



BETTER TOGETHER FUND TECHNICAL ASSISTANCE RFQ

The Better Together Fund (BTF) has released a Technical Assistance RFQ for providers of technical assistance in various areas related to strategic partnerships. This is the response of the applicant below:

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| What is the legal name of the consulting firm or independent consultant? | April Willis Consulting, LLC |
| Please provide the legal structure of the firm. | LLC |
| What year was the firm founded? (if applicable) | 2018 |
| How many individuals work in the firm? | 9 |
| Please provide the names and title of key individuals in the firm who would potentially be working as part of this RFQ. | Dr. April Willis Shelly Fisher, MEd Monica Portillo, MEd Allie Cyr |
| Please provide the consultant's or firm's website. | https://aprilwillisconsulting.com/ |
| For an independent consultant. How long has the applicant been working as a consultant? (if applicable) | 5 years |
| Please provide a list of languages spoken by staff. | English with a native Spanish translator for all written documents |

| PRIMARY CONTACT INFORMATION | |
|-----------------------------|--------------------------------|
| Name | Dr. April Willis |
| Address | 300 State St, #93113 |
| City/Town | Southlake |
| State/Province | TX |
| Zip/Postal Code | 76092 |
| Country | United States |
| Email Address | info@aprilwillisconsulting.com |
| Phone Number | 512-522-5270 |

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| <p>Please describe the geographic area served by the firm.</p> | <p>With locations in North Texas and Central Texas, we primarily serve clients in Texas, but we have clients all across the country.</p> |
| <p>What are your firm’s primary areas of practice?</p> | <p>We primarily serve nonprofits and startups with all operational support with the exception of legal and accounting. Examples of the types of support we provide include: Grant Writing, Strategic Planning/Facilitation, Board Training, HR, PR, Content Creation, Social Media Management, Website Development, Executive Search & Placement, Program Management, and Business Coaching.</p> |
| <p>How many Better Together Fund projects that were awarded funding have you been involved with?</p> | <p>None</p> |
| <p>Please list all Better Together Fund projects that were awarded funding that you have been involved with. You can list a project as anonymous if it is confidential.</p> | <p>N/A</p> |
| <p>Briefly describe 1-3 examples of restructuring negotiations with which you have been involved; and/or examples of projects where you have helped facilitate, explore, or implement a formal collaboration as defined by the Better Together Fund.</p> | <ol style="list-style-type: none"> 1. An agreement between Austin Kids Can! (AKC!) an afterschool nonprofit, and The University of Texas at Austin for approved internship programs: I facilitated this relationship and allowed UT students to earn internship credits through their involvement with my client, AKC! 2. I am the strategic partner lead of the National Virtual Teacher Association at several universities across the country who are now offering graduate credits for the NVTa continuing education program. 3. I served as the Interim Executive Director for the Austin Tenants Council which was being acquired by another organization while leading the search and placement efforts for a new permanent organizational leader. |
| <p>How would you describe the range of diversity reflected in your firm?</p> | <p>April Willis Consulting, LLC is HUB-certified as a woman-owned business. Furthermore, 67% of the subcontractors identify as people of color and are primarily female.</p> |

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| <p>Please list all nonprofit issue areas within which you have worked as a paid employee or consultant.</p> | <p>Afterschool programs, charter schools/education, homelessness response, housing support, BIPOC leadership development, individuals with special needs, music programs, foster care programs, basic human needs, workforce development, medical research/development, underserved communities breaking the poverty cycle, veterans, ministry, and community philanthropy.</p> |
| <p>Please provide any other information you feel would aid in understanding the value the firm can bring to Better Together Fund grantees and any specific expertise you have in a specific BTF grant phase(s).</p> | <p>We serve a broad range of nonprofits and are well-connected among for-profit organizations. As the lead consultant, I have a Doctorate, three masters, two published books, and am a member of the Forbes Coaches Council.</p> |

| CONSULTANT #1 DETAILS | |
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| Name | Dr. April Willis |
| Email Address | aprilacm@gmail.com |
| Education (list only name of school, major, and degree) | EdD in Educational Leadership: University of Mary Hardin Baylor; MBA: Tarleton State University; MEd in Educational Administration: University of Mary Hardin Baylor; MED in Curriculum & Instruction: The University of Texas at Austin; BS in Applied Learning & Development: The University of Texas at Austin |
| Employment History (list only name of employer, title, and dates employed) | April Willis Consulting, Principal Consultant, 2018-Current; Montessori For All Public Charter School: Director of Business Operations, 2017-2020; Texas Center of District & School Support: Educational Specialist, 2015-2017 |
| Awards or Certificates | Forbes Coaches Council, 2022 & 2023; TEDx License Holder, 2023; Hutto Women's Alliance Volunteer of the Year, 2020; Appreciation for Dedication & Service, by NYOS Charter School Board, 2020; One of the Top 50 Business Coaches in America, |

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| | Standout Magazine, 2020; Graduate School Dean's Award, 2015 |
| Nonprofit Board Membership (list only name of organization and the dates served) | <ul style="list-style-type: none"> •Junior League of Austin Leader, (2015-Current) •Willis Scholarship Founder (2017- Current) •City of Hutto Ethics Review Commission (2018- Current) •Terry Foundation Advisory Board (2019-Current) •Hutto Rotary Club (2020- Current) •Routnr International Corporate Board (2021-Current) •Hutto Community Foundation Board (2022-Current) •Hutto Women’s Alliance: President (2018-Current); •Hutto Women’s Network member (2019-Current) •NYOS Charter School Board: President of the School Board for three terms (2016-2019), Chair of Financial Oversight Committee (2015-2016), School Board member (2013-2019) |

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| CONSULTANT #2 DETAILS | |
| Name | |
| Email Address | |
| Education (list only name of school, major, and degree) | |
| Employment History (list only name of employer, title, and dates employed) | |
| Awards or Certificates | |
| Nonprofit Board Membership (list only name of organization and the dates served) | |

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| CONSULTANT #3 DETAILS | |
| Name | |
| Email Address | |
| Education (list only name of school, major, and degree) | |



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| Employment History (list only name of employer, title, and dates employed) | |
| Awards or Certificates | |
| Nonprofit Board Membership (list only name of organization and the dates served) | |

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| CLIENT REFERENCE #1 | |
| Name of Organization | Austin Kids Can! |
| Please provide the name(s) of other organizations involved in the collaboration or negotiations. | Austin ISD, Code Galaxy |
| Client Reference – Contact Name | Donna Raskin |
| Client Reference – Contact Email Address | donnaraskin@austinkidscan.org |
| Client Reference – Phone Number | 512-585-7728 |
| Please briefly describe the engagement. | Afterschool partnerships |

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| CLIENT REFERENCE #2 | |
| Name of Organization | National Virtual Teacher Association |
| Please provide the name(s) of other organizations involved in the collaboration or negotiations. | Adams State University, American College of Education, Moreland |
| Client Reference – Contact Name | Monica Portillo |
| Client Reference – Contact Email Address | mportillo@proxlearn.com |
| Client Reference – Phone Number | |
| Please briefly describe the engagement. | Education Certification Agreements |

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| Please provide any additional client references. | Proximity Learning, To Cure A Rose Foundation, The Other Ones Foundation, TSMAC, National Black Empowerment Council, and Easterseals Central Texas. |
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