



ANAVI STRATEGIES



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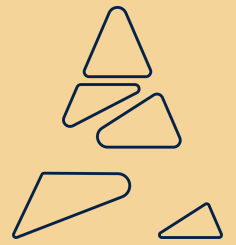
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About Anavi Strategies



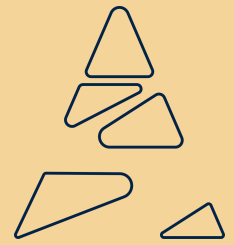
At Anavi Strategies, our passion is to help guide mission-driven organizations, such as government agencies, nonprofits, and philanthropies, achieve greater social impact through data-driven and empathetic practices. We focus on providing clients with the expertise needed to effectively measure and enhance their positive impact through the following services:

- **Strategic Planning:** To assist organizations in developing comprehensive strategies that align with their long-term vision and goals.
- **Program Design:** Anavi Strategies works on designing programs that are tailored to meet the specific needs and objectives of their clients.
- **Implementation Support:** Anavi Strategies provides support to organizations in the effective implementation of their strategies and programs.
- **Evaluation Services:** Anavi Strategies offers services to evaluate the outcomes and impacts of various programs and strategies, ensuring that they meet the intended goals.

Our team includes trained researchers with a variety of skills and expertise in quantitative and qualitative methodologies, including survey design and execution and trauma-informed care. We employ rigorous data-driven methodologies while also embracing innovative approaches. This blend ensures that our strategies are both evidence-based and creatively suited to the complex challenges human service organizations face day-to-day.

At Anavi Strategies we believe that social and organizational change happens within the context of trusting, supportive, and safe relationships. This is why a core component of our mission is to sustain an organizational culture that is trauma-informed through our internal practices among team members, and to model our approach for clients by embedding such practices in every aspect of our client-facing work. We integrate a specialized trauma-informed framework in our consulting practices, a unique aspect that is not commonly found in traditional consulting firms. This allows us to address complex and sensitive issues with a deeper level of understanding and empathy. While the company does not assume clients are ready or willing to build in trauma-informed practices in their own work, we aim to continuously make the case for such practices through leading by example with our own.

Our Values



The following are core values that we bring to each client and project:

Equity: Anavi Strategies believes equity is a verb. It requires action. Across our core services, we are committed to helping business leaders, organizations, and funders build their capacity to disaggregate and analyze data by race, ethnicity, gender, age, and geography, where possible, as a starting place to advance equity.

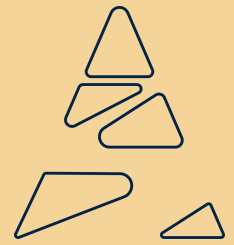
Empathy: Anavi Strategies understands that organizational evaluation and change can be a complex process that requires addressing challenges both large and small. Supporting business leaders and organizations through meaningful change can only happen in the context of trust and safety. We operate with a trauma-informed approach which is centered on being present and in tune with our client's needs, and creating a safe space to address internal and external challenges.

Excellence: Rigorous planning and preparation helps us ensure we create a shared experience of excellence, open channels of communication, and satisfaction with each client. Integrity: Anavi Strategies is committed to creating a culture of continuous learning - we engage with honesty and transparency, address setbacks and challenges, and lean into conflict with the purpose of exploration and resolution.

Empowerment: Anavi Strategies believes personal and organizational empowerment is critical to achieving and sustaining transformational change. We take a strengths-based approach, facilitate shared ownership, and prioritize worker well-being at every stage of our process. An empowering context enables our clients to identify and create opportunities for 'big change' and to take risks for the sake of achieving lasting impact.

Transformation: Anavi Strategies ensures clients are technically and emotionally prepared, and excited to transform their organizations to maximize their impact. We are committed to building organizational capacity, and providing guidance and tools to help each client sustain their work beyond their engagement with Anavi Strategies.

Meet the Team



Anjali Chainani, PhD, MPH, MSW
FOUNDER & CEO

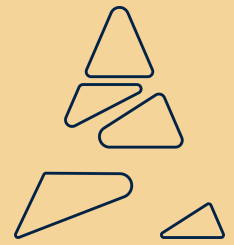
Anjali has 20 years of experience working in nonprofits organizations and in local government, as a social worker, researcher, and local government leader. As the Policy Director for Mayor Kenney (2016-2020), Anjali supported the development of key strategic priorities, gaining experience in organizational development, cross-agency collaboration, measuring performance, and evaluation. Anjali has also designed and executed over 15 measurement and evaluation projects using qualitative and quantitative methods for projects including the Philadelphia Resident Survey in 2019-2020 and the Urban Affairs Coalition’s Ending Racism Partnership Public Sentiment Survey in 2021.

Anjali is the Founder and Principal of [Anavi Strategies](#). In the past year, Anavi Strategies supported Women Against Abuse with their FY24-FY28 five-year plan, and the Philadelphia Department of Parks and Recreation on implementation plans for their Out-of-School Time as well as Visual and Performing Arts programming. Currently, Anavi Strategies serves as the evaluation partner for the Pennsylvania Space Grant Consortium (a member of the NASA Space Grant) and manages \$1.5M in grant administration to community-based organizations on an annual basis through the Philadelphia Activities Fund. Anjali has a BSW, MSW, and MPH from Temple University, and a PhD in Health Policy from Saint Joseph’s University (formerly University of the Sciences). Anjali currently serves as an Advisor for the Fels Institute of Government Master’s in Public Administration program and teaches at Widener University’s School of Social Work. Anjali’s passion is cycling and her favorite outside of work activity is a long-distance ride or multi-day cycling adventure.

Women-Owned and Minority Owned Business Enterprise

Anavi Strategies is certified as a Minority Business Enterprise (MBE) from the Eastern Minority Supplier Development Council. The company is also certified as a Women Business Enterprise (WBE) from the Women’s Business Enterprise National Council (WBENC). Certificates are provided upon request.

Meet the Team



Andrés Celin, MPA

BUSINESS DEVELOPMENT & STRATEGIC PLANNING

Andrés serves as the Business Development and Strategic Planning Lead for [Anavi Strategies](#). In his role, Andrés is responsible for leading the firm's strategic planning portfolio, supporting the CEO with business development, and spearheading the development of the firm's trauma informed business model which guides every aspect of our work.

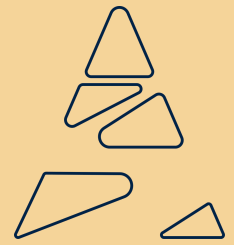
Andrés is also responsible for designing and leading the firm's qualitative data collection efforts, which include structured and unstructured interviews, focus groups, and strategic planning sessions with stakeholders at all organizational levels. He has over 8 years of experience leading rigorous qualitative research methods, including participatory action research projects, ethnographic observation and analysis, and community-based policy issue identification processes. As a Certified Trauma-informed Trainer and Practitioner with [Lakeside Global Institute](#) for the past 8 years, Andrés brings expert facilitation skills and empathetic practices to generate a context of trust and safety for each of our clients and their stakeholders.

Andrés has spent over a decade working in education, youth development, social services, and community organizing in the Latino community in North Philadelphia. Prior to joining Anavi Strategies, Andrés served as the Outreach Director in the Office of City Councilmember At-Large Helen Gym. In this role, Andrés was responsible for managing relationships with key community organizations, advocacy partners, and neighborhood groups. Prior to his work in City Council, Andrés was the Lead Organizer at [Youth United for Change](#).

Andrés started his career in public education as a City Year Corps Member at Edison High School in North Philadelphia, where he later joined EducationWorks to run Edison's mentoring program. Andrés has worked at Congreso de Latinos Unidos as a family case manager and was later responsible for managing and facilitating a bi-lingual parenting education program for parents involved in the child welfare system.

Andrés received his B.A. in Cultural Anthropology, with a minor in Economics from Haverford College, and a Master of Public Administration from the Fels Institute of Government at the University of Pennsylvania. Having grown up in Cali, Colombia, he is a highly skilled Salsa dancer, and loves to practice Capoeira Angola in his free time.

Meet the Team



Stephanie Bird, BA

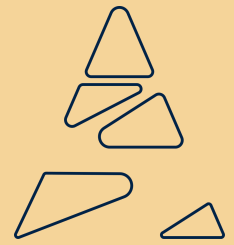
CUSTOMER RELATIONS & BRAND EXECUTION

Stephanie Bird, BA is a Consultant with Anavi Strategies and serves as the firm's Brand Execution Lead & Program Manager. Stephanie holds a Bachelor of Arts in Communications from Temple University. Stephanie executes Anavi's brand presence using her creative strengths and passion for a person-centered approach. Stephanie has 20 years of experience working in customer and business relations including managing clients and customers, monitoring sales and subscriptions, and conducting product education.

Stephanie manages the Philadelphia Activities Fund, a \$2M citywide fund that provides grants to an average of 850 community-based organizations each year. As project lead, Stephanie coordinates the team on grant program writing and design, application reviews, administration, and customer service. She also manages relationships with ten City Council district offices to address constituent questions and service needs related to the Fund.

Stephanie has years of experience providing timely assistance, helpful feedback, and coordinating respectful conflict management responses. Additionally, Stephanie is an expert in database management and grant tracking using Excel and Submittable. As a person who values each person's unique qualities, Stephanie builds and maintains relationships with funders, grant recipients, elected officials, and other stakeholders with ease through her excellent communication and presentation skills. Previous to joining Anavi Strategies, Stephanie worked for QVC and Ticket Philadelphia at the Kimmel Center, as well as for other small business owners. In her free time Stephanie enjoys crafting, crocheting, and seeing shows on Broadway.

Meet the Team



Shadiqua Smith-Spann, BA

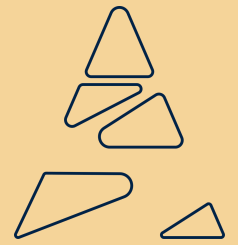
ASSOCIATE CONSULTANT

Shadiqua is an Associate Consultant with Anavi Strategies, bringing extensive experience in mental health, social services, and community advocacy. She is a certified peer specialist and grant writing professional who specializes in trauma-informed care, policy advocacy, and program development. Her work centers on empowering women of color, advancing mental wellness, and strengthening community resilience to address systemic inequities.

As an independent consultant, Shadiqua has managed grants from concept to compliance—identifying funding opportunities, developing compelling proposals, and supporting organizations in aligning new initiatives with their missions. Her approach emphasizes sustainable growth and measurable community impact.

Before joining Anavi Strategies, Shadiqua coordinated rapid response teams with the City of Philadelphia, focusing on violence prevention, youth engagement, and mental health support. She holds a Bachelor of Arts in Africology and African American Studies from Temple University and a degree in Business Administration from Pierce College. Shadiqua is currently pursuing a master's degree in social work and public health.

Meet the Team



Joy Namunoga, MPA

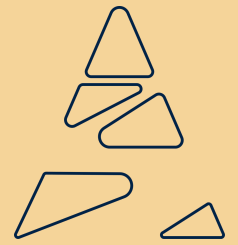
ASSOCIATE CONSULTANT

Joy is a policy strategist and civic technology leader with over a decade of experience advancing transparency, fiscal accountability, and evidence-based governance across Africa and the United States. At Anavi Strategies, she leads data-driven program evaluations and research design for nonprofit and public-sector clients.

Before joining Anavi, Joy worked with organizations including the University of Pennsylvania's Fels Institute of Government, ImpactED, GlobalGiving, KenCrest, ActionAid International, and the UN International Organization for Migration. Her work has spanned national and international initiatives—from conducting a nationwide evaluation on assistive technology adoption that informed federal funding strategies, to leading Uganda's Local Revenue Enhancement Program, which strengthened fiscal autonomy and accountability across 18 local governments.

A former U.S. Department of State Community Solutions Fellow with the Sunlight Foundation, Joy designed Fix My Community, a civic technology platform that leverages open data to improve health service delivery and government transparency. Joy holds a Master of Public Administration from the University of Pennsylvania and a Bachelor of Arts in Social Sciences from Makerere University in Kampala, Uganda.

Meet the Team



Maureen de Bruijn OPERATIONS ASSOCIATE

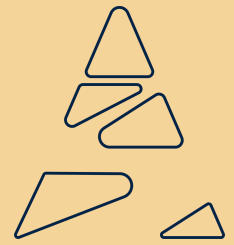
Maureen de Bruijn is an Operations Associate at Anavi Strategies, where she supports the CEO in streamlining operations through email review, task management, and process optimization. Her detail-oriented approach and commitment to efficiency ensure smooth workflows across the organization.

Maureen is pursuing a Bachelor of Arts in Arts Management with a minor in Economics at Chatham University. Her academic journey includes coursework in nonprofit management, business, statistics, and museum studies, equipping her with a diverse skill set tailored to mission-driven organizations.

Beyond her role at Anavi Strategies, Maureen serves as an administrative assistant for her university's art department, tutors microeconomics, and volunteers at a Volunteer Income Tax Assistance (VITA) site, preparing tax returns for individuals and families. These experiences have sharpened her communication skills across digital and in-person contexts, as well as her ability to collaborate with people from diverse backgrounds.

Maureen combines creativity and analytical thinking to design innovative solutions and strategies. Her multifaceted expertise and passion for fostering impact-driven outcomes make her an invaluable member of the Anavi Strategies team.

Our Services

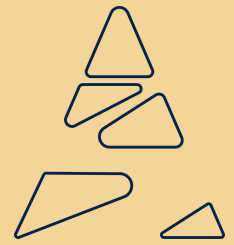


Strategic Planning



- **Comprehensive Analysis:** We conduct thorough assessments of the current state including strengths, weaknesses, opportunities, and threats to success.
- **Clarifying Vision and Mission:** We help to articulate a clear and compelling vision for the future and define a mission that aligns with your core values and objectives, particularly emphasizing social impact and inclusive community development.
- **Goal Setting and Objective Formulation:** We will collaboratively identify specific, measurable goals and objectives that both resonate with your mission and vision, and are achievable and impactful.
- **Actionable Implementation Plans:** We will design detailed implementation plans that outline the steps, timelines, responsibilities, and resources required to execute the strategies effectively for long-term sustainability and success.
- **Ongoing Monitoring and Adaptive Evaluation:** We will establish clear metrics for success and propose strategies for continuously monitoring those metrics, allowing for adaptive changes and improvements.

Our Services

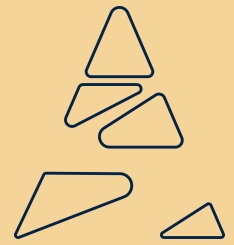


Program Design



- **Customized Frameworks:** Our program designs are approached with clearly defined objectives, ensuring relevance, effectiveness, and alignment with your strategic goals.
- **People-Centered Approach:** Empathy mapping, user research, and other people-centered approaches allow us to design programs that resonate with participants' experiences and address their needs holistically.
- **Culturally Relevant Solutions:** We ensure the programs developed are culturally sensitive and inclusive, and they consider diverse perspectives while fostering equitable access and participation.
- **Evidence-Based Practices:** We actively integrate best practices and emerging research findings into program design, leveraging data to inform effective interventions.
- **Logic Model Development:** We establish a clear logic model outlining program inputs, activities, outputs, and outcomes, ensuring clarity and measurability of impact.

Our Services



Grant Program Design & Administration



Anavi Strategies partners with foundations, government agencies, and nonprofit intermediaries to design, manage, and improve grant programs that are transparent, efficient, and aligned with community impact goals. Our team brings experience administering large-scale grant programs while building the operational systems and governance structures required for effective grantmaking.

- **Grant Program Design & Setup**
- **Application Management & Review**
- **Grant Administration & Payment Processing**
- **Grantee Communication & Customer Support**
- **Data Tracking & Program Reporting**
- **Continuous Improvement & Learning**

Our Services

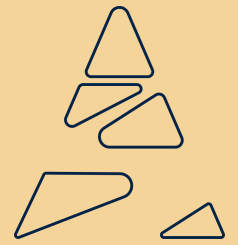


Implementation Support



- **Change Management:** We guide stakeholders through organizational changes with minimal disruption, building internal buy-in and ensuring smooth program roll-out.
- **Capacity Building:** We equip program staff with the knowledge and resources needed for successful delivery, fostering sustained program effectiveness and growth.
- **Data-Driven Practices:** Utilizing comprehensive data and feedback, we optimize resource allocation and maximize impact within budget constraints.
- **Collaborative Communication & Transparency:** We foster open communication and collaboration among stakeholders, promoting transparency and addressing challenges effectively.
- **Continuous Improvement & Adaptability:** We consistently monitor progress, gather feedback, and make data-driven adjustments to ensure program adaptation and ongoing success.

Our Services

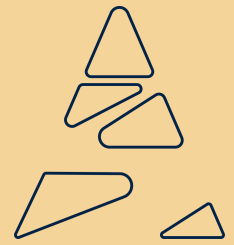


Evaluation Services



- **Mixed-Method & Equity-Focused Approach:** We integrate mixed methods – including participatory evaluation – to ensure we are elevating or addressing how policy and investment choices have impacted historically marginalized communities, and identify what is needed to close racial, gender, or other social disparities.
- **Disaggregated Data Analysis & Reporting:** We evaluate the data through diverse demographics to identify potential inequities and ensure equitable program benefits, facilitating data-driven decision-making.
- **Collaborative Learning:** We present evaluation findings through workshops and reports, collaborating with stakeholders to interpret results and identify actionable insights.
- **Impact Measurement:** We create robust frameworks to measure program impact and attribute changes to program interventions, providing clear evidence of effectiveness.
- **Continuous Improvement:** We help utilize evaluation findings to guide program improvement, inform future endeavors, and promote continuous learning and growth within the organization and community.

Testimonials



“Anavi Strategies exceeded our expectations! Anjali and her team’s thoughtful approach and expertise were invaluable to our recent strategic planning process. We appreciated their knowledge of trauma-informed practices, incorporation of data, and dedication to creating a comprehensive 5-year strategic plan that brought our organization’s vision to life, all while ensuring our members remained fully engaged throughout the process. Anavi Strategies truly goes above and beyond, and Women Against Abuse highly recommends them for any consulting needs.”

Maritza Padua, Women Against Abuse

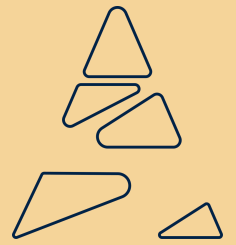
“Food Connect have had the opportunity to work with Anavi Strategies and her team on a data analysis project they did for us in CA. It has been a great experience working with Anjali and her team. Anavi Strategies helped us in implementing our vision and bringing it to life through data insights. Their dedication to help really made the entire process easy and approachable. With the help of their team, we were able to focus our growth more strategically. Highly recommend working with them! Will be looking forward to doing more projects together.”

Megha Kulshreshtha, Food Connect

“Anjali and her team at Anavi Strategies worked with my nonprofit to create a policy & advocacy plan for us to leverage in our strategic planning efforts. Their final deliverable was rich in data and practical information, timely but with a thoughtful eye towards future evolution of the workforce space, and thorough - building on our current strengths and market needs. As strong as their finished product (that we used in planning AND still reference) was their process - taking time to listen to what we needed, bringing in diverse stakeholder voices to sharpen the product, and diving in deep with our leadership team to assure the product lived and breathed beyond their contract period. I have continued to look for ways to work with them again and would highly recommend them to anyone looking for an extremely talented, thoughtful, equitable, and mission-driven team.”

Claire Dennison, Propel America

Contact Us



Reach out if you're ready for our approach of combining meticulous strategic planning with empathetic engagement, evaluating and aligning not just the data but an organization itself to co-create a cohesive, dynamic mechanism for sustainable impact.

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