

CASE STUDY

Oaks Academy Expands Strategically with Help from JGA



About the Oaks Academy

Founded in 1998, The Oaks Academy (The Oaks) provides a rich, classical education for grades K-8 of diverse racial and socioeconomic backgrounds, preparing them to succeed in a rigorous secondary educational program and to demonstrate spiritual, social, and emotional maturity. The Oaks philosophy centers on authentic learning: engaging with a “feast” of ideas to develop principled, critical thinking. The focus The Oaks puts on individual students has led to significant growth, and the Oaks now serves over 1,000 students on four campuses in Indianapolis.

Transforming Individual Giving

After a small group of motivated donors helped purchase a vacant, local school in 2010, it was time for the next chapter for The Oaks Academy. Looking to expand, The Oaks leadership knew that additional private support would be needed.

“We were looking to move from startup mode to strategic growth,” says Nathan Hand, Chief Advancement Officer. “We needed to concentrate on relationship-focused donor identification and development work. JGA was the ideal strategic partner to help us do that.”

With the help of JGA consultants through a feasibility study and continued consulting, the campaign to support The Oaks launched in 2011 and moved into high gear in 2014 with enhanced messaging, a strategic outreach plan, and a focus on growing immediate and long-term support.

“JGA’s expertise helped a lot. An objective, outside voice can be crucial in critically looking at how you need to change to grow,” says Hand. The expansion campaign was a success. Since founding, The Oaks has gone from \$50,000 a year in private support to over \$2.6M, helping make a life-changing difference for students.

“It is important to think of your counsel as a true teammate—offering challenging ideas, and helping you think critically about your strategy. JGA was part of our team and truly bought into our success.”

— Nathan Hand, Chief Advancement Officer

JGA’s Data-Driven Consulting

JGA’s mission is to provide authentic, relationship-centered consulting to help you meet your mission goals. This includes:

- ▶ **Feasibility studies** that help guide a campaign, establish key focus areas, and determine major donor readiness to give.
- ▶ **Campaign counsel** to take your team through the journey of engaging transformative philanthropy.
- ▶ **Audits and development plans** that help you understand your strengths, and opportunities for improvement across people, systems, and messaging.
- ▶ Analysis of your donor base and supporters to identify the highest capacity and most ready donors with **JGA’s Acuity® Insights**.
- ▶ A trusted partner who **customizes our approach** to your mission, history, values, and key objectives.

95%

of JGA-guided
campaigns met or
exceeded goal

\$7.3
BILLION

tested in nearly 200
JGA-led feasibility
studies since 2000