



THE OAK TREE PROJECT

Making a Difference to Those Who Make a Difference

News Release

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Hunters Point Family Completes Service Grant with New Look, Enhanced Back Office

San Francisco, CA, April 5, 2006: Six senior management consultants concerned about community issues have completed a service grant program with The Hunters Point Family, leaving the non-profit youth development agency with a new website and considerably enhanced back office processes to support its stellar programs.

The Oak Tree Project San Francisco – a community service project of the Institute of Management Consultants – began their engagement with Hunters Point Family in October of last year with an assessment of the organization addressing the areas of finance, information technology, board of directors development, strategic planning, fund raising, leadership, human resources, process management, risk management, and marketing. Their report to the organization’s leadership and board members validated several improvements already made and identified others requiring attention. The implementation phase included the construction of a new website (www.hunterspointfamily.org), a technology infrastructure plan, a branding plan, and an overhaul of the agency’s accounting processes. “We’ve been completely focused on our program development for several years. Now, thanks to Oak Tree, we’re in a position to function equally well on the business side,” said Takai Tyler, Executive Director. “All of the team members really hung in there with us and learned about our environment so that they could understand our viewpoint before making recommendations,” added Founder and Development Director Lena Miller

The Oak Tree Project was founded in the East Bay in 2004 to provide broad cross-functional team expertise to help strengthen non-profit agencies. Certified Management Consultant Deborah Hornberger led San Francisco team members Cathy Hammer and Frank Nettleton and associate members Tom Bush, Michael North, and Charles Wilson throughout the six-month engagement. An initial mailing to over 400 local non-profits resulted in the selection of four finalists. Hunters Point Family was chosen to receive the service grant because they were clearly ready to make a leap to the next level of professionalism and their

needs fit the expertise offered by specific team members. They are a grass-roots, community-based agency that provides holistic educational, social, and enrichment programs to youth and their families living in the primarily African American Bayview Hunters Point community of San Francisco. “When we reviewed the entire project at our celebration lunch we were all in agreement that Hunters Point Family was a fabulous client. Their leadership was extremely responsive and everyone on our team grew to respect the staff and the youth in the programs,” said Ms. Hornberger.

The Oak Tree Project volunteers are active members of the Institute of Management Consultants USA (www.imcusa.org), which is part of a global consortium that has established standards for professional and ethical conduct in consulting and business. For more information, see www.oaktreeproject.org or contact Barbara Chan at 510-233-0580.

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