



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, 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

- Branding and Communications
- Event Marketing and Promotions
- Project Management
- Public Awareness and Outreach Campaigns
- Training Design and Facilitation
- Visioning and Planning Retreats

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:

- ✓ 2017 Infant Safe Sleep Summit. Provided event design and planning support for citywide professional conference including goal setting, agenda development, project team coordination, speaker recruitment, guest registration, materials development and on-site management. *(Prime Contractor)*
- ✓ 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.