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**Executive Summary**

[United for Child Hope Foundation Inc.] is a non-profit organization established in [Santa Barbara], California in [1999]. Over [20 years], the organization organizes fundraising campaigns and events to support children living temporarily in a housing facility. The organization plans to open a new facility and increase the number of successfully adopted children by the end of the year.

**Company Overview**

[United for Child Hope Foundation Inc.] consistently organizes fundraising activities to support its child welfare programs. The funds raised during these activities go as far as creating a safe and healthy environment that every child deserves to live in. These at-risk children that the organization supports are either homeless, orphaned or abandoned.

**Mission Statement**

[United for Child Hope Foundation Inc.] seeks to provide an avenue for deprived children in Santa Barbara to receive the love and care they deserve through proper health care, education, and a better social support system.

**Core Values/Philosophy**

[United for Child Hope Foundation Inc.] strives to uphold the following core values in every fundraising activity of the organization:

* **Accountability** - We make sure that every penny our sponsors and partners provide is efficiently used to achieve our goals for the [children’s welfare].
* **Collaboration** - We cooperate with organizations and fostering parents to create a supportive and encouraging environment for children.

**Vision**

[United for Child Hope Foundation Inc.] envisions a world where every child fully enjoys his/her right to education, health, protection, and social development.

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| **COMPANY SWOT ANALYSIS** | |
| **INTERNAL FACTORS** | **EXTERNAL FACTORS** |
| **Strengths** | **Opportunities** |
| * Conducts effective fundraising with a growing total income from multiple sources of different types * Already has a strong, global brand image | * California government has approved new laws for child welfare as well as the youth * The use of social media in spreading information |
| **Weaknesses** | **Threats** |
| * The organization usually has insufficient staff for the fundraising events * A limited number of sponsors and partners | * Government tax regulations * Complicated adoption laws and regulations |

**Business Concept**

**Product/Service Offered**

[United for Child Hope Foundation Inc.] conducts child welfare and educational programs that also involve the child’s immediate or foster family. It has a facility in [Santa Barbara, California] that houses dozens of children before they are adopted by a qualified foster family.

**Benefits to Clients/Customers:**

[United for Child Hope Foundation Inc.] caters to the following needs of the children:

* Education
* Proper health and nutrition
* Child protection
* Supportive social environment

**Target Customers:**

[United for Child Hope Foundation Inc.] caters to all underprivileged children below [18 years] of age in [Santa Barbara, California]. The organization prioritizes children who are abandoned, abused, and at-risk living in their own homes or in the streets.

**Market Analysis**

**Trends**

[New bills] on child welfare have been passed into law in [2018] and are now effective as of [January 1, 2019]. Some of these laws require businesses to intensify its CSR efforts for child welfare and protection. In response, more large businesses, particularly those corporations that sell children’s goods, show great support to the organization through donations, grants, and fundraising sponsorships.

**Market Size and Revenue Potential**

[United for Child Hope Foundation Inc.] conducts fundraising programs to the community of [Santa Barbara, California]. The recent statistics show that about [71%] of the total children population in Santa Barbara is not given sufficient care and support. The organization aims to assist about 30% out of the [71%] by the end of [2019].

**United for Child Hope Foundation Inc. Growth Forecast for [2019]**

|  |  |  |
| --- | --- | --- |
|  | **FY 2018** | **FY 2019** |
| Successfully adopted children | 3,450 | 3,968 |
| New Children under Care | 1,000 | 1,250 |
| Funds Raised | USD 950K | USD 1.5M |

**Competition**

[United for Child Hope Foundation Inc.] considers these two organizations with similar advocacies as tough competitors in gaining donors and sponsors: Santa Barbara Children Center and Santa Barbara Children’s Foundation.

**Competitive Analysis**

|  |  |  |
| --- | --- | --- |
| **Company Name** | **Type of Fundraising Activity** | **Use of Online Media** |
| United for Child Hope Foundation Inc. | * Conducts art exhibits, fun run/walk, and small concerts | * Uses social media marketing to generate volunteers |
| Santa Barbara Children Center | * Conducts non-sport competitions, sports events, and fun run/walk | * Provides rich content on its website relative to its campaigns and events |
| Santa Barbara Children’s Foundation | * Conducts large concerts, auctions, and art exhibits | * Do not have a website |

**Strategic Key Performance Areas (KPAs), Goals, and Objectives**

**Legend:**

**Definition of Priority Levels**

**Priority Name Definition**

**High** Low Cost, High Impact   
**Normal** Average Cost and Impact  
**Low** High Cost, Low Impact

**Definition of Status**

**Ongoing** - The activity is on track/on schedule.

**At Risk** - There are issues facing the activity, but can still be resolved.

**On Hold** - A serious issue needs to be resolved before the activity can continue.

**Done**-Accomplished.

**KPA: Financial**

Goal: [United for Child Hope Foundation Inc.] aims to raise a total of [USD 2.5M] by the end of June 2019.

Objective: At the beginning of June, the funds raised will amount to USD 1.5M.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Items** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| Solicit sponsorship grants for the upcoming fundraising event | Vice Chairman, Corporate Secretary | April 10, 2019 | Ongoing | High |

**KPA: Children**

Goal: United for Child Hope Foundation Inc. aims to increase the number of successfully adopted children by [15%] during the [year].

Objective: At the end of [October 2019], about [2,000] children in the facility will be successfully adopted by qualified foster families.

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| --- | --- | --- | --- | --- |
| **Action Items** | **Owner** | **Target Date** | **Status** | **Priority** |
| Find 5 qualified foster parents to successfully adopt children within the facility | Chairman, Vice Chairman | April 12, 2019 | At Risk | High |

**KPA: Facility**

Goal: [United for Child Hope Foundation Inc.] aims to put up another facility to house children.

Objective: To complete the construction of the facility by the end of [2019].

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Items** | **Owner** | **Target Date** | **Status** | **Priority** |
| Find a major sponsor to fund the construction of the facility | Chairman, Vice Chairman | April 18, 2019 | On Hold | Low |

**KPA: Volunteers**

Goal: [United for Child Hope Foundation Inc.] aims to increase the number of volunteers by [3%] every month.

Objective: There will be a total of [50] new volunteers by the end of [October 2019].

|  |  |  |  |  |
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| **Action Items** | **Owner** | **Target Date** | **Status** | **Priority** |
| Encourage about 9 individuals to register as volunteers through social media marketing | Corporate Secretary, Vice Chairman | April 1-30, 2019 | Ongoing | High |

**Management Team**

A total of [10] esteemed board of trustees members manage the [fundraising activities, campaigns, and programs] of [United for Child Hope Foundation Inc.] Even with the difference in their fields, these professionals share the same advocacy and interest in child welfare.

**Financial Details**

|  |  |  |
| --- | --- | --- |
| **United for Child Hope Foundation Inc.** | | |
| **Balance Sheet** | | |
| [USD $] | | |
|  | **2018** | **2019** |
| **Assets** |  |  |
| Current Assets: |  |  |
| Cash | 1,587,000 | 2,837,000 |
| Accounts Receivable | 440,000 | 360,000 |
| Prepaid Expenses | 40,000 | 50,000 |
| Inventory | 60,000 | 70,000 |
| Total Current Assets | 2,127,000 | 3,317,000 |
|  |  |  |
| Property & Equipment | 120,000 | 130,000 |
| Goodwill | 50,000 | 50,000 |
| **Total Assets** | **2,297,000** | **3,497,000** |
|  |  |  |
| **Liabilities** |  |  |
| Current Liabilities: |  |  |
| Accounts Payable | 350,000 | 400,000 |
| Accrued Expenses | 200,000 | 340,000 |
| Unearned Revenue | 447,000 | 847,000 |
| Total Current Liabilities | 997,000 | 1,587,000 |
|  |  |  |
| Long-Term Debt | 300,000 | 450,000 |
| Other Long-Term Liabilities | 150,000 | 210,000 |
| **Total Liabilities** | 1,447,000 | 2,247,000 |
|  |  |  |
| **Shareholders' Equity** |  |  |
| Equity Capital | 700,000 | 900,000 |
| Retained Earnings | 150,000 | 350,000 |
| **Shareholders' Equity** | **850,000** | **1,250,000** |
| **Total Liabilities & Shareholders' Equity** | **2,297,000** | **3,497,000** |

|  |  |  |  |
| --- | --- | --- | --- |
| **United for Child Hope Foundation Inc.** | | | |
| **Cash Flow in [USD $]** | | | |
|  | For the Year Ending | 3-31-2019 | 3-31-2020 |
|  | Cash at Beginning of Year | 350,000 | 1,587,000 |
|  | Cash at End of Year | 1,587,000 | 2,837,000 |
|  |  |  |  |
| **Operations** |  | **2018** | **2019** |
| Cash receipts from | |  |  |
|  | Customers | 640,000 | 600,000 |
|  | Other operations | 350,000 | 450,000 |
| Cash paid for |  |  |  |
|  | Inventory Purchases | -100,000 | -120,000 |
|  | General operating and administrative expenses | -20,000 | -20,000 |
|  | Wage expenses | -80,000 | -80,000 |
|  | Interest | -10,000 | -15,000 |
|  | Income taxes | -18,000 | -20,000 |
| Net Cash Flow from Operations | | 762,000 | 795,000 |
|  |  |  |  |
| **Investing Activities** | |  |  |
| Cash receipts from | |  |  |
|  | Sale of property and equipment | 200,000 | 190,000 |
|  | Collection of principal on loans | 50,000 | 60,000 |
|  | Sale of investment securities | 60,000 | 70,000 |
| Cash paid for |  |  |  |
|  | Purchase of property and equipment | -120,000 | -130,000 |
|  | Making loans to other entities | -25,000 | -20,000 |
|  | Purchase of investment securities | -40,000 | -25,000 |
| Net Cash Flow from Investing Activities | | 125,000 | 145,000 |
|  |  |  |  |
| **Financing Activities** | |  |  |
| Cash receipts from | |  |  |
|  | Issuance of stock | 350,000 | 350,000 |
|  | Borrowing | 150,000 | 120,000 |
| Cash paid for | |  |  |
|  | Repurchase of stock (treasury stock) |  |  |
|  | Repayment of loans | -150,000 | -160,000 |
|  | Dividends |  |  |
| Net Cash Flow from Financing Activities | | 350,000 | 310,000 |
|  |  |  |  |
| Net Increase in Cash | | **1,237,000** | **1,250,000** |
|  |  |  |  |
|  | **Cash at End of Year** | **1,587,000** | **2,837,000** |