Business Plan

Non-Profit Organization

Prepared By:

TMRW, Inc. Board of Directors

April 2020

TABLE OF CONTENTS

Introduction 3
1. Executive Summary 5
2. Organization Overview 6
3. Business Description 7
4. Programs 8
5. Operating Plan 11
6. Marketing plan 14
7. Financial Plan 15
8. Recognition 17
9. Appendix 18
    i. Financial Plan 18

INTRODUCTION

Future planning and preparation are necessary, yet lacking, skills many individuals do not possess. The core of future planning consists of financial consciousness and decision-making skills, as well as being willing to accept new experiences and expanding restricted modes of thinking. TMRW was founded to provide these fundamental skills to a wide range of individuals who desire to plan for a better tomorrow.

NOTE:

This business plan for the TMRW, Inc. organization is a living document. This is to be reviewed annually, or as deemed necessary by the organization's Board of Directors. Updates to this documents can come via changes in organization procedures, programs, funding sources, director requests/changes, and other impacting aspects to the operations of the organization.

THIS PAGE INTENTIONALLY LEFT BLANK

1. EXECUTIVE SUMMARY

TMRW, Inc. is a non-profit organization focusing on preparing young adults with necessary skills to plan for a better tomorrow. The four main ideals that TMRW will utilize are Teaching, Motivating, Reaching, and Willing – hence, the TMRW name. Initial focus or target groups will be for young adults approaching adulthood being presented with an array of decisions bolstering future influencing ramifications. Participants will be educated and taught skills, such as financial competence and decision-making tools, to ensure they are adequately prepared for future endeavors. Encouraging and motivating the participants is key to instilling a confidence level high enough for them to implement the skills being gained. Allowing for these young adults to set lofty goals and know with their acquired skillset those goals are attainable is imperative to developing young adults into bright, future societal influencers. Lastly, TMRW will allow for these individuals to utilize these newly possessed skills in a practical settings for them to willingly witness the importance of these new abilities.

Financially, the organization will rely heavily upon donations, whether that is monetarily or volunteering. Funds will be utilized to give participants opportunities to grow culturally via local social or prearranged organizational events. Time donations via interactions with participants in the form of presentations or hands-on demonstrations will be just as important and influential as providing funding for the individuals through the organizational programs.

Without a solely purposed organization based on future preparations in the area, TMRW, Inc. will be a well welcomed addition to a community lacking youth encouragement and future planning importance to bring about change to a stagnant mindset of situational complacency. TMRW will focus on informing and educating participants to understand that opportunities are plentiful with unwavering determination to succeed and willingness to implement tactics for an ever evolving world.

2. ORGANIZATION OVERVIEW

Mission statement: Educating individuals to prepare them with necessary skills that are pertinent to a successful future.

TMRW, Inc. is a 501(c)(3) tax exempt, non-profit organization focusing on preparing and educating individuals to prepare and plan for a better tomorrow. The four principles of teaching, motivating, reaching, and willing are utilized to prepare participants for a better future, which is the origin of the organization name of TMRW. Focus and educational areas include financial planning, cultural enrichment, and providing tools to help with important life decisions. The organization is organized exclusively for educational purposes under section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code.

The TMRW, Inc. organization was founded when there was an evident need to provide individuals with proper exposure to help plan and prepare for a better tomorrow. Many individuals do not possess the necessary skills to have a successful, stable transition into adulthood. To no fault of their own, young adults are not equipped with basic skills from lower level schooling prior to college to have a successful transition into young adulthood. TMRW wants to provide opportunities to share knowledge needed to make this transition as seamless and efficient as possible for participants. The current Board of Directors shares the passion for providing these imperative skills to the future, and possible past, generations. These members will serve as the original employees executing program needs to aid in the growth and development of an evolving organization.

Target groups for TMRW as an outreach organization include anyone wanting to develop their preparation skillset for future endeavors. Initially, focus groups will be targeted toward those individuals approaching the time for transition into young adulthood as outlined in the Business Description section of this document. Programs that will be available for participants include financial planning, college preparations, alternative paths forward, and others that could be beneficial. Programs and their details are defined in the Programs section of the document.

As a non-profit, the organization relies heavily on donations, both monetarily and volunteer time. Financially, grants from organizations, companies, and government entities will also be integral in the success of the organization. Local organizations will be utilized to gain traction within the community and be an important element to the growth of the organization, both monetarily and geographically.

3. BUSINESS DESCRIPTION

The current generation of minors entering adulthood lack basic skills needed for a successful future. Results from a general survey of college students, many of them do not understand the importance of budgeting. Not understanding and following an outlined budget can lead to unnecessary financial struggles that could be avoided. That is one primary focus of TMRW, providing individuals with important skills to help with their preparation for a brighter future. Many young adults learn by trial, which typically leads to early debt and misuse of finances that bears ramifications far beyond the immediate future. This is only one component of the organization with another focus area being cultural enrichment. Experiences, both socially and culturally, drastically influence a young, developing mind. Exposure to atypical events such as ballets, concerts, live plays, and other impactful cultural influences are imperative to expanding thinking boundaries beyond normal standards. Limited thinking leads to missed opportunities. TMRW wants to work to eliminate the fear associated with decision-making processes and educate participants of financial stability and its importance, while instilling important characteristics and traits such as community service and involvement.

TMRW, Inc. has an initial focus group for those young individuals approaching adulthood presented with life changing decisions, such as college selection, field of study determination, workforce entrance and other aspects requiring life impacting decisions. Currently in the geographical area, there are no known organizations with a primary focus of future planning and preparation. The Board of Directors for TMRW are actively involved in local schools and organizations outside of the organization to bring about change via community involvement. This community interaction aided in the determination for the need of an organization to provide these fundamental skills.

4. PROGRAMS

TMRW plans to provide a wide range of programs to its participants. Initially, the organization aims to target specific areas deemed important for developing a solid foundation that can be expanded over time as growth occurs. Focus groups initially are young adults beginning to make life and future impacting decisions. Below is a list of the initial programs TMRW will implement in the early stages of the organization formation.

1. Future Planning

Goal: Give participants skills necessary to decision making processes for their future.

The purpose of this program will be to provide participants with a base knowledge moving forward in their lives. Young adults entering into adulthood are pressured to make life changing decisions quickly as they graduate high school. One primary focus of this program is to give these young participants skills necessary for moving forward, whether it is for selecting a college, a course of study, pursuing a trade, or becoming a licensed professional. Presenting participants with different scenarios, while understanding and considering their personal goals and aspirations, will provide an atmosphere conducive to their decision making processes moving forward.

2. Financial Consciousness

Goal: Give participants skills necessary for financial planning and its importance.

The purpose of this program is to inform participants of the importance of financial stability, savings, and credit history. Many young adults do not possess the knowledge needed for financial planning. Understanding the importance of future financial stability, such as saving, investing and retirement funds, is integral to ensuring their future success. Providing more in-depth information regarding student loans and its repayment processes will grant the participants the tools necessary for making a more informed decision in regards to their financial future. The primary mistake in regards to student loans is taking more than what is needed, which alters the benefit of the resource making it into a detrimental burden. Other important components, such as individual credit history and investments, will be discussion topics as well.

3. Community Outreach/Service

Goal: Instill the importance of giving back to those in your community.

The purpose of this program to instill the importance of giving back to your community. TMRW strides to teach participants to not lose community ties after outgrowing current situations. The best way to aid in community growth is by giving back. One way to do that is to teach newly acquired skills to those in the community to provide means for them to implement in a similar manner of the participants. Other aspects can include community beautification and community improvements for cohesion.

4. Social Enrichment

Goal: Cultural and social exposure to expand restricted thinking.

The purpose of this program is to expand the social and cultural ideals based on exposure to different events. Attending events and venues such as live plays, concerts and museums will provide exposure important to growth and acceptance of carrying cultural aspects. Possessing the ability to understand and accept different societal traditions allows for adaptability which is imperative to future success.

For the immediate commencement of these programs, a joint overall implementation has been adopted by the Board of Directors. Basically, the programs will be one component an overall "Plan" for participants who are involved in the organization. This will allow for the growth of the organization in all aspects to ensure that we will be moving toward an organization that is effectively and efficiently providing the outlined mission and purposes.

SWOT Analysis

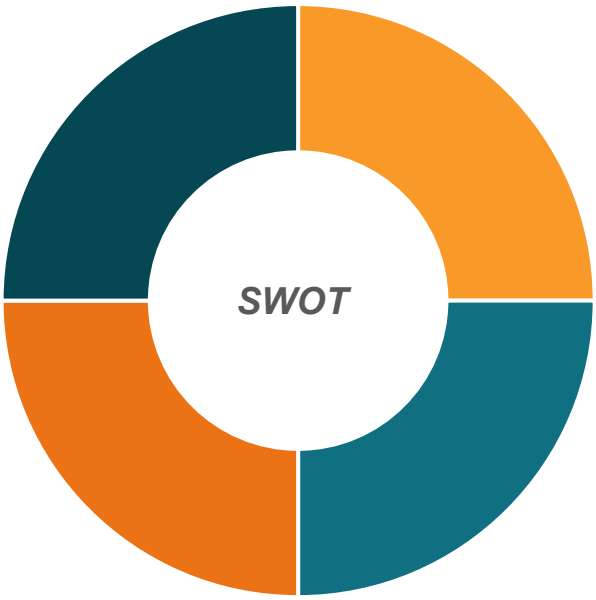
This analysis allows for the review of the current state of the organization and helps identify areas that are working well, chances for improvements, and investigating outside components that influence the workings of the organization.

STRENGTHS

- Diverse Board of Directors
- Community Connections
- Vision

WEAKNESSES

- Financial Contributions
- Starter Organization
- Location
- Relying Heavily on Grants/Donations



OPPORTUNITIES

- Expansion to other Domains
- Collaboration with other Organization
- Understanding Needs to Participants

THREATS

- Other Organizations
- Limited Financial Commitment from Parties
- Uncertain Economic Developments

5. OPERATING PLAN

Organization operations will be handled by the TMRW, Inc. Board of Directors (BoD). Below is a list of the directors and their initial duties.

Chief Executive Officer (CEO) – Ensures the organization fulfills its goals and meets mission statement; coordinates with other directors to ensure issues are resolved for progression of the organization in meeting objectives; presides over board meetings; serve as final board decision; other duties as assigned

Chief Financial Officer (CFO) – Manages the finances of the organization (funds arriving/funds expended); arranges meetings with potential sponsors for funding; prepares budgets/fund allocations for the organization for board review and approval; be a voting board member; other duties as assigned

Chief Operating Officer (COO) – Arranges community outreach; ensures seamless day-to-day public engagement; manages the programs within the organization (including funding requests/changes); informs board of possible changes in operations (location changes, new participants, etc.); be a voting board member; interacts with sponsors and participants; other duties as assigned

Director of Marketing (DOM) – Ensures that company information is shared publically; arranges marketing/networking/communicating opportunities within desired communities; maintain website; stay abreast with community engagement and possible areas of interest for expansion; be a voting board member; other duties as assigned

Chief of Staff/Operations Manager – Ensures schedules are kept; meetings are completed and conducted properly (agenda items are drafted and addressed during board meetings); official minutes are kept and made available; paths forward are shared following meetings and decisions; ensures daily needs for the organization are met (materials are stocked, preparation for events are met, etc.); provides federal/local governments with organization updates of finances/future paths forward; coordinates interactions between other board members; be a voting board member; other duties as assigned

Special Advisors to the Board of Directors – Advises Board on issues regarding financial developments and other organizational impacts; participates as Subject Matter Experts (SMEs) for bylaw implementation and national/federal/state/local ordinances, laws and policies for NPOs; other duties as assigned

Public Relations Liaison/Historian – Connects potential opportunities of the organization via social media (Facebook, Instagram, Twitter, Linked In, etc.); manages social media pages and informs BoD of other social events surrounding the organization that would be potential connections; serve as the connection of the digital world and the organization; work closely with DOM for organization flyers, website updates, etc.; document organization events and maintain archives of the organization for future displays; other duties as assigned

Board of Directors and their duties will be reviewed annually.

The BoD will meet at least twice monthly to discuss present important issues in the organization. Frequency of meetings will be determined by the current state of the organization. During above normal organization participation, the BoD will have to meet more frequently to ensure the organization continues seamless operations.

Regularly scheduled Board Meetings will be held on the first (1) and third (3) Sunday of the month. If necessary, more meetings will be scheduled. Requests of members unable to attend should be made known no less than three (3) days prior to the meeting time (by the prior Thursday leading into the regularly scheduled meeting date).

Agenda items for the Board Meetings must be submitted at least three (3) days prior to the scheduled meeting date (by the prior Thursday leading into the regularly scheduled meeting date).

In the absence of the CEO, the COO will serve as the interim final decision for BoD matters. If the CEO and COO are unavailable, the CFO will serve as the interim final decision for BoD matters. If the CEO, COO and CFO are unavailable, the DOM will serve as the interim final decision for BoD matters. If the CEO, COO, CFO and DOM are unavailable, the Chief of Staff will serve as the interim final decision for BoD matters.

Upon the dissolution of the organization, assets shall be distributed for one or more exempt purpose(s) within the meaning of section 501(c)(3) of the Internal Revenue Code, or corresponding sections of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose.

Board of Directors are required to review, sign, and date an annual conflict of interest policy. This policy addresses the following topics:

1. Personal gains from organizational operations
2. Compensation and procedures for its determination
3. Conflict of interest documentation
4. Prohibited Acts
5. Procedures for addressing conflicts of interest

NOTE:

Reporting dates for agenda items and absence from board meetings will not have to be enforced when unscheduled meetings outside of the standing bimonthly set meetings. Members should promptly inform the BoD of their potential topics of discussion or absence of the unscheduled meeting.

6. MARKETING PLAN

Establishing an attainable plan for methods to reach the largest and most diverse group of individuals will more benefit the TMRW organization. Below will be methods for ways to involve and inform the public of the workings of TMRW, Inc. to aid in initial development and growth of the organization.

1. Personal Experience/Support

This method will be most utilized in the beginning stages of the organization as the funding is limited. Under this method, talking with neighbors, family and friends will be the best way to share the organization's goals.

2. Website Promotion

Organizations use the Google promotion feature to have their organization as one of the top suggested results when a google search is done. This method could be a great initial investment to have the organization as a popular result for searches with keywords in the specific area. Social media is an important aspect of businesses in this technologically advanced world. This allows for reaching a wide range of possible participants, volunteers, and funding sources almost instantly. Social media updates will be a key component to organization recognition.

3. School Outreach

Local schools will be the primary target group for the participants within the TMRW programs. Communication with school counselors to allow for visits to target groups will boost the knowledge and goals of the organization to the target groups. Local high schools and colleges are primary target groups for the organization initially.

4. Community Outreach

Summer programs in the area are highly populated. A wide range of participants attend summer vacation programs, vacation bible school, church events, and a plethora of other proceedings that will provide a means to share the dealings of the organization. Flyers at local stores and shops with heavy foot traffic will expand the audience reached.

5. Partnerships

Partnering with other organization, both non-profit and for profit, within the area is a key method for organization promotion. Event sharing within the community with proven success allows for an opportunity to share the organization principles and gain recognition.

7. FINANCIAL PLAN

NOTE – This section is to be updated quarterly to allow for frequent review to ensure funding is managed properly and documented accordingly.

Organization success is specifically dependent upon financial planning. It is imperative to have a clear financial plan of attack to ensure success of the organization. The financial charts (Appendix A) depict the projected expenses and revenue anticipated to get the organization started.

In Appendix A, the revenue and expenses depicted in the first chart do not begin until August of the current year. This is to allow for 501(c)(3) application approval time of 6 – 8 weeks after submittal before accounting for any funds flowing through the organization.

Expenses

Estimated expenses are difficult to quantify in a dynamic market such as that for non-profit organizations. A breakdown for each anticipated expense is provided below.

To start, some expenses such as salaries, rent, and utilities do not have values associated with them for the initial start-up of the organization. Currently, it is expected to have all volunteers and board members to aid in the commencement of the organization. Also, to start, the organization will not have a building location requiring rent or utility payments.

1. Marketing – covers flyers, social media ads, mailings, google promotions and other components deemed important for initial marketing strategy as well as any materials needed during outreach events.
2. Website – covers the organization website rights, emails and other web based needs, such as web design and logo/branding.
3. Phone – covers purchase of organization phone to have a clear line for organization related communication.
4. Travel – covers miniscule amount of travel that may be required of a board member to fulfill duties associated with organization promotion or growth, including but not limited to outreach and potential partnerships meeting for expansion.
5. Legal – covers anticipated legal documentation that could be utilized for grant writing and keeping abreast with non-profit requirements, such as taxes and annual recognition.
6. Office Supplies – covers other supplies needed to post promotional materials throughout the specified region or target area.

Revenue

Below are early identified sources of revenue for the organization. As a non-profit organization, relying heavily on donations and grants are the most effective methods to generate funds to keep the organization operating. Primary methods of revenue include:

1. Grants
2. Donations
3. Company Non-Profit Requirements
4. Fundraising

One component we are focusing our efforts toward for revenue generation is larger corporations outreach budgets. Larger corporations and other companies have instilled an operating budget to help local organizations, especially non-profits in the area. Appealing to larger companies like Kroger, Publix, Wal-Mart, McDonald's, Chick-fil-A will allow for an initial surge of funding to aid in the advancement of TMRW, Inc.

Fundraising is an important component of any successful not-for-profit organization. Operating budgets typically are not large for the smaller, new non-profit organizations. Properly utilizing fundraising techniques, such as partnerships with larger organization or local businesses benefit nights, will aid in the offset of funding needs that cannot solely be fulfilled by grants and donation. Fundraising is an imperative tool to be mastered as it can offer a sure method of organizational revenue, as compared to grants, which can be awarded to other organizations.

All income for the organization will be utilized in a manner that does not that does not subject the organization to tax. In conjunction, the foundation will not:

- engage in any act of self-dealing;
- retain any excess business holding;
- make any investments to subject the organization to tax; and
- make any taxable expenditures.

As the organization grows in the subsequent years following the current start-up year, other initial costs will be added and maintained as necessary during quarterly review of the current financial state of the organization.

NOTE TO CONTRIBUTORS:

TMRW, Inc. organization reserves the right to utilize contributions made at the discretion of the organization to meet purposes consistent with exempt purposes as outlined in the 501(c)(3) code of the Internal Revenue Service.

8. RECOGNITION

As a TMRW, Inc. organization Board of Directors Member, by signing below, you acknowledge your approval of this Business Plan and commitment to upholding and executing the components specified in this document to the best of your ability during your service as a Board Member.

Troy LeSean Ephriam, Jr.
Chief Executive Officer (CEO)

Jamarius ReShaud Carvin
Chief Financial Officer (CFO)

Dana Shanell Waller
Chief Operation Officer (COO)

Amos Jack Lindsey
Director of Marketing (DOM)

Kimberly Nichole Lyde
Chief of Staff/Operating Manager

9. APPENDIX

i. Financial Plan

START-UP COSTS													
TMRW, Inc.													
REVENUE	**JAN**	**FEB**	**MAR**	**APR**	**MAY**	**JUN**	**JUL**	**AUG**	**SEP**	**OCT**	**NOV**	**DEC**	**YTD**
Grants								$1,000		$1,000		$2,500	$4,500
Fundraising								$500	$500	$500	$500	$500	$2,500
Other Revenue								$200	$200	$200	$200	$200	$1,000
Gross Revenue	$0	$0	$0	$0	$0	$0	$0	$1,700	$700	$1,700	$700	$3,200	$8,000
EXPENSES	**JAN**	**FEB**	**MAR**	**APR**	**MAY**	**JUN**	**JUL**	**AUG**	**SEP**	**OCT**	**NOV**	**DEC**	**YTD**
Salaries & Wages													$0
Marketing / Advertising								$500	$250	$250	$250	$250	$1,500
Rent													$0
Utilities													$0
Website Expenses								$550	$200	$200	$200	$200	$1,350
Internet/Phone								$500	$250	$250	$250	$250	$1,500
Travel								$100	$100	$100	$100	$100	$500
Legal / Accounting										$500			$500
Office Supplies								$500	$250	$250	$250	$250	$1,500
Total Expenses	$0	$0	$0	$0	$0	$0	$0	$2,150	$1,050	$1,550	$1,050	$1,050	$6,850
NET INCOME	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**($450)**	**($350)**	**$150**	**($350)**	**$2,150**	**$1,150**

START-UP COSTS				
TMRW, Inc.				April, 2020
COST ITEMS	**MONTHS**	**COST/ MONTH**	**ONE-TIME COST**	**TOTAL COST**
Advertising/Marketing	5	$450	$500	$2,750
Employee Salaries*				$0
Employee Payroll Taxes and Benefits				$0
Rent/Lease Payments/Utilities				$0
Postage/Shipping	5	$50	$100	$350
Communication/Telephone	5	$250	$500	$1,750
Computer Equipment				$0
Computer Software				$0
Insurance				$0
Interest Expense				$0
Bank Service Charges				$0
Supplies	5	$250	$500	$1,750
Travel & Entertainment	5	$100		$500
Furniture & Fixtures				$0
Security Deposit(s)				$0
Business Licenses/Permits/Fees			$1,250	$1,250
Professional Services - Legal, Accounting			$500	$500
Cash-On-Hand (Working Capital)				$0
Miscellaneous			$500	$500
Contingency (15%)	1	$1,403		$1,403
ESTIMATED START-UP BUDGET				**$9,350**