

# InnerCity Weightlifting Case Study

2021 Engagement

PREPARED BY  
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Global  
Grassroots  
Consulting, LLC



# ABOUT INNERCITY WEIGHTLIFTING

A Boston based,  
Nonprofit Organization

## MISSION

ICW's mission is to amplify the voice and agency of people who have been most impacted by systemic racism and mass incarceration.

## APPROACH

As a community, ICW transcends fear and cultural barriers, where people gain unique insight through personal connection. It is a place where people belong, together.

## IMPACT MODEL

Where policy has failed, ICW has succeeded in:

Stage I: Earning Trust

Stage II: Creating Hope

Stage III: Bridging Social Capital

Stage IV: increasing Opportunity for Economic Mobility.



# The Engagement at a Glance

*January 2021 - April 2021*

## Problems to Be Solved:

- Corporate Partnerships offerings were not clearly outlined on ICW's website
- InnerCity Weightlifting lacked a formal Partnership outreach program
- Prior to our engagement, ICW never hosted a sponsored workout event

**GGC was utilized to enhance ICW's brand and improve their Corporate Partnership outreach program.**

## **Global Grassroots' Deliverables:**

### **Website Mockup**

Created by GGC for Corporate Partnership service offerings on ICW's website

### **Prospect List Build**

To identify companies and the key decision makers within, for prospecting outreach

### **Cold Outreach**

To initiate potential B2B Relationships

**&**

To attract attention to a sponsored workout event

# Results:



## Success!

**B2B RELATIONSHIPS**

**1 Established**

**WEBSITE  
CONSULTATION**

**Adjustments Made**

**SPONSORED  
WORKOUT EVENT**

**~ 50 in Attendance**

As a result of their work with GGC, InnerCity Weightlifting realized the importance of working with a Sales professional to expand their outreach and ultimately, their impact. Thus, ICW opened a Full Time Sales position.

# A Job Well Done!

## Referall

"Ian helped our nonprofit with a research and sales project that ended up being extremely successful and impactful long term. His work ethic, persistence, and willingness to listen to our challenges made our collaboration seamless and productive.

On top of all that, Ian is just a genuinely nice guy who is motivated by doing good and helping those who need it through his specific skill set. Any company would be wise to utilize his services!"

**Ian Kilpatrick**



Head of Corporate Partnerships, ICW