

## Case Studies

### Health

#### City of Chicago and State of Illinois

When the City and the State were responding to federal mandates to expand approaches to HIV/AIDS prevention, services and education, TSG was retained to design and implement these multi-year initiatives.

And when Chicago Mayor Richard M. Daley and his Commissioner of Public Health decided to revamp Chicago's women's and children's health care services, as well as its policy and services approach to care for the elderly and youth at-risk, TSG was again retained.

These large and complex projects, resulting in system-wide changes, entailed strategic reports including policy and program recommendations, as well as the findings from consumer focus groups (conducted by TSG), other consumer research, provider and policy assessments and findings from program review and analysis.

#### Girls on the Run-Chicago

Supported by major institutional gifts from the Pritzker Traubert Foundation and Takeda, Girls on the Run-Chicago has launched a region-wide expansion of its program in low-income and minority communities. Rebecca designed this program strategy.

#### LifeOnKey, Inc.

Rebecca was recruited to conceive and develop the initial product, the "Lifecycle Series: Girls to Women," for this international, health information technology company. The product concept was as follows: a web-based, personal-health-record (PHR) system, with the capacity to provide

guidance, tools, communities, specialized data formats, disease and condition modules, and other components enabling women and girls to use a PHR throughout the lifespan, at every stage of the reproductive lifecycle, and when they experience diseases and/or conditions either unique to females or predominant among them.

Rebecca was also responsible for developing significant investment opportunities and business partnerships with major American corporations, including Fortune 100 companies.

### Human Services

#### Access Living

Upon the completion of its multi-million-dollar capital campaign to build its new headquarters, Access Living retained Rebecca to advise the agency's President on the reformulation of the senior management team.

#### YWCA of Metropolitan Chicago

The YWCA retained Rebecca to advise it on the development of "the model YWCA," now a unique advocacy and services approach for replication at YWCAs throughout the United States.

The "model YWCA" includes neighborhood-based women's centers that advance the economic empowerment of women; train women in 21st century high-tech jobs; and provide leadership training, so that these women can become a unified force for women's equality and civic improvement.

## Case Studies-continued

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### Arts and Culture

#### **Chicago Humanities Festival and Illinois Humanities Council**

At the outset of the Chicago Humanities Festival, then a project of the Illinois Humanities Festival and now one of the largest gatherings of its kind in the U.S., Rebecca was retained to advise the creative team on media and communications approaches and major donor fundraising. Both the Festival and the Council have continued as her clients.

### Philanthropy

Rebecca has been an advisor to various charitable foundations seeking to engage major donors; enlarge their public impact and partnerships with businesses, organizations and decision makers; and to heighten their visibility.

Clients include the Eleanor Foundation, Foundation for the Mid South, MS. Foundation, Royal Oak Foundation (the American affiliate of The National Trust of England Wales and Northern Ireland), and The New Israel Fund.