



Opportunity Partners
Business Services

CASE STUDY

Indie Do Good

Indie Do Good, based in Chanhassen, helps companies with back-end logistics such as warehousing, shipping, and supply chain management as well as front-end services such as website design and branding strategy. Its mission is to champion entrepreneurial companies that do good for the community. Some of its clients include *Giften Market*, *Sun Leaf Naturals* and *Odele Beauty*.

Opportunity Partners teamed up with Indie Do Good in 2020 to provide a Supported Employment Team on site to package and ship 5,000 pool noodles every week.

The process is complex, but the team manages it with accuracy and speed. Tasks include packaging pool noodles by color, length and quantity, five per bag. They also measure, cut and seal the bags, and do all the labeling for shipping.

Indie Do Good Owner/Founder Susan Otten believes in OP's labor solutions because her company mission aligns with OP's mission of advancing the lives of people with disabilities. **"There's nothing but good that can come from this relationship,"** she said.

The OP team also assists with other lines of business as time allows. "It was great to see the team expand their work and help in other areas, especially during the busy holiday season," said Otten. She also sees added value in having the OP team on site. "They contribute to our culture," she said. "They are part of the team. Everyone appreciates them."

Challenges:

- Demand for Indie Do Good's pool noodles surged when the pandemic forced people to stay close to home for their sports and recreation needs.
- While thrilled with the increased demand for their products, Indie Do Good faced the challenge of hiring enough warehouse labor to meet the need.

Solutions:

- A supervised OP team helps Indie Do Good tackle the work. The team provides consistent labor solutions, Monday- Friday. Otten says the team provides needed workforce support and meaningful contribution to the company's work culture.

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952-930-4201 | partner@opportunities.org | opportunities.org/businesses