

# Supporting a Nonprofit's Expansion Effort to Broaden Its Impact Within New York City

*As part of its strategic growth plan, [TEAK Fellowship](#), a nonprofit providing free after-school and summer academic programming for talented students from low-income families in the Bronx, Queens, Brooklyn and Manhattan, was looking to expand to an additional location in New York City. Local presence in each borough is critical for the organization to closely support students within their own communities, so TEAK engaged FTI Consulting to conduct a detailed review of the most disadvantaged neighborhoods in New York City and assess whether there was an opportunity for expansion or relocation.*



## OUR IMPACT



FTI Consulting **utilized data-driven insights** to recommend to TEAK's board of directors three specific neighborhoods **considered optimal** for the nonprofit's footprint and **expansion efforts**.



Our experts **delivered insights that addressed observations** beyond TEAK's geographical footprint and **provided a set of recommendations for the long-term success of the organization's students**.



TEAK incorporated our insights into **its strategic growth plan** and will collaborate with local community groups in the recommended neighborhoods to **identify school partners and high-achieving students for its programs**.

## OUR ROLE

- FTI Consulting designed a model to drive the analysis of various neighborhoods based on a set of demographic and economic factors to identify areas with high academic performance and elevated financial need.
- The team conducted twelve interviews with subject-matter experts to better understand trends around post-pandemic demographic shifts, neighborhood gentrification and the rise of charter schools across the five boroughs.
- Our experts drafted and launched a survey targeting TEAK's network to understand critical factors considered by families in their neighborhood selection and the relative importance of educational resources.
- FTI Consulting also conducted a review of TEAK's enrollment and attrition data to ensure that the potential expansion effort considered potential operational challenges.

"We had been wrestling with the decision to increase the number of students we serve and anecdotally understood the many factors at play beyond space and money. FTI Consulting helped us clearly identify the scope of the problem, developed a professional project plan for quantitative and qualitative analysis of a multifaceted problem, and provided us a level of data analysis beyond the capabilities of our team. With FTI's leadership, we gained insights into the communities we serve and challenges we face that helped inform a strategic plan to meet our goals. I was most impressed by the care the team took to learn about who we were as an organization and understand the issues and concerns of the students and families we serve."

**DR. DENISE BROWN-ALLEN**  
Executive Director at the TEAK Fellowship