

**GRAY MATTERS**  
www.graymattersnyc.org  
info@graymattersnyc.org

**PRO BONO SERVICES FOR COMMUNITY-BASED  
NOT-FOR-PROFITS IN THE NYC AREA**

**WHO WE ARE...**

Gray Matters is an advisory and consulting group whose members have professional experience in finance, real estate, law, marketing, medicine, education, government and architecture. Their advice and skills are offered *free* to community-based not-for-profit organizations in the New York City area.

We work with Executive and Board leadership of NY area-based nonprofit organizations of all sizes to help them address their strategic and operational problems and to plan for growth or restructuring.

**WHAT WE CAN DO...**

- Help make your Board more effective by assisting in finding new members and ensuring current Board members are focusing on the right work
- *Act as a sounding board or advisory group to the Executive Director about a range of operational and strategic issues*
- Review existing business plans and advise in the creation of new ones
- *Consult on and review organizational budgets and contingency plans*
- Address a range of legal issues of concern to community-based organizations
- *Advise about marketing strategy and help prepare marketing plans*
- Consult on human resources issues personnel practices and talent management
- Review and advise on the development of leases and facilities plans
- *Help you plan for and acquire technical and financial resources*
- Assist in identifying healthcare consultants in areas such as infectious disease, drugs of abuse, insurance reimbursement, and changing federal regulations
- Help you to network with educational institutions and identify sites for extracurricular student placement

There is no set structure for our services. We work with your organization for as long as we mutually feel we can be of use, and with as many Gray Matters members as are needed to address your issues.

**HOW TO GET STARTED WITH US...**

► Step One: Write us at [info@graymattersnyc.org](mailto:info@graymattersnyc.org) briefly describing your specific need or needs as related to one or more of the services outlined above. Also indicate how and when we should contact you.

► Step Two: We'll contact you to learn more about your need and discuss how we could be helpful.

We invite you to visit [graymattersnyc.org](http://graymattersnyc.org) to see who we are and learn more about the types of organizations we have helped and the kinds of services we have provided.

**We use the power of our professional experience  
to help non-profits build for the future.**

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