



The Frontier Growth Foundation

Expanding our mission

At Frontier Growth, we believe we shouldn't simply help our businesses fulfil their potential, we should also help give back to our local community too. It's why we created the Frontier Growth Foundation. The Foundation's mission is to encourage and support our employees' charitable giving and engagement as well as create pathways for volunteerism in the Charlotte community.

What does this look like in practice? For every dollar our employees donate, we add two more. We also support them in giving their time to causes they care about. Since its inception in 2017, the Frontier Growth Foundation has supported over 165+ charities, our team has made 500+ donations, and total dollar impact is over \$600,000.

But it's not enough.

Doing more

In early 2021, the Frontier Growth Foundation Board sat down to discuss what more we could do. How could we raise the bar? What opportunities hadn't we explored to make a greater difference? What's next?

The answer was staring us in the face.

In our work in growth equity, we use our insight and expertise to evaluate, invest in and grow software businesses. We understand the massive difference the right software can make when used intelligently and with focus. We see it every day.

What if we applied these skills to helping a charity get more from the software they use and, as a result, do more for the people they serve? And what if we backed it up with a \$25k software grant to make good on our recommendations?

So, we reached out to Will Jones, CEO of our core charity, Thompson Child and Family Focus. We wanted to know if this made sense from a charity's point of view.

Will loved the idea—especially the consultancy and advice it would include. As he pointed out, “As much as the \$25K grant is helpful, having the Frontier Foundation roll up their sleeves and work with us on improving our effectiveness via software will be invaluable.”

That settled it.



Helping Thompson find a better software solution

With the approach green-lit, we brought together a team from across the firm to map out how we could help. We wanted to know what was working and what wasn't. And we wanted to explore opportunities for investment that would enable Thompson to better fulfill on its mission.

First, we assessed Thompson's current tech stack. Like many organizations, technology had been added over time. Some was perfectly ok for what they needed. Some less so. It was an important eye-opener for Will Jones, "It was so useful to get an overview of what technology we currently have and what we need—I never had visibility into our full tech stack before."

The next step was to explore what would have the greatest impact for the charity. With significantly higher demand for remote services, TelePsych was the obvious answer. And, talking to Will and his team, it became clear that the solution they had in place simply wasn't fit for purpose.

We were able to leverage our relationships and expertise in the software space to find the right partner to help. Our team was on hand throughout, from forming a shortlist to helping Thompson assess different options and make a final selection. We then made the \$25k grant to get the implementation underway.

As of the time we're writing this overview, this process is in progress with a go-live date targeted at early 2023. Once live, this new capability will enable the charity to expand the reach of its services, accelerate the speed of care, and improve efficiency. Ultimately, it will help Thompson have a bigger impact on the people who need it most.



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Will Jones, CEO, Thompson Child and Family Focus.

Going beyond time and money

This initiative has shown that making the greatest impact is not simply a matter of donating money and time. Of course, doing so is a critical part of the picture, but we needn't stop there.

As Andrew Lindner, the Frontier Growth Foundation Chairman says, "This has been such a valuable experience for everyone involved. It's provided a model for how we can continue to expand the work we do with the charities we support. By leveraging Frontier Growth's core expertise, we've helped Thompson provide behavioral health services to more people who need them—a very worthy accomplishment that could change many people's lives."

Learn more about the Frontier Growth Foundation at frontiergrowth.com/frontier-growth-foundation

Discover more about the great work done by Thompson Child and Family Focus at thompsoncfff.org

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Andrew Lindner, Frontier Growth Foundation Chairman



We Should Talk

Wherever you are on your growth journey, we'd love to discuss how we can help.

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