

For Immediate Release

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The Opportunity Alliance Chosen to Take Part in Cutting-Edge Project on Elevating Role of Strategy in Nonprofits

SOUTH PORTLAND (December 13, 2011) —The Opportunity Alliance* recently won a three year \$237,000 grant from the national membership organization the *Alliance for Children and Families*. The Kresge Foundation funded this strategy initiative. The Kresge Foundation is a \$3.1 billion private, national foundation that seeks to influence the quality of life for future generations by creating access and opportunity in underserved communities, improving the health of low-income people, supporting artistic expression, increasing college achievement, assisting in the revitalization of Detroit, and advancing methods for dealing with global climate change . The funds will allow The Opportunity Alliance to implement a pilot project meant to explore, test, and gain understanding of the function of strategy within nonprofit human service agencies.

The Grant is a part of a multi-year pilot project that will closely examine the impact from elevating the role of strategy in nonprofit human service providers. The Opportunity Alliance will use the funds to hire a strategy coordinator for the three-year project. “This grant enables The Opportunity Alliance to not only improve our own services and ultimately reach even more vulnerable citizens,” said Michael J. Tarpinian, Chief Executive Officer of The Opportunity Alliance. “But it means we are part of an exciting program that is closely examining how nonprofit human service organizations can be even more effective throughout the country.”

The Opportunity Alliance is one of 14 nonprofits around the country participating in the Strategy Counts initiative. Each are testing strategy models to determine whether they will create more organizational capacity, thereby gaining opportunities to generate revenues for service delivery, expand successful core services, and achieve better resilience in the face of economic downturns.

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**In November of 2011, PROP (People's Regional Opportunity Program) and Youth Alternatives Ingraham unified their missions to form The Opportunity Alliance. The new organization serves children, youth, adults, and seniors; individuals, families, and communities throughout Maine.*