

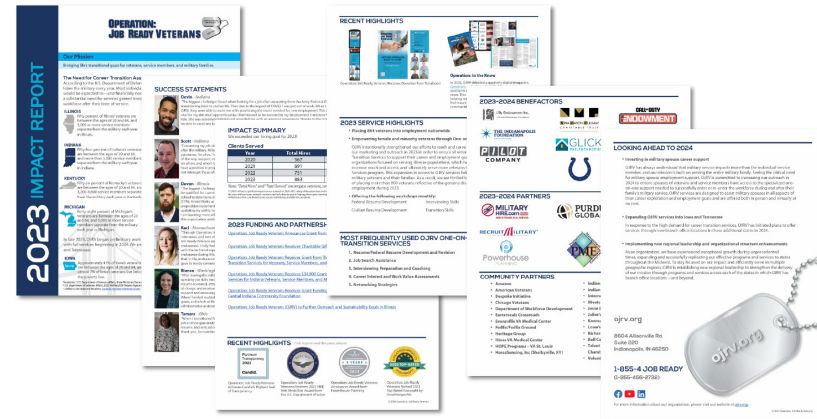


# Case Study

## Operation: Job Ready Veterans and Powerhouse Planning: Teaming Up for America's Veterans

OJRV is an Indiana-based nonprofit organization that focuses on transition, job readiness, and career placement. OJRV is dedicated to preparing veterans, service members, and military families for entry into the civilian workforce. They provide various support services, employment readiness training, and specialized job placement to personnel from all military branches, service eras, and ability levels.

Founded in 2007 to help veterans in Indiana, OJRV has since grown to serve ten states with a goal to expand until they can provide crucial employment transition services to all of America's military and military-affiliated members.



### Challenge

OJRV, a nonprofit providing veteran support services, needed a dedicated team to handle nonprofit support services. Nonprofits tend to consist of a small staff of employees and experience a high turnover rate. In 2019, the [nonprofit turnover rate was 12%](#), a statistic that has steadily grown over the last decade with no end in sight. OJRV's initial need was for a grant writer, but as Powerhouse began to work with the nonprofit, a team solution that comprised so much more than a grant writer came together.

Since the publication of the original case study, the nonprofit turnover rate has increased to [approximately 19% in 2022](#), with a [recent study](#) indicating that around 45% of nonprofit employees will have left their jobs by 2025, signifying that job retention and continuity remain significant challenges in the industry. The Powerhouse total remote team solution has been able to grow and encompass additional services for OJRV, providing continuity and stability in an industry that deals with constant change.



**Business Name:** Operation: Job Ready Veterans (OJRV)

**Website:** [ojrv.org](http://ojrv.org)

**Industry or Business Type:** Nonprofit, Veteran Services

### Powerhouse Services:

- Nonprofit Support
- Project Management
- Marketing Consultation
- Grant Writing
- Graphic Design
- Social Media Support
- Quality Assurance (QA)
- Research Assistance
- Salesforce Administration

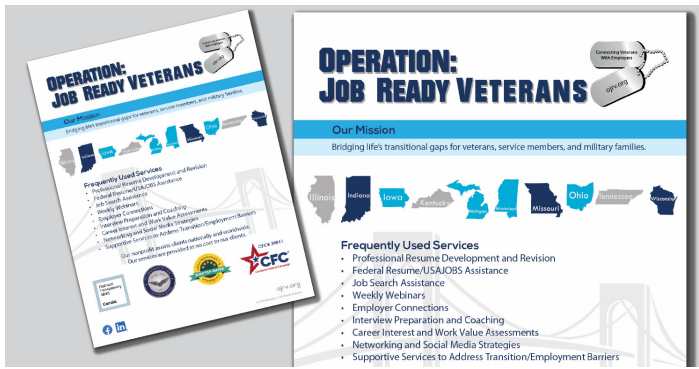
Since the publication of the original case study, Powerhouse has added these additional services:

- Grant Administration
- Marketing Administration
- Annual Training Attendance and Support

**Benefits:** Powerhouse has served as a stable workforce capable of providing continuity and nonprofit support without the significant employee turnover challenges facing the nonprofit industry. In addition, the Powerhouse remote team solution has grown to encompass additional services, providing increased support while remaining a cost-effective solution. The partnership between Operation: Job Ready Veterans (OJRV) and Powerhouse Planning ensures that OJRV can focus on their mission to assist veterans, service members, and military families find meaningful careers through employment and transition services, including monthly programs focused on support during the critical period from military service to civilian employment.



# Powerhouse



## Solution

In May of 2018, Powerhouse began providing nonprofit support to OJRV, first in the stated need of a grant writer, on a six-month contract to ensure that Powerhouse had time to assess OJRV's needs. Working closely with OJRV, Powerhouse developed a comprehensive support plan that allowed OJRV to become a stable part of their team with the ability to meet them at their point of need.

For the cost of one full-time employee, OJRV has added a team of dedicated personnel who assist in so many detailed roles beyond that of the initial need.

OJRV has access to a highly skilled team who genuinely cares about OJRV's mission to "bridge life's transitional gaps." In doing so, OJRV actually fulfills its mission by providing jobs for the military spouses on the Powerhouse team.

**Since the publication of the original case study,** Powerhouse's total remote team solution has provided additional services to OJRV, growing an already strong and enduring partnership into something that has evolved to a point where it required additional oversight from a Powerhouse grant administrator, who oversees Powerhouse's grant support services, and a marketing administrator, who oversees all marketing content created for OJRV. The ability to expand and pivot to meet a client's growing needs without sacrificing historic knowledge and continuity is a significant asset to a nonprofit organization that may struggle with retaining personnel. The results are powerful solutions that ensure OJRV can focus on its mission.



## Results

Powerhouse's partnership with OJRV has resulted in streamlined success and the ability for OJRV to rapidly expand their services to more states.

The initial need for a grant writer has resulted in over \$2 million dollars in funding being awarded, both in private foundation and government funding. Powerhouse has provided increased grant-writing support with contract renewal. However, the successful partnership has also

- Developed brand standards to more effectively advertise OJRV's mission
- Curated a grant-writing library for easy content extraction and a streamlined OJRV story
- Created annual reports and forms
- Crafted pre- and post-assessment metrics and surveys to strengthen the services OJRV offers
- Initiated a tiered giving program for donors
- Compiled documentation and prepared the award package for GuideStar that resulted in the awarding of the [GuideStar Platinum Seal of Transparency](#), making OJRV more competitive for certain grants
- Researched, organized data, and completed the application that resulted in OJRV being recognized by the U.S. Department of Labor with the [2020 HIRE Vets Medallion Gold Award](#)

**Since the publication of the original case study,** OJRV has expanded its services to five additional states, with remote locations now existing in nine states in addition to its headquarters state of Indiana. The ability to expand rapidly and come closer to realizing its vision of actively serving America's veterans and their families around the world is in part due to Powerhouse's ability to provide a remote team solution that grows, expands, and adapts to the client's changing needs. In the time since the original case study was published, Powerhouse has

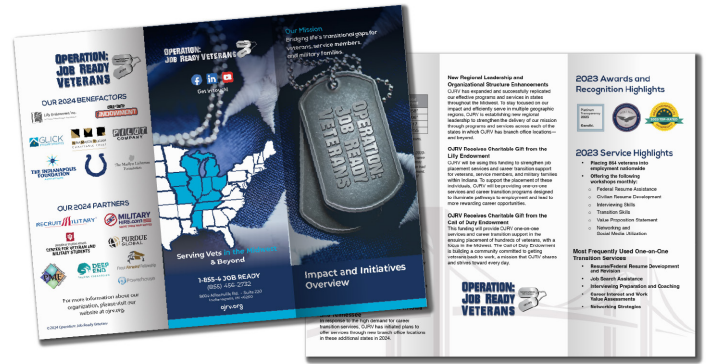
- Refined OJRV's brand standards to ensure continued marketing success
- Added a grant administrator to oversee and manage all grant proposals, awards, reporting, etc.
- Added a marketing administrator to ensure marketing needs are quickly identified and effectively managed
- Administered Salesforce, OJRV's preferred data management software solution
- Identified and compiled documentation to increase awareness of OJRV's mission through award recognition (directly responsible for all awards OJRV has won during this time period)

- Increased social media presence resulting in a more robust online presence
- Supported annual training, including team-building exercises, resulting in increased team effectiveness and awareness of the importance of grant funding, brand awareness, and donor nurturing

Additionally, since the beginning of the OJRV/Powerhouse partnership, Powerhouse is directly responsible for over \$3 million in funding being awarded. OJRV has also won the following awards since the publication of the original case study

- 4 consecutive HIRE Vets Medallion Platinum Awards (the highest award the organization gives out)
- 5 consecutive Candid Platinum Transparency Awards (the highest award the organization gives out)
- Charity Navigator's 4-Star Award (the highest award the organization gives out)
- 3 consecutive GreatNonprofits Top-Rated Nonprofit Awards

From an initial six-month contract focused on a specific need, the OJRV/Powerhouse partnership has grown and solidified into a highly successful team who work seamlessly to further OJRV's admirable mission, providing effective continuity of service to an organization working in a sector with a high employee turnover rate.



*“Working with the Powerhouse team has been an invaluable solution for our organization. Throughout their time with us they have provided outstanding customer service, directly impacting our organization’s ability to fulfill our mission. They are a team full of military spouses and veterans who completely understand the needs of our clients. They have shown compassion for our clients and our team, and they have consistently been extremely flexible in this challenging time and period of growth. Working with Powerhouse had been a genuine partnership where they have joined our team and filled critical supporting roles with team-oriented passion and flexibility whenever necessary. This has allowed our small full-time staff to focus on the needs of our clients, increasing our efforts and efficiency. As a growing nonprofit, OJRV, along with our entire remote team, has found Powerhouse to be the perfect solution.”*

– Gene Anderson, Executive Director, Operation: Job Ready Veterans (OJRV)



Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

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