



AN ORGANIZATIONAL PARTNERSHIP CASE STUDY FOR

EAST BAY COMMUNITY FOUNDATION

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THE ORGANIZATION + MISSION

EAST BAY COMMUNITY FOUNDATION (EBCF)

The East Bay Community Foundation (EBCF) and other funder partners launched ASCEND: BLO (Accelerating and Stabilizing Communities through Equitable Nonprofit Development of Black-Led Organizations) in 2017.

Its mission was to strengthen and connect Black-led organizations (BLOs) and to encourage increased funder investment in BLOs and their vital role the ecosystem of social change and justice.

Find additional information about the initiative [here](#).



ASCEND
BLO



THE GAP

BLO identified the need to develop a holistic capacity-building approach to support Black Leaders engaged in the multi-year initiative. They sought to bring in capacity-building partners that were able to support fund development, relationship building, coaching, strategic planning, and other methodologies that would support overall well-being.

Prior to the start of the initiative in 2018 Blooming Willow Coaching was invited to serve as the overall Coaching partner for the Accelerator Cohort and later Stabilizer Cohort. Blooming Willow Continues to actively support this initiative and is pleased to serve as a five-year partner of BLO.



THE SOLUTION

Through strategic planning and collaborative efforts, the Blooming Willow Coaching team implemented a series of targeted initiatives designed to address key challenges and capitalize on untapped opportunities within the organization, including:

- One-on-One Coaching
- Peer Coaching Circles
- Group Coaching
- Coach Training
- ICF Coaching Certification



DELIVERABLES

Each member of the organization received extensive coaching and training, designed with our signature Healing Centered Coaching Model, enabling all to Pause, Ground, Align, and Act.

- One-on-One Coaching hours each grantee organization (20 hours per organization)
- Group Coaching for each grantee organization (5 sessions per organization)
- Healing Centered Peer Coaching Circles for Executive Directors
- Healing Centered Coaching Approach 101 Training for Grantees
- Conductors Coaching Certification



THE RESULTS

As a result, Blooming Willow Coaching was able to support and enhance the East Bay Community Foundation and their ASCEND: BLO initiative with the following results.

- Accelerator and Stabilizer Grantees were able to allocate their hours to the board and staff to support multi-layered capacity building with 1-on-1 coaching
- Healing Centered Group coaching sessions for Stabilizer Grantees provided an opportunity for the board and staff to focus on various goals within their Executive Transition plans with the support of a Coach.
- Directors and Board Chairs received support through 1-on-1 to build core Healing Centered Coaching, encouraging them to use a coaching approach that supports growth, healing, and liberation.
- Peer Sessions for BLO Grantee Executive Directions served as an opportunity for them to Pause, focus on their healing, and connect with peers facing similar obstacles.
- [5] Stabilizer Grantees obtained International Coaching Federation Certifications, building the capacity of the community by providing opportunities for future grantees to receive coaching support from Black Coaches from the Bay.



TESTIMONIAL

“Embedding coaching into nonprofits and into our communities is so critical for our healing. It’s a great investment in our organizations and our people.”

BYRON JOHNSON

East Bay Community Foundation, BLO, Senior Program Officer



CONNECT

To learn more about Blooming Willow Coaching and our signature coaching, training, and certification programs for teams and organizations, please connect with us using any of our channels.

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