

SPOTLIGHT: ATLANTA BUSINESS LEADERS

On a Mission to Make Purpose Possible

At **Purpose Possible**, three mission-driven women have joined forces to help nonprofits and social impact organizations scale sustainably.

In 2022, Purpose Possible founding partners Susannah Darrow and Laura Moody welcomed a new partner, Starsha Valentine. With a combined 45 years of experience in the nonprofit sector, they provide mission-driven organizations access to high-level professionals with the expertise needed to launch, manage, grow, and handle major transitions. The addition of Valentine and the establishment of an office in Washington, D.C., are the first of several planned expansions outside of their native Atlanta, Georgia.

Founded in 2020, Purpose Possible has built an inclusive and empowered team that includes diverse perspectives and specialized skill sets vital to the success of its clients.

“The sector is led by women, yet many consulting firms are run by men. Entrusting women to be more effective leaders is a top priority,” explains Darrow. “We have built a company that meets our workforce where they are as parents, spouses, partners, caregivers, and heads of households. We have a generous leave policy and flexible schedule to support the full humanity of our team.”

On a Mission to Build Capacity

Purpose Possible offers a lifeline to small, but mighty organizations. “Limited funding—particularly a shortage of operational, unrestricted funding—continues to be a systemic issue for nonprofits,” says Moody. “Executive directors often wear too many hats and must spend their energy trying to fill the gaps, rather than focusing on what they do best—the work. We enable them to focus on the mission by assessing their problems, developing strategies, and



From left to right: Purpose Possible partners Starsha Valentine, Susannah Darrow, and Laura Moody

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implementing them efficiently.”

The effects of the Great Resignation on the labor market make it challenging to attract and retain staff, especially in the nonprofit world where employee turnover is often very high. Purpose Possible enables clients to quickly scale staffing up and down to meet changing needs, with creative strategies to help reduce volunteer and administrative burnout.

With more than 30 consultants in its stable of talent, Purpose Possible can offer as much or as little support as needed to help clients reach

short- and long-term goals. The consultants are experienced nonprofit leaders who excel at moving organizations rapidly through pivotal points: forming an effective board, hiring their first development staff, securing major funding, and planning for resiliency in the face of challenges like a global pandemic. Their long-standing relationships with local and national funders provide insight into philanthropic priorities and facilitate sustaining partnerships.

Purpose Possible’s track record speaks for itself. Its diverse client base includes

organizations battling homelessness and food insecurity, promoting the arts, improving the environment, and much more. Energizing newly formed and small to midsize nonprofits and empowering Black-led groups are Purpose Possible specialties.

“While we work with some larger organizations, small nonprofits are our sweet spot,” says Valentine. “We celebrate whenever a client outgrows its need for us. That’s when we know we’ve succeeded.”



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