

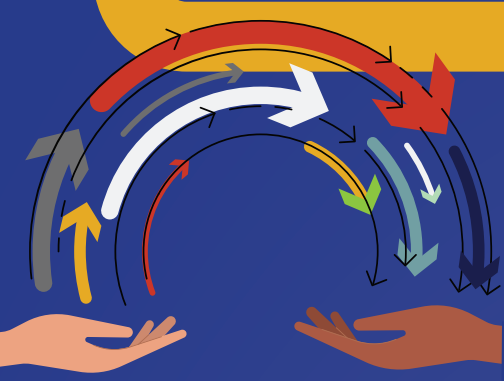
THE INS GROUP

Celebrating

25 Years of INSightful Leadership and Lasting Impact



We are thrilled to present a highlight reel showcasing the most memorable milestones of our consulting firm over the past quarter-century – reflecting our commitment to excellence and our dedication to making a difference in the nonprofit sector. Join us as we journey down memory lane and celebrate 25 years of extraordinary accomplishments and successes!



LAUNCHING THE DREAM

In 1999, Ruth Peebles, our Head Coach, founded The INS Group consulting firm to help nonprofits, government agencies, and faith-based institutions create innovative solutions to build their capacity, sustain programs and services, and plan for the future.

KNOWLEDGE SHARING

From the beginning of our journey, we have been dedicated to sharing our expertise with our community.

- ▶ Since 1999, President Ruth Peebles has been an instructor with the Duke University Certificate Program in Nonprofit Management.
- ▶ We have posted hundreds of social media posts, featured monthly blog posts, and produced a newsletter since 2000.



BRAND DEVELOPMENT

We continued evolving our brand identity while the commitment to our mission remained the same.

- ▶ Our first logo was created, and we launched our first website in 1999, which has been redesigned three times.
- ▶ In 2021, we rebranded our newsletter to introduce a new series of Playbooks and have produced ten editions.

GROWING OUR TEAM

We have strategically built our team, cultivating the expertise and skills necessary to establish a robust internal team while also providing specialized knowledge externally.

- ▶ Linsey Mills joined the team as Chief Financial Officer in 2015, a crucial addition to strengthening our internal systems, financial management, and operational procedures.
- ▶ The core team expanded to eight subject matter experts.
- ▶ We built a talent database with hundreds of people for special projects. Our experts provide language and sign interpretation, marketing, strategic planning, project management, and administrative support.
- ▶ The most exciting addition to our team was Koda, our furry team member and mascot, in 2021.



DIVERSIFYING OUR OFFERINGS

We have been committed to diversifying our offerings to support our clients and increase our impact.

- ▶ The INS Group was awarded U.S. Small Business Administration 8a business development certification in 2015 and began offering services to government agencies.
- ▶ We began offering Language Translation and Sign Interpretation services to clients to address communication barriers and effectively connect with service populations.
- ▶ Recognizing a need for one-on-one support for executive nonprofit leaders, we began offering comprehensive executive coaching services.
- ▶ To address client needs, we began offering consulting services related to succession planning, executive leadership hiring processes, and media campaign management.



GIVING BACK TO OUR COMMUNITY

At the core of our team lies a collective passion for making a positive impact and giving back to our community.

- ▶ In 2021, our Head Coach, Ruth Peebles, established The Loomis, Rose, and Ruth Peebles Endowment to provide scholarships to first-generation African American college students.
- ▶ Our team members volunteered countless hours through activities such as board service and pro bono special projects related to social advocacy and mentoring young people.



CLIENT ENGAGEMENT

We are thankful for the many clients who have entrusted us and celebrate the diverse partnerships and relationships we have established.

- ▶ Pioneering our journey, Housing for New Hope in Durham holds a special place as one of our esteemed inaugural clients.
- ▶ We transitioned to a national firm as we successfully secured clients beyond the borders of North Carolina.
- ▶ We secured contracts with the U.S. Department of Labor and the U.S. Department of Health and Human Services.
- ▶ We have provided our expertise to over 200 diverse organizations to help them build their capacity and increase their impact.

As we commemorate the achievements of the past 25 years, we eagerly anticipate the future and strive to further enrich our legacy as a company.

