

# SOMA LIVING MAGAZINE

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# GIVING BACK

The “Shcession”<sup>\*\*</sup> is real. The Covid-induced economic downturn is having a disproportionate impact on women. More than 11 million women have lost their jobs and another 2.65 million have left the workforce since February 2020<sup>\*\*</sup>. And what makes these statistics more troublesome is that the longer women stay out of the workforce the harder it is for them to return. Thus, there will be a long-term impact on their economic security and wellbeing.

The Acceleration Project (TAP) can help. This nonprofit powerhouse has a dual mission: to keep local economies vital and channel talent into the economy. TAP provides advisory services to high-potential, underserved small businesses, particularly those owned by women and People of Color with the help of their army of talented pro bono consultants.

What’s unique is that TAP has reimagined the traditional nonprofit business model by creating a win-win situation for ALL of its stakeholders. Consultants are offered a robust value proposition while they give back to local communities. TAP provides impactful programming, skill-building workshops, and networking opportunities to its team members. Meaningful, flexible work is at the core of the organization, allowing experienced professionals to flex their intellectual muscles, hone new skills, and for some, position themselves to re-enter the workforce, all while offering high caliber advice to small businesses that couldn’t otherwise afford it. This is particularly beneficial for those that were forced to leave their jobs during the pandemic.

And TAP is recruiting. The organization is experiencing exponential growth and is actively seeking pro-bono consultants interested in working with clients, as well as those interested in working internally to strengthen operations. Its team is composed of professionals with diverse skill sets and extensive work experience. They are currently looking for experts across a variety of functions, including financial planning, marketing, strategy, operations, technology and e-commerce enablement.

Once on board, TAP consultants are trained and mobilized to make an economic impact in a collaborative environment. They receive comprehensive support from staff and team members to help them translate strategic frameworks and tools into formats small businesses can use. Most importantly, TAP trains its team to deliver services with empathy and compassion. This compelling combination of top talent and a passion to serve others is what makes The Acceleration Project truly unique.

To apply to be a pro bono consultant, visit: [www.theaccelerationproject.org](http://www.theaccelerationproject.org) or contact: [info@theaccelerationproject.org](mailto:info@theaccelerationproject.org)

<sup>\*\*</sup>according to an IWPR analysis of labor department data.  
<sup>\*</sup>(The term was coined by C Nicole Mason, president and chief executive of the Institute for Women’s Policy Research (IWPR), a thinktank.



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