



**Heartlands**  
International

*We have a world of experience*

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## **Corporate Capability to Provide Technical Assistance to Community Development and the Promotion of Democracy**

Heartlands International, Ltd., a Native American, woman-owned, 8 (a) certified small disadvantaged business, is a management consulting and training firm that has worked with US government agencies and its contractors. We have expertise in project management, training, and civil society development. We are training resource organization on an Indefinite Quantity Contract (IQC) from the USAID Office of Democracy and Governance for a five-year, global anti-corruption project as a subcontractor to MSI. We recently completed a three year subcontractor in a project to create an international level MBA program at universities in five Central Asian Republics. As a subcontractor in a rule-of-law project in the Philippines, Heartlands provided a consultant to assist with streamlining the Philippine appellate court system and managed two study tours for Philippine judges to visit courts in the U.S.

We are unique in that we are an 8(a) firm with global experience. Our highly effective methods have evolved from working with US government and international agencies over 20 years in over 50 countries including Indonesia and throughout Asia.

Heartlands has a wide range of technical expertise in building coalitions and learning networks of community based groups and civic organizations. There is no other small firm with experience in over 50 countries. Our methods are of the highest quality because we use staff with extraordinary international experience.

One example of our work is in Nigeria. We designed and carried out a number of workshops and conferences there that were intended to strengthen local government and build civil society. We have also worked extensively with Shell Oil Company in Delta State where we provided much of the community development training and strategy development for Shell's community development programs. Heartlands manages the Corporate Community Investment Service ( CorCom) which provides links between business and nonprofits or community groups for joint, non-philanthropic ventures.

We have pioneered in the development of many participatory strategic planning and participatory decision making methods and tested them at the grass roots level. We have extensive experience in all sorts of event management, workshop design, and planning process development. Heartlands also has experience in the design of supporting materials such as instructors guides, participants manuals, and supplementary learning materials. We have designed such programs for USAID, the World Bank, USDA, and numerous private organizations and businesses.

Finally, as a small business, our customers are very important to us. We give them a great deal of

personal attention and most of our customers are repeat business, or have come from referrals because we are a customer focused company.

Although we received 8(a) status in 2002, we have over 20 years of experience working with US government agencies. Heartlands has extensive experience in working with USAID. Our team of associates have designed and conducted dozens of consulting assignments including project planning, project management issues, project monitoring and evaluation, and communication skills for USAID programs world-wide.

Heartlands International has managed five large and complex programs all of which have a highly successful strategic planning and coalition development component. These include:

- National Technical Assistance Provider for the *YouthBuild Program* at HUD.
- The *Corporate Community Investment Service* (CorCom) that is funded through fees for services. Through CorCom, we have extensive work with the extractive industries in Nigeria and other African countries. We recently sent a consultant to Angola to negotiate a joint venture between Chevron and USAID.
- We are one of the subcontractors to MSI on the USAID/D&G's International Governmental Integrity and Anti-Corruption Technical Assistance Services IQC with the mandate for providing training and event management in response to Task Orders from USAID. (DFD-I-00-03-00144-00)
- We were an active subcontractor, to MSI, for a recently completed three-year Rule of Law program in the Philippines where we are the technical supplier of training and other services that strengthen the judicial and civil service system.

We managed large and multi-faceted programs that require strong coordination and management skills.

- (1) The YouthBuild Project of HUD involved the design and implementation of numerous workshops throughout the US and the revision and development of training materials. As the National Technical Service Provider to the project, it includes the design and management of a web-based information system for grant recipients. Our role is to build coalitions and collaborative mechanisms for sharing information.
- (2) CorCom has an ongoing learning network of PVOs that are interested in partnerships with business and we offer stand-alone workshops on various partnership issues that draw on materials in the two CorCom manuals we have developed.

We have designed programs for the World Bank, various UN agencies, USAID, the Department of Agriculture, Health and Human Services, and numerous other nonprofits such as Save the Children, Care, PACT, and Orbis.

Heartlands also has expertise in the development of civil society organizations. Over the past 20 years, we have carried out dozens of strategic planning and capacity building activities with community groups, nonprofits, and advocacy groups around the world. Heartlands pioneered in linking nonprofits with businesses for joint ventures and we manage the Corporate Community Investment Service (CorCom) that works with civil society groups to help them operate more on a business model and thus, more attractive to businesses as partners in community activities.

Heartlands has carried out a number of activities in the emerging democracies that will enable civil society organizations to work more effectively. We carried out a workshop for DemNet organizations in

Poland to help them learn how to do project monitoring and evaluation and a similar project in Romania on project design and strategic planning. In Bulgaria we developed an innovative Service Quality Review methodology that assessed the effectiveness of 40 civil society organizations in a way that was culturally less threatening to them than a standard outside evaluation would have been. The Service Quality Review not only assessed the effectiveness of the civil societies in reaching their clients but by design it also created a strategy for improving their services. In the Republic of Georgia, we carried out a workshop on participatory rural appraisal methods such as community mapping, trend analysis, and community demand analysis for 20 nonprofits with the aim of helping them find ways to improve energy efficiency.

We have extensive experience in Asia including China, Vietnam, India, Bangladesh, Thailand, Sri Lanka, and Pakistan.

Heartlands has worked in Indonesia in grassroots community health and water projects. As the evaluation contractor for a large PLAN International project on Java, we designed a monitoring and evaluation system that gathered data from community members to monitor the impact of the project on child weight for age. We also carried out a number of activities that helped communities organize themselves to implement the project. We have also carried out evaluations of projects in other parts of the country such as Nias Island, Sumatra, and urban projects in Jakarta.

Because we have provided training, and leadership skills development all over the world, we have a repertoire of methods, experiences, and tools to draw on. We have extensive experience in program design, strategic planning methodologies, and program evaluation. The holistic, anthropological training of our president informs our approach. We base our work on qualitative methods, stakeholder participation, and results. Our range of experience is vast - from small workshops in tribal Papua New Guinea, where four different translators were needed to cover all the languages among the 20 women participants, to large, multinational conferences with simultaneous translation and hundreds of participants in Kenya, Nigeria, and India as well as in the United States.

Heartlands had a highly effective set of capacity assessment and management strengthening tools that help community based groups leverage funds, be effective in how they use their resources, and have useful results in the community. Our expertise in training, management, and evaluation all come into play as we work with growing organizations in the U.S. and overseas.

For additional information, contact:

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