

FLYER CONSULTING

Annual Report 2020-2021





ABOUT US

Flyer Consulting is a student-run organization at the University of Dayton. This annual report will cover our growth from January 2020 to May 2021. Over the past year and a half, our organization gained 34 new members, transitioned to a virtual environment, worked with 15 amazing clients, underwent a rebrand and much more. Within all these exciting additions and changes, our organization was able to build upon our mission and vision, aiming to form impactful relationships within our community at home in the Dayton area and beyond.

Furthermore, our team has made impressive progress within each of our two verticals:

Nonprofit Consulting and Microlending.

NONPROFIT CONSULTING

Through 2020 until May 2021, our Nonprofit Consulting team worked with 15 clients, offering marketing, business development, and technical solutions. Two of the 15 clients were international, allowing the organization to expand its global impact. With work impacting Ecuador, Uganda, and here in the United States, our consultants were excited to take on new challenges. Flyer Consulting was honored to partner and build relationships with these nonprofit organizations who serve and transform our community.



MICROLENDING

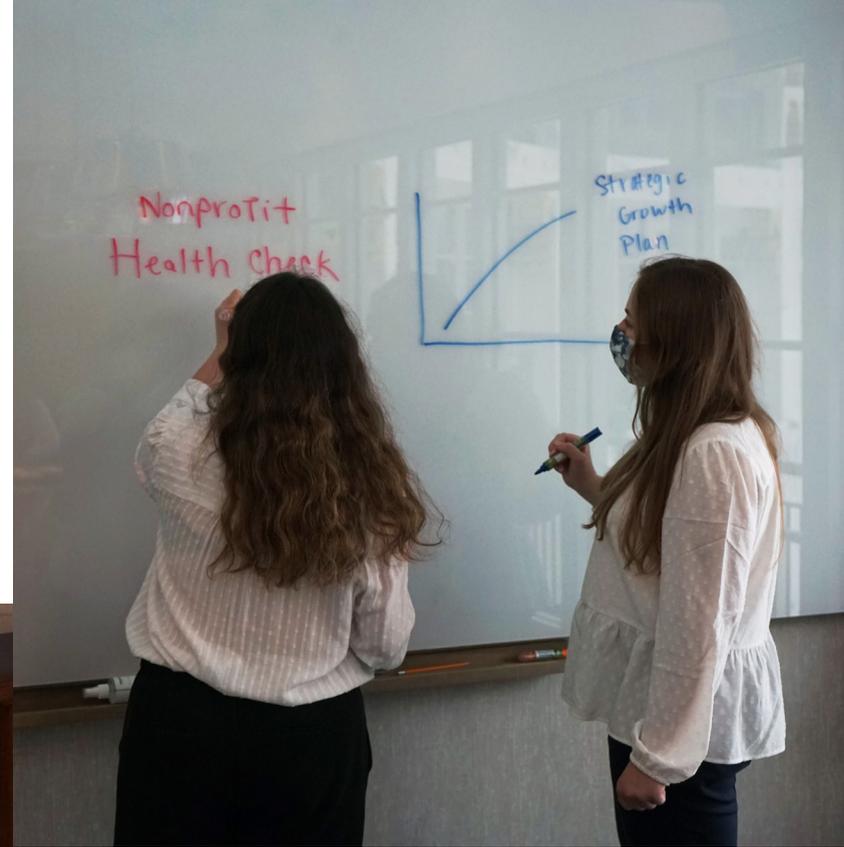
Flyer Consulting's Microlending vertical, formerly known as Flyer Development, made notable advancements within both their local and international sectors over the past year and a half. Despite COVID-19 halting spring 2020 lending, the international program still distributed \$12,870 in loans once the program resumed in the fall. Locally, the team worked with the Greater West Dayton Incubator to prepare for the launch of the Cultural Capital Microlending Fund. This provides necessary capital to under resourced small businesses within our Dayton community and will be fully launched next school year.



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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,

As the 2020-2021 school year draws to a close, it is important to reflect on the network of students, nonprofits, local partners, and entrepreneurs that have spent the last year supporting our community through their work and dedication to the common good. From our nonprofit clients like Co-Op Dayton, who developed a delivery service to help support local restaurants, to our loan recipients in Nairobi, Kenya, who have already used our funding program to hire five employees, Flyer Consulting has been blessed to help support the work of 15 separate organizations over the past year and a half. We have been able to respond directly to the crisis caused by COVID-19 while continuing our mission to provide experiential learning opportunities to students, even remotely.

In our work consulting with nonprofit organizations, we have been able to support the work

of 9 separate organizations over the past year through our services. Flyer Consulting has scaled our organization to take on larger and more impactful work. Our solution portfolio has massively expanded over this past year to include new technical solutions such as data process audits and SEO analytics as well as creative solutions like brand development. We have also been fortunate enough to partner with the Greater West Dayton Incubator (GWDI) to expand our impact in the historically underserved West Dayton community, serving clients such as Dayton Young Black Professionals, Sunlight Village, Victory Project, and Co-Op Dayton. Focusing on the larger nonprofit community, our team wrapped up a three-year-long internal project to better understand organizational needs through nonprofit financials. This free tool, called the “Flyer Consulting Health Check Guidebook,” is now available for nonprofits to utilize and see how

their organization’s financial health compares to similar peers.

Within our two lending programs, we have been able to provide financial support to entrepreneurs during the economic downturn caused by COVID. This included our third round of loans disbursed to entrepreneurs in Nairobi, Kenya, through our international lending program in collaboration with our partners, the IMANI Marianists. These funds have allowed entrepreneurs to purchase much-needed equipment and hire new employees to expand their businesses. Locally, through collaboration with the Greater West Dayton Incubator (GWDI) and CityWide Development Corporation, our team built out the underlying operational plan and finalized the loan review process to begin lending in the fall of 2021. These loans will provide capital to underrepresented and underserved entrepreneurs in West Dayton.

All of this work would not be possible without the incredibly talented students who dedicate their college experience to working with our clients and on our microloan programs. In the past year and a half, we have taken on 34 new students and are steadily growing to expand our community impact. This growth has not only been seen in the number of students hired, but also in the diversity of backgrounds, majors, and interests of new members. As we

continue to graduate senior classes, we have reconnected with old alumni to form a network of support for our students in their post-grad professional endeavors.

Having spent the last four years of my college career as a part of this organization, I am blown away by how much we have grown since I first joined. Flyer Consulting’s growth is the direct result of students rising to the challenge and dedicating their time and talents to our organization. As I look towards graduation, I am confident in handing off this organization into the hands of our incredibly talented future generation of consultants. I will forever be grateful for the way that this organization has shaped me through my interactions with clients and past student mentors. There is no other experiential learning opportunity like Flyer Consulting, which gives students the unique opportunity to learn and serve at the same time. I’m excited for future students to benefit as much as I have from this organization and to watch how Flyer Consulting and its students continue to grow.

With gratitude,



Nolan Scott



WHAT'S NEW IN 2020?

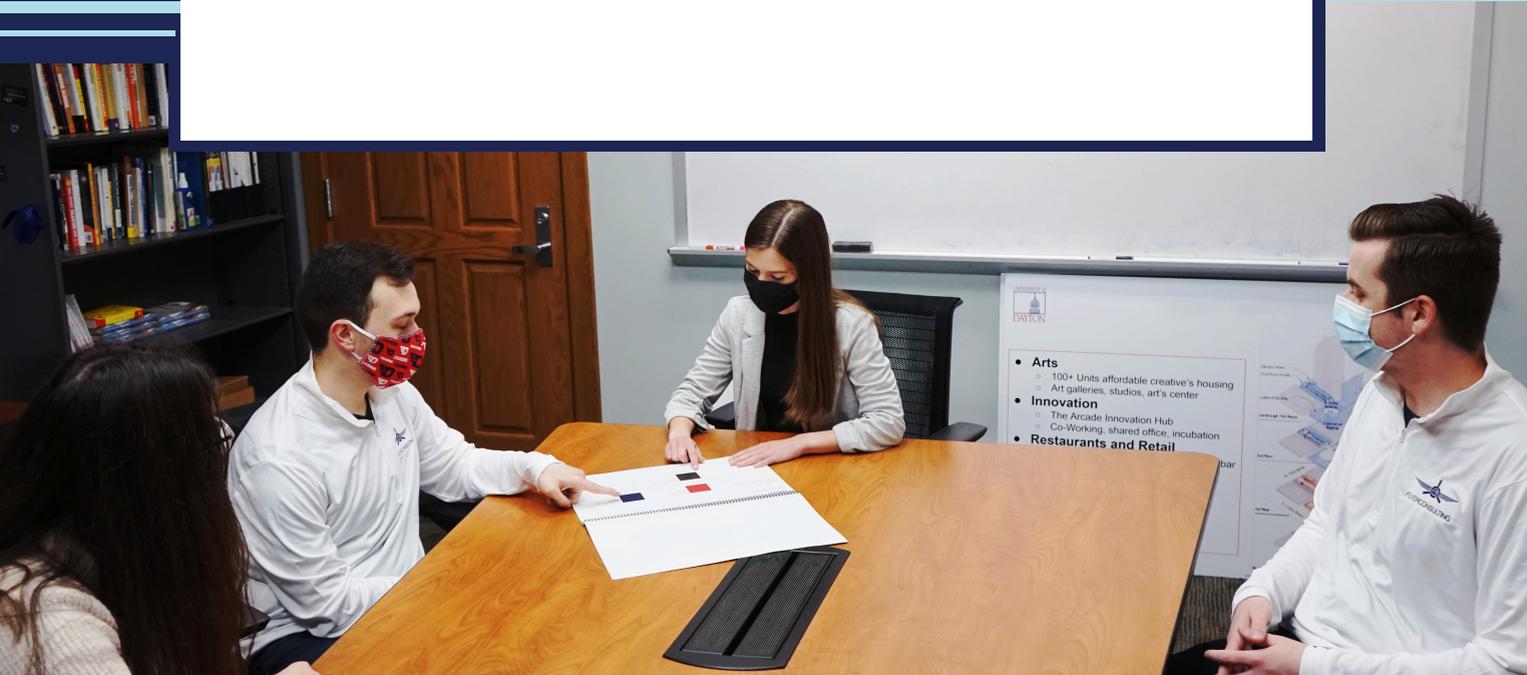
VIRTUAL RECRUITMENT

Fall 2020 marked the first time Flyer Consulting conducted recruitment in an entirely virtual capacity. Through leveraging virtual Up-the-Orgs, information sessions, and the organizations' social media presence, we saw great success with the addition of 12 new interns. In an effort to diversify our recruitment channels, Flyer Consulting has collaborated with the Communication, Human Rights, Graphic Design, Mathematics, and Computer Science programs to attract new applicants. Anticipating another round of virtual recruitment for Spring 2021, the People Team created the year creating our first ever recruitment video, featuring an explanation of our mission, solution portfolios, and past clients from familiar faces within the organization! The video can be found on our YouTube channel, and we are excited to utilize this tool for the seasons to come. Thank you to the virtual marketing team, virtual people team, intern trainers, and interns for making our first ever virtual recruitment a success!

“Fall 2020 marked the first time Flyer Consulting conducted recruitment in an entirely virtual capacity.”

ALUMNI ASSOCIATION

The alumni association is a newly established initiative of this past year's managing director board. The alumni association was created using a Google Form that was sent to past Flyer Consulting members to receive their contact information, current role, and gauge any interest in maintaining a relationship with current members, such as participating in speaking engagements. Our managing director board received very enthusiastic and positive responses from the survey and is already working on ways to connect our current members with our alumni. We are hoping for our first “Alumni Weekend” in the Fall of 2021!

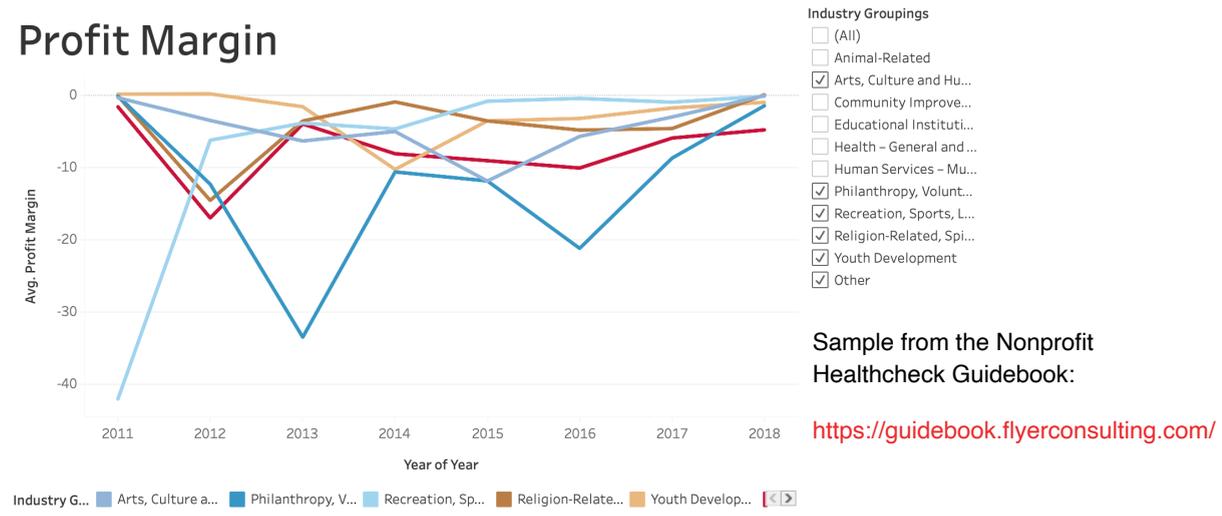


INTERCULTURAL COMPETENCY & GWDI CONNECTIONS

During 2020, Flyer Consulting developed a key partnership with the Greater West Dayton Incubator (GWDI). The GWDI is a strategic initiative that serves Greater West Dayton entrepreneurs by providing access to space, consulting, funding, and training. It leverages key partnerships with the University of Dayton and The Entrepreneur’s Center, as well as community leaders. Karlos Marshall, GWDI Manager, and the Flyer Consulting team have worked closely to carry out both organizations’ missions. Flyer Consulting not only researched

similar incubators and helped develop programming, but the team also took on West Dayton nonprofits as clients. Additionally, Flyer Consulting leveraged the GWDI to implement an Intercultural Competency training for interns, led by Castel Sweet who is the Director of Community Engagement and Diversity, Equity & Inclusion for the School of Business. This partnership has already proven itself to be very beneficial, but there is still more to come including a joint microlending program and the official launch of the GWDI in the fall of 2021.

Profit Margin



NONPROFIT HEALTH CHECK

Flyer Consulting wanted to provide nonprofit organizations a tool that would allow them to better understand the financial status of their own organization and their peers. The Non-profit Healthcheck Guidebook illustrates the financial state of each industry within the larger nonprofit network, aiming to provide quantitative comparable analysis among non-profit organizations in the United States. Flyer Consulting created this tool by piping publicly available financial data of exempt organizations from the IRS website to an Azure SQL database. Data was then extracted and downloaded to the Tableau Desktop app for visualization and analysis. The tool is now available for public use on our website under client resources! <https://guidebook.flyerconsulting.com/meet-the-team.html>

“The Nonprofit Healthcheck Guidebook illustrates the financial state of each industry...”



REBRANDING

With the constant growth Flyer Consulting adapts to, a natural rebranding initiative for what was previously known as Flyer Development was the next step toward continuous improvement. Officially beginning in the Spring of 2021, the Flyer Development vertical of Flyer Consulting was renamed “Flyer Consulting Microlending.” The Microlending branch of the organization still functions the same and remains divided in two programs: Local and International. This rebrand initiative was designed to clearly unite each vertical of our organization under the overarching umbrella, Flyer Consulting. The organization is now broken into two verticals: Nonprofit Consulting and Microlending.

VIRTUAL TEAMS

MARKETING

Flyer Consulting's Virtual Marketing Team tackles internal marketing initiatives centered around increasing brand awareness for our organization and promoting individual growth for our members. These initiatives include managing each social media account, updating the website, our annual impact report, and various speaker events. The team is open to all Flyer Consulting members and meets on a bi-weekly basis to collaborate as a group.

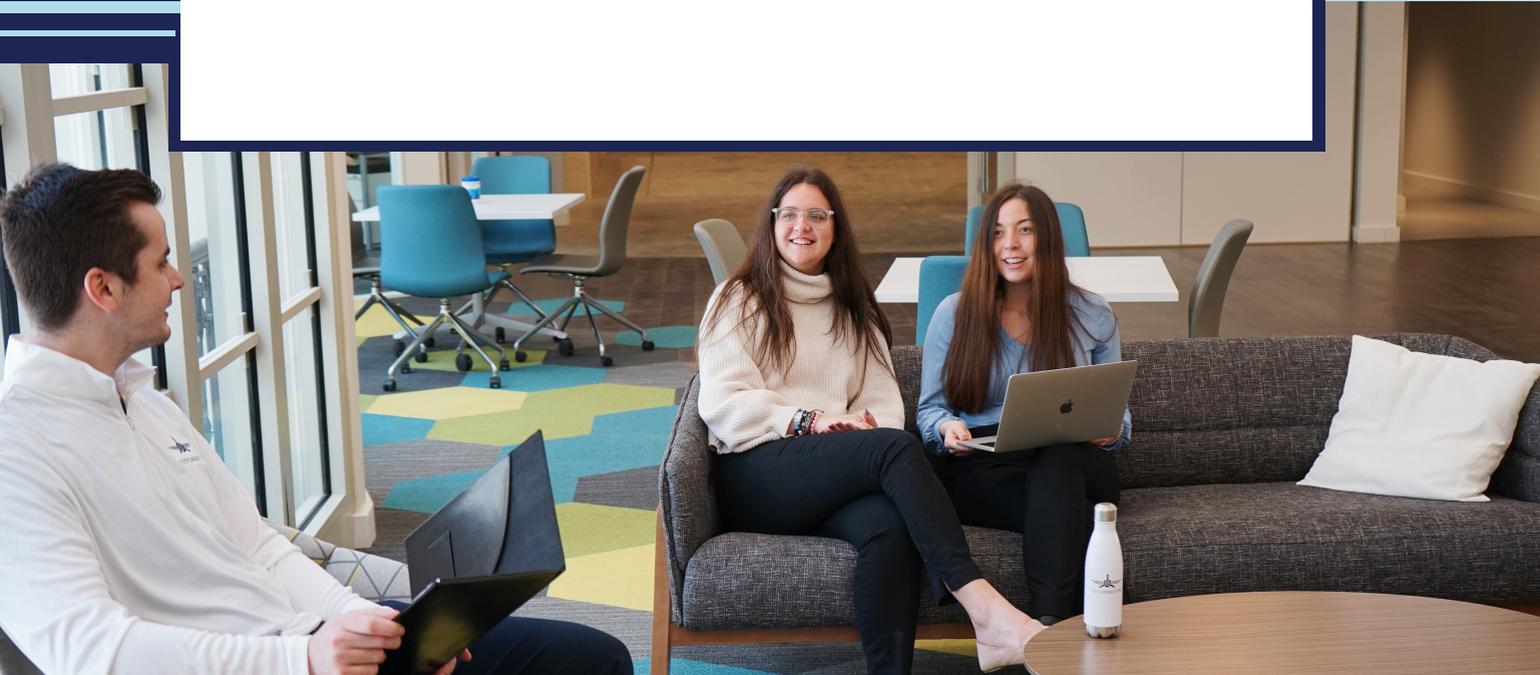


PEOPLE

Understanding the value of community, networking is at the heart of our mission. As such, the primary focus of the Virtual People Team is to attract new members and encourage continual personal and professional growth of our consultants. The team has four main components: recruitment, outreach, internal involvement and professional development. Subcategories within each of these pillars include the Alumni Association, community engagement, member engagement, intern, project lead and managing director training, continuous learning, internal mentorship and career preparedness. Each element is spearheaded by one consultant, and the resources provided through their work are available for all Flyer Consulting members.

FINANCE

Flyer Consulting's Virtual Finance Team works to create impactful financial tools and visualizations for our organization. These initiatives help Flyer Consulting better support our clients by improving our internal processes. This work provides our team valuable experience working with real world financial data. The team is looking forward to starting a new project in the Fall of 2021 that will provide our organization with a clear understanding of the impact we have on our clients. We are excited for the coming school year and the future growth of the team.



OUR IMPACT

CO-OP Dayton is a nonprofit organization that works in and around the city of Dayton to incubate cooperative businesses, in turn creating jobs and economic growth for the Dayton community. Specifically, the CO-OP Dayton team provides assistance on starting cooperative model businesses as well as transitioning current businesses to a cooperative model, meaning that the business is owned by a specific community or group that is organizing the cooperative. CO-OP Dayton has seen many successful cooperatives come out of their programs, including a grocery store, the Gem City Market, which will be opening in downtown Dayton.



Flyer Consulting had the incredible opportunity to work with the CO-OP Dayton team to develop a cooperatively-owned food delivery service for local businesses in the Dayton area. Taking place over the fall 2020 semester, our team worked closely with CO-OP Dayton's Executive Director, Lela Klein, and Development Director, Rachel Meketon. Also on the project were local restaurant owner Brian Johnson and restaurant expert Shanon Morgan, who both brought valuable insight on the industry and Dayton restaurant community.

"...everyone involved agreed on the name '937 Delivers' to emphasize the importance of the local community in this endeavor."

At the beginning of the semester, the idea of a cooperatively-owned delivery service was no more than just an idea. Our team began working with a financial model to ensure that the business would be able to remain functional while also making the investment worthwhile to the local restaurants. The premise of the service is to ensure that any restaurant that wants access to delivery is able to do so without giving up a large cut of their profits to a third party service. After a lot of hard work and ensuring that the model was realistic, everyone involved agreed on the name "937 Delivers" to emphasize the importance of the local community in this endeavor.

Flyer Consulting is incredibly grateful to have been a part of this project and enjoyed working with a phenomenal team and community partners. We are excited to continue to watch 937 Delivers grow and flourish in the Dayton area and are proud to know that we helped make a difference for local restaurants.

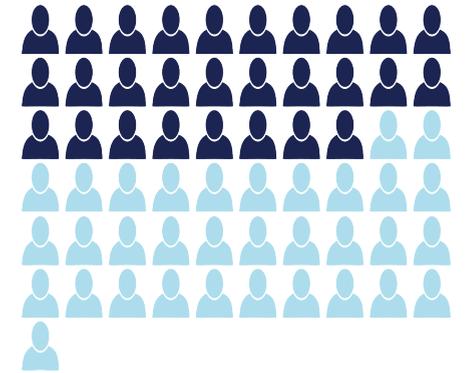


BY THE NUMBERS



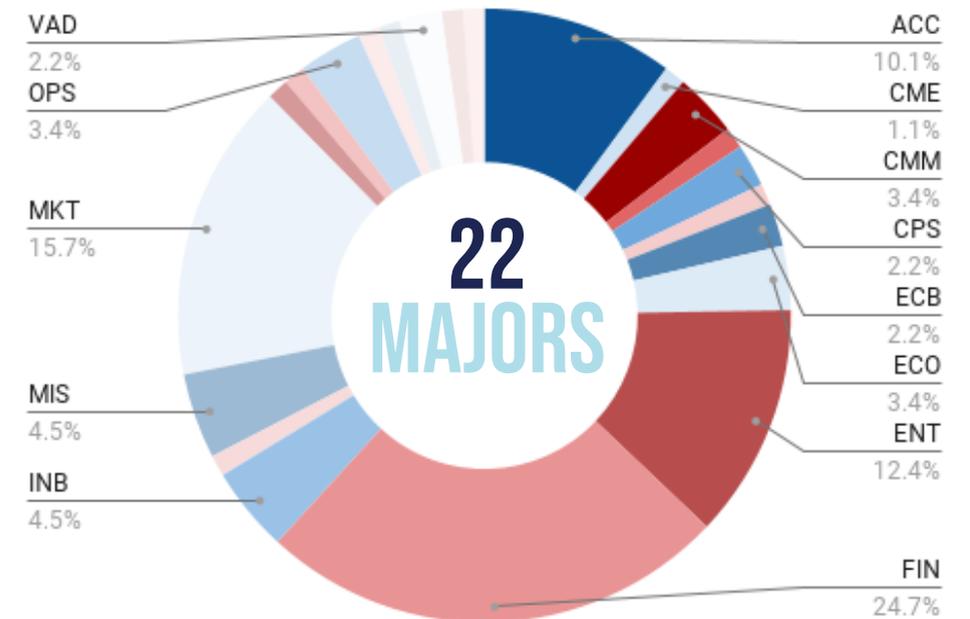
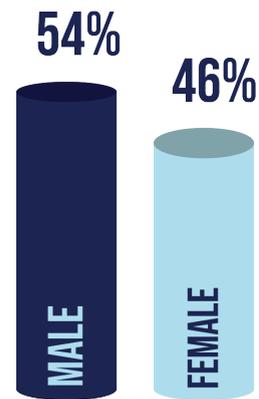
15
CLIENTS
SERVED

61 STUDENTS
INVOLVED



\$ 12,870 IN LOANS
DESPITE COVID-19 COMPLICATIONS

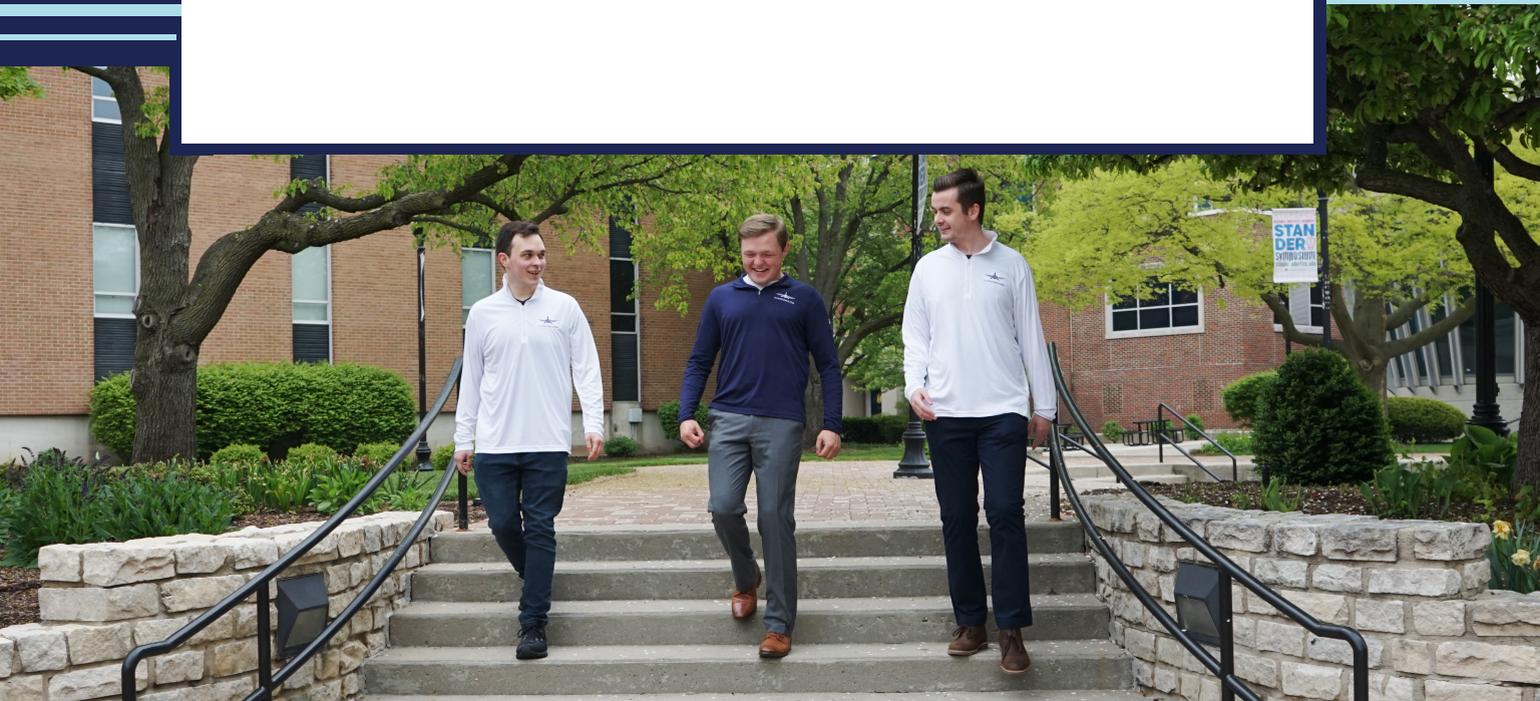
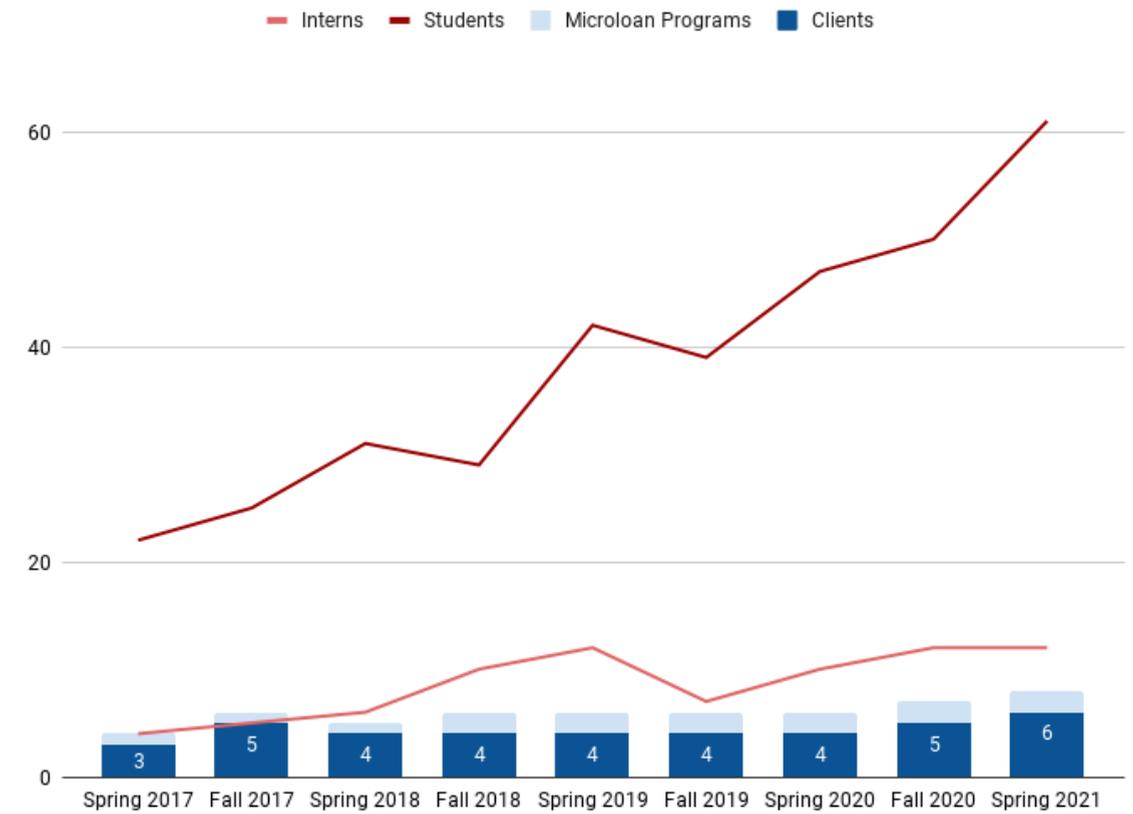
34 INTERNS **18** GRADUATES



ORGANIZATIONAL GROWTH

After originally being founded in 2009, Flyer Consulting began seeing steady organizational growth in 2017. As it grew in size, the organization was able to increase impact by taking on more clients and expanding the microlending portfolio. As it stands today, Flyer Consulting has grown to include more than 60 members and is regularly recruiting intern classes of 12 students or more. Additionally, the organization is now consistently working

with 6 clients and 2 microlending programs. Over the years, this growth has allowed Flyer Consulting to support more nonprofits around the world, provide under resourced areas with the necessary capital to succeed, and recruit diverse skillsets to expand project elements each year. With plans to continue this steady growth into the future, Flyer Consulting is excited to take on the many opportunities and challenges to come.



WHERE WE LANDED

During the Fall 2020 semester two Flyer Consulting alumni, Devon Foley '19 and Kate Bennett '19, joined us via Zoom to give current members advice from their first few years in the workforce. Our team enjoyed hearing how Flyer Consulting propelled them forward in their careers.

DEVON FOLEY



I am currently a New Development Assistant at Modern Spaces. I joined Flyer Consulting in the beginning of my junior year, after returning to campus after studying abroad and in need of some hands on experience. I did just that in the next two years, being a consultant and a Project Lead. I was able to execute the skills that I learned about, and this ultimately made me a more competitive candidate for internships and full time positions. But more importantly, Flyer Consulting helped to teach me the most important things that you can learn in college — the ability to multitask,

to break down complex problems to find simple solutions and to have fun even through late nights and early mornings.

I was so proud to be invited back to the Marketing Zoom. It was so fun to catch up with Kate, the familiar faces and the new. I realized how much Flyer Consulting has taught me and I'm so grateful for the experience.

MODERN SPACES

KATE BENNETT



I currently work for Williams-Sonoma, Inc in San Francisco as an analyst on our in-house programmatic media buying team. Flyer Consulting has impacted my career and life in so many ways: from personal (meeting some of my very best friends to this day), to professional (learning hands on marketing out of the classroom for 3 years in college). One of the greatest skills I took from my time in FC was learning to work with a variety of clients and communicate with them in order to create the best end result for the project. In my current role, I work on several brands within the WSI

family of brands such as West Elm, Pottery Barn Teen, and Williams Sonoma, and partner with both my own subject matter expert team while being “client facing” to the marketing managers of these brands. So many times in my 2 years in the workforce I've referred back to the lessons I learned in managing clients who were often older than me as well as more knowledgeable about their fields. I also took a lot from my time serving as both a Project Lead and Managing Director in juggling competing priorities, internal and external, which is exactly how I have to manage my time as an independent contributor now. And lastly, I truly learned how much nonprofits do for the common good of our local, national, and international communities and following some of my former clients from afar now has been so fun to see the impact of our work and, more importantly, the impact of their missions. Joining Flyer Consulting was without a doubt the best decision of my college career and I cannot recommend it more to any incoming UD student.

**WILLIAMS
SONOMA**

TEAM ROSTER

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

* Spring 2021 Interns

CLASS OF 2020

Sabrina Dunbar
Morgan Eifert
Kate Rustige

Molly Taylor
Chloe Voelker

CLASS OF 2024

Isabella Abreu *
John Bentley *
Aidan Burke *

Ian Keller *
Jinyoung Lim *

CLASS OF 2021

Jacqueline Chmiel
Lillian Drucis
Lauren Gembus
Bridget Krysztopa
Ryan Lichtefeld
Ben Maksud
Jake Moore

Michelle O'Dowd
Jacob Pieniazek
David Rueth
Nolan Scott
Duke Tobin
Grace Treado
Nolan Yager

CLASS OF 2022

Elizabeth Anderson
Samuel Attea
Kelly Bailey
Natalie Barendt
Allison Brace
Christopher Brown
James Buckardt
Thomas Burchett
Caroline Gosswein
Matt Hackl

Bryan Johnson
John Lamason
Will Manzella
Matthew Martin
Nicole Meyer
Mary Claire Mikolay
Hannah Moffatt
Thomas Palermo
Sydney Robinson

CLASS OF 2023

Julia Beyke
Nastasia Braun
Trevor Casmere
Riley Cronin
Liza Drought
Charlie Duross*
Eric Fisk
Keegan Gupta*
Ryan Harrison
Katie Hay *
Kyle Heavy *
Connor Ilyavi *

Patrick Jordan
Ben Kiser
Suzy Maloney
Marieme Ndoeye
Timothy O'Connor
Jaime Rivera
Gabby Rullo
Austin Safford
Kelsi Steinkamp
Reagan Stitt
Jillian Whitson*

MANAGING DIRECTORS

ELIZABETH ANDERSON



Elizabeth Anderson is a junior from Dayton, OH studying marketing, management information systems, and business analytics. Elizabeth joined Flyer Consulting as a freshman in the Spring of 2019. On the client side of the organization, she has worked within the marketing and business development solution portfolios. With different projects centered around search engine optimization, industry analysis, strategic growth, organizational marketing tactics, and more, she has enjoyed challenging herself

each semester with something new. Outside of client projects, she has worked on several initiatives to improve the marketing of Flyer Consulting itself. From coordinating the re-brand of the organization to maintaining the internal marketing team, she works to continuously improve how the university and community view Flyer Consulting. Overall, Elizabeth is grateful to have had the opportunity to work with nonprofit clients within the area she grew up and be a part of a group of talented, hardworking individuals.

LAUREN GEMBUS



Lauren Gembus is a senior from Cleveland, Ohio majoring in marketing and minoring in accounting & operations management. Lauren has been a part of Flyer Consulting since

the fall of 2018. Lauren has spent her time in Flyer Consulting as a Consultant, Project Lead, and Managing Director on the Nonprofit Consulting side. Her projects have covered a wide range of business development solutions

as well as marketing solutions. These have encompassed sprints such as digital marketing strategies, industry analysis, search engine optimization, and rebranding. During her time as a Managing Director, Lauren has helped by finding continuous learning opportunities for the organization. She has also started an Alumni Association, which focuses on building

and maintaining relationships between current and past members. Lauren cannot be more appreciative of the numerous opportunities she has been given through Flyer Consulting and has loved every minute of being able to give back to the Dayton community while participating in experiential learning.

RYAN LICHTEFELD



Ryan Lichtefeld is from Louisville, Kentucky and is pursuing a Bachelor of Science degree in business administration with a focus in accounting. Ryan joined Flyer Consulting as a sophomore during the fall semester of 2018. He has worked solely on the organization's International Microlending program. As a Consultant, Ryan constructed the business plan and application for the international microcredit program for potential borrowers to complete in

pursuit of receiving microfinancing. When he became a Project Lead, he was able to successfully launch the first round of international microloans to entrepreneurs living in the impoverished communities of Nairobi, Kenya. As Managing Director, Ryan managed the team's relationship with their international lending partner, the IMANI Marianist, as well as administer new loans. He is extremely grateful to have had the opportunity to work in a uniquely valuable atmosphere such as Flyer Consulting.

MARY CLAIRE MIKOLAY



MC Mikolay is a junior computer engineering major 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 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 organization's skill-set, which has in turn led to her passion for diversifying the organization. In the spring of

DAVID RUETH



David Rueth is a senior accounting and finance major from Dayton, OH. David joined Flyer Consulting as a freshman in the spring of 2018 and has been on the Local Microlending team ever since. On the Local Microlending team David has worked as a Consultant, Project Lead, and now Managing Director for the past 2 years. During this time, he has worked closely with the Greater West Dayton Incubator

NOLAN SCOTT



Nolan Scott is a senior accounting and management information systems major from St. Louis, Missouri. Nolan joined Flyer Consulting as a freshman and has worked within our Nonprofit Consulting vertical in both our business development and technical portfolios.

2021, MC started building out a strategic diversity and inclusion plan for Flyer Consulting and leading a diversified focus group to get feedback on her progress. 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.

to build the groundwork for the microloan fund that will service the under-resourced, under-represented, and marginalized entrepreneurs of Dayton. Prior to that, David worked with multiple local business owners through partner CityWide Development Corp. to create and enhance financial projections and business plans. He is privileged to have had the opportunity to serve the Dayton community through the incredible work of Flyer Consulting.

He has contributed to a diverse set of projects ranging from new venture feasibility studies to donor management system optimization. Outside of his work on projects, Nolan has helped innovate our project management system, develop our Project Lead and Managing Director training and push larger strategic de-

velopments within Flyer Consulting. As President, Nolan has helped lead our organization to take on two additional clients and expand to 61 students while also helping support our Local Microlending team in the development

DUKE TOBIN



Duke Tobin is a senior entrepreneurship and marketing major from Cincinnati, Ohio. Joining Flyer Consulting as a freshman, Duke has worked on many marketing and business development projects, both for clients and internally for Flyer Consulting. His work has included rebrand initiatives, website develop-

GRACE TREADO



Grace Treado is a senior marketing major from Indianapolis, IN with international business and Spanish minors. Grace joined Flyer Consulting her sophomore year and has worked on a variety of business development and marketing projects within the Nonprofit Consulting vertical of Flyer Consulting. As a Consultant and Project Lead, Grace collabo-

of our Microloan Program with Greater West Dayton Incubator. Nolan is thankful for working alongside incredible teams and for the wonderful opportunities that Flyer Consulting has offered him.

ment and optimization, social media auditing and optimization, Search Engine Optimization strategy, new venture feasibility, and more. Duke is incredibly grateful for all of the experiences Flyer Consulting has given him and is proud to have made an impact on the Dayton community through his work.

rated with two local clients working on a capital campaign, financial benchmarking, and volunteer outreach programs. As a Managing Director, Grace has worked with two international clients, one in Ecuador and the other in Uganda, focusing on the creation of donor base and digital marketing strategies. Grace is grateful to have expanded Flyer Consulting's international presence through her time on the board.

CONTACT US



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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.



Photography by
Keegan Gupta

Design and
photo editing by
Jillian Whitson

