



## CAPABILITY STATEMENT

*Strategic Thinkers. Creative Communicators. Experienced Managers.*

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### COMPANY INFORMATION

**Structure:**

LLC, Small Business

**Established:**

2000 (2007 LLC)

**Principal:**

Maria Puglisi

**Headquarters:**

New York City

**Website:**

www.righttreeconsulting.com

**Certifications:**

NYC Women-Owned  
Business Enterprise

**Serving:**

Government Agencies,  
Nonprofits, Foundations,  
Coalitions and Partnerships

**Featured Clients:**

Casey Family Programs, NYC  
Administration For Children's  
Services (ACS), The Children's  
Aid Society's Fostering Youth  
Success Alliance, National  
Foster Care Month Partnership,  
New Yorkers For Children,  
United Way of NYC, Welfare  
Rights Initiative at Hunter  
College/CUNY

**Industry Codes:**

NAICS: 541611, 541613,  
541820, 541430, 611430

NIGP: 91503, 91522, 91523,  
91823, 91841, 91871, 91872,  
91878, 92464, 92416, 96179,  
96189, 96234

Available for Subcontracting

### What We Do

- **Position** human service organizations for reaching the next level of success.
- **Collaborate** with clients and their stakeholders to turn powerful missions into strategic platforms for transformational change.
- **Connect** people to ideas, causes, resources and each other.
- **Strengthen** staff capabilities by integrating essential communication, management and marketing competencies into daily practice.
- **Deliver** results through customized training and technical assistance packages that create more effective, focused and unified organizations.

### Core Competencies

- Cause-Related Campaigns
- Project Management
- Communication Strategy
- Strategic Planning
- Event Marketing and Promotions
- Training Design and Facilitation

### Past Performance Highlights

NYC ACS – consulting experience spanning 15 years across multiple divisions of the city agency responsible for child welfare, juvenile justice, and early care and education services. Recent projects include:

- ✓ 2016 NYC Family Strong Campaign. Designed and managed citywide outreach and awareness initiative connecting thousands of families to the resources and programs of 80+ city agencies and CBOs. *(Prime Contractor)*
- ✓ Volunteer and In-Kind Donation Hub. Analyzed and recommended business process improvements and coordinating structure to streamline management and increase agency resources. *(Prime Contractor)*
- ✓ Project Full Enrollment (through United Way NYC). Selected as sole marketing TA provider offering marketing workshops, customer service training, peer learning programs, coaching, branding and messaging support to 300+ early care and education centers. *(Prime Contractor)*
- ✓ Collaborative Quality Improvement Model. Refined core messaging, training curriculum and implementation tool kit materials. *(Subcontractor)*

### What Differentiates Right Tree?

- Facilitative consulting style that helps clients move project plans from vision to action to sustainable practice.
- Proven track record finding creative solutions that address needs, maximize existing assets and build strategic collaborations.
- Ability to contextualize complex issues and develop organizing themes that attract attention, improve message delivery and enhance comprehension.
- Seamless project management guided by detailed action plans, at-a-glance progress reports and strong leadership team support.