friends I met along the way the organization is made up of a great group of driven, hardworking individuals and I can't wait to see how Flyer Consulting continues to grow and create impact!

### **TEAM ROSTER**

Faculty Advisor
Vince Lewis, Director of L. William Crotty
Center for Entrepreneurial Leadership

\* Spring 2022 Interns

#### **CLASS OF 2022**

Allison Brace

Bryan Johnson

Elizabeth Anderson

James Buckardt

John Lamason

Kelly Bailey

Mary Claire Mikolay

U

Matthew Martin

Natalie Barendt

Nicole Meyer

Samuel Attea

Sydney Robinson

**Thomas Burchett** 

Thomas Palermo

**CLASS OF 2023** 

Adam Ryan

Austin Safford

Ben Kiser

Brendan Ours

Charlie Duross

Connor Ilyavi

Eric Fisk

Gabby Rullo

Jack Weir

Jaime Rivera

Jillian Whitson

Julia Beyke

Katie Hay

Keegan Gupta

Kyle Heavey

Elizabeth (Liza)

Drought

Marieme Ndoye

Nastasia Braun

Ryan Harrison

Patrick Jordan

Reagan Stitt

Riley Cronin

Suzy Maloney

Timothy O'Connor

Trevor Casmere

**CLASS OF 2024** 

Aidan Burke

Amanda Bush

**Brock Schwind** 

Christopher Brown

Hannah Weber

lan Keller

Isabella Abreu

Isabelle Bailey

Jack Drago

Jenna Chernicky

Jinyoung Lim

John Bentley

Kyle Ewing

Macy Purdy

Patrick Hafner

Ryan Grant

Ryan Wojtalewicz\*

David Brooks\*

Anne Torez\*

Alex Munoz\*

Zackary Adda-Berkane\* **CLASS OF 2025** 

Molly Stillwagon\*

Mitchell Hardesty\*

Leonard O'Connor\*

Brendan Shantz\*

Josh Schaff\*

Courtney Culp\*

Caleb Webb\*

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## MANAGING DIRECTORS

#### **ELIZABETH ANDERSON**



Elizabeth Anderson is a senior studying marketing, management information systems, and business analytics from Dayton, OH. Eliz-

abeth joined Flyer Consulting as a freshman in the Spring of 2019. With various projects ranging from search engine optimization to donor base strategies, she has thoroughly enjoyed her Nonprofit Consulting client work. Outside of client projects, she has worked on several initiatives to continuously improve

how the university and community view Flyer Consulting. As President, Elizabeth has helped lead our organization to raise \$7,675 through our first crowdfunding campaign, publish our first DEI strategic plan, intentionally launch the small business consulting vertical, and structure internal processes to streamline growth. Overall, Elizabeth is incredibly grateful for all the opportunities Flyer Consulting has given her and was honored to lead a group of such talented, hard working individuals.

#### **KELLY BAILEY**



Kelly Bailey is a senior economics major from Northbrook, Illinois. Kelly joined Flyer Consulting in the Fall of 2019 and has dedicated her

time in the organization to Nonprofit Consulting. As a consultant, she was able to implement a search engine optimization strategy for a client hoping to gain more traffic to their website. When she became a Project Lead, she

was able to work closely with a CRM transition and implementation as well as brand strategy for her clients. As Managing Director, she focused on building up her client's online presence and developing their volunteer and donor strategies. Kelly is extremely grateful for all of the people and opportunities Flyer Consulting has brought into her life and the experience of working with passionate community leaders.

#### **NASTASIA BRAUN**



Nastasia Braun is a junior from Cleveland, Ohio, pursuing a marketing and management information systems double major. Since

joining the organization her freshman year in Spring 2020, Nastasia has devoted her time to Nonprofit Consulting, serving as a Consultant, Project Lead and Managing Director. On client projects, Nastasia has focused on Flyer Consulting's marketing solutions. Specifically, she has worked on projects to develop digital marketing strategies, rebranding efforts and donor engagement practices. She is also involved with internal marketing efforts such as maintaining a strong online presence through the website. Nastasia is thankful for having the opportunity to learn from so many talented team members and is excited to see how the organization continues to grow and impact the community.

#### **ERIC FISK**



Eric Fisk is a junior finance and entrepreneurship major from Cincinnati, Ohio. Eric joined Flyer Consulting as a freshman in the

Spring of 2020 and has had the opportunity to work in both of the organizations verticals. On the International Microlending side, he worked as a Project Lead to successfully approve and

lend a round of loans during the COVID-19
Pandemic. On the Nonprofit Consulting side,
Eric has worked as a Project Lead and Managing Director to lead several business development engagements. He is extremely grateful for all of the experiences Flyer Consulting has given to him and is excited to be able to give that back to new consultants in the future.

#### **BRYAN JOHNSON**



Bryan Johnson is a senior accounting major with a finance minor from Naperville, Illinois. He joined Flyer Consulting as a fresh-

man in the Spring of 2019. After completing the intern program, Bryan was a Consultant on the International Microlending team where he helped create the first loan review process and was part of the first microloan disbursements to entrepreneurs in Nairobi, Kenya. After one semester on the International team, Bryan switched over to the Local Microlending team and served as the Project Lead. On the team, Bryan helped develop the Cultural Capital

Microlending Program. After three semesters as Project Lead, Bryan took over as Managing Director in the Spring of 2021. As Managing Director, Bryan maintained key partnerships with the Greater West Dayton Incubator and City-Wide Development, which are organizations that assist in the operations of the microlending program. Outside of microlending, Bryan also

worked on internal initiatives such as leading recruitment, overseeing the Virtual People Team, and helping the organization add small business consulting. Overall, Bryan is grateful for the personal and professional relationships he has made and the impact the organization has on the community.

#### **MATT MARTIN**



Matt Martin is a graduate student from Columbus, Ohio and is currently pursuing a Master in Business Analytics. Matt joined

Flyer Consulting as a freshman in the Spring of 2019. As a sophomore Matt began working with the local microlending team to research and build the structure of the local microlending fund. He then switched focuses and became a project lead on nonprofit consulting where he was able to leverage his finance skills to create a financial model for CO-OP

Dayton and 937 Delivers. As a managing director Matt has had the opportunity to work with Flyer Consulting's first ever small business client: Rosie's Vending. With the launch of this newest vertical, Matt has become the first person to work within all three verticals of Flyer Consulting. Matt is extremely grateful for the opportunities that Flyer Consulting has provided him and for the ability to make an impact in the Dayton community and is looking forward to seeing the growth of small business consulting within the organization.

MC MIKOLAY



MC Mikolay is a senior computer engineering student from Grand Rapids, Michigan. MC has been in Flyer Consulting since the spring

of her freshman year in 2019, becoming the first engineer to ever join the organization. MC

has leveraged her technical skills to develop the organization's internal tools, focusing primarily on the development of the Nonprofit Health Check and its corresponding Guidebook interface. In addition to the development of tools for the organization's use, MC has

used her breadth of technical knowledge to implement CRMs, develop websites, and perform data process audits for nonprofit clients. In her time as a Managing Director, MC has focused her efforts on recruiting more cross-disciplinary technical consultants to bolster the organiza-

tion's skillset. Overall, MC would not be who she is today without the opportunities Flyer Consulting has provided her and she is super excited to see how the organization will grow in the future.

#### THOMAS PALERMO



Thomas Palermo is from Cincinnati, Ohio, and is pursuing a Bachelor's of Accounting degree as well as a Master's of Professional

Accountancy degree. Thomas joined Flyer Consulting during the Fall of 2019 as a sophomore. He has worked primarily with business development consulting clients. As a consultant, Thomas completed a financial analysis for The Contemporary Dayton, a local art gallery. As a Project Lead, he gained international

experience working with the Ecuador-based nonprofit Fundacion Raiz, helping to construct a funding strategy and growth plan. Finally, as a Managing Director, Thomas has first worked with the local nonprofit Safe Haven Heritage to construct a marketing and growth plan, and is currently working with Brooklyn Center for the Arts to analyze their donor portfolio. He claims joining Flyer Consulting was one of the best decisions he made at UD and is grateful to work for such an incredible organization.

#### **SYDNEY ROBINSON**



Sydney Robinson is a senior accounting major and management information systems and French minor from Cincinnati, Ohio. Syd-

ney joined Flyer Consulting during her freshman year and has dedicated her time in the organization entirely to the Flyer Consulting's International Microlending Program. As a consultant, she was able to participate in the initial launch of the program. As a Project Lead, she helped navigate the team through tough decisions in light of COVID-19. As a Managing Director, she has managed the team's relationship with its lending partner and helped the fund become financially stable. Sydney is incredibly thankful for the opportunity to make a global impact and to work alongside a team of passionate individuals.

# **CONTACT US**



1056 Brown Street Dayton, OH 45409



Visit us at flyerconsulting.com for more information.



Email flyerconsulting@gmail.com

Get in touch! Whether you're interested in supporting our organization's work in microlending or have questions about how we could help your nonprofit, we would love to hear from you.



# FLYERCONSULTING

Design and photography\* by Jillian Whitson '23

\*Does not include MD headshots or alumni weekend photo

