



October 17, 2014

To Whom It May Concern:

The implementation of the Affordable Care Act and the hope that new science gives us in the fight against AIDS positions AIDS service organizations in an interesting yet challenging position. New revenue streams, new service delivery models, new approaches to medical care must be incorporated into the business planning of nonprofits in this sector. As one of two local funding organizations responsible for the Atlanta AIDS Fund, we decided to survey our service providers and to support a capacity-building event that would help address their needs.

And then we had a conversation with the staff of the AIDS Foundation of Chicago. Mark Light of First Light Group had produced and implemented the “Sustainable Strategy Program” there during the previous year. The results were tangible and the Foundation staff had great praise for Mark’s expertise. We engaged Mark to replicate this program in Atlanta for a cohort of six, local AIDS service organizations and community health clinics.

The combination of personal coaching for executive directors, an on-line help desk and the seminar series were exactly what we had hoped for – and what the nonprofit leaders had asked for. Mark’s knowledge is clear and well-researched. His straight-forward approach and engaging methodology moved a tremendous amount of work during a relatively short period of time. All – not most, not some – of the participants were enthusiastic about the results, which gave them a pathway for transformation.

We would highly recommend First Light Group’s expertise to other funders and nonprofits.

Sincerely,

Kathryn Palumbo, MSW, PhD  
Director of Programs