

# **The Nikolas Foundation**

## **Five Year Strategic Plan 2019-2024**

### **Executive Summary**

The Nikolas Foundation was founded to help special needs children and their families. We have established the Foundation to generate income from investments as well as ongoing donations to create a steady stream of money available to invest 'up close and personal' to help special needs children and their families to meet their daily needs that are not usually met by traditional programs or insurance.

We further look to build our fund-raising efforts through a multi-tiered approach. This approach will identify and engage with individuals, government entities and businesses to build a consistent funding flow to grow the Foundation.

We look to engage with local organizations as well as family organizations to identify special needs families to fund their needs.

### **Mission Statement**

The Nikolas Foundation was created to help special needs children and their families up close and personal.

### **Vision Statement**

The Nikolas Foundation vision is to raise funds to assist special needs children and their families based upon the specific requests of the family. Our goal is to give away 100% of the foundation net proceeds. Each family will be engaged in a 'one off' up close and personal manner. That means identifying families in need, meeting with those families to understand specific needs and to fund those needs directly from the Foundation.

## Values

Our values will be driven by the organization and the families we serve. Our intent is to value the family and its struggles with special needs children.

The Foundation will deal honestly with these families and will expect honesty in return. The foundation will respect the privacy of the families and children when it is requested and will be transparent in our intent and dollars for their specific needs. Integrity is the key to success, and is a key component in our dealings with the children and families we serve. We understand we will not be able to solve all the problems presented, but will strive to be fair and equitable in our decisions and be open with the families regarding our decisions and the criteria for those decisions.

We will work with clarity of understanding of our donors and will honor their donations with the veracity they expect when donating to a specific cause and this Foundation. We will also be transparent with our donors and share success stories as agreed by the families with the donors. We also will respect the privacy of donors as they require.

## Current state Analysis (SWOT)

Our greatest challenge at this point is that we are a new foundation in a world full of not-for-profits. We need to define our niche for the first two years as well as our out-year plans to grow the Foundation to be self-sustaining .

### **Strengths**

- Understanding of challenges faced by special needs families
- Core competencies of Executives and the Executive Advisory Board
- Focused Mission Statement in regards to how we approach our families and help

### **Weaknesses**

- Limited funding vs. perceived need
- Not yet defined engagement plan for special needs families, still developing
- Lack of experience in fund raising and not-for-profit organizations in the Executives

- Clear understanding of the competitive landscape in not-for-profits both in general and in our specific focus of special needs.
- No full-time management
- No defined fund raising methodology
- No defined methodology for reaching families

## Fundraising

We have defined four areas of fundraising for the Foundation. These are Philanthropic, Fund Raising Events, Developmental and Social Media and Web Site. We will define the plan for each as they will require different skill sets.

- Philanthropic – Defined as either one time or ongoing philanthropic donations from individuals or families. We believe this fundraising area will lead us to the self-sustaining Foundation to which we aspire. We will be defining the individual or families that may have a specific tie to Special Needs families and children and work to establish a relationship to both help identify Special Needs families as well as fund the Foundation to a self-sustaining mode.
- Fund Raising Event – as we have committed to a 100% disbursement of net funds raised, we will be defining a corporate sponsor membership for our fund raising efforts. We will look to these sponsors to offset costs in acquiring space and food in return for sponsorship support at the fund raising events. Our intent is to use the events to share the story of the foundation, share personal insights from special needs families we have identified and to request specific donations directly to the foundation based upon the donor's requirements. We will look to promote these events in a regional manner based upon our Executive contacts and those of our Executive Advisory Committee. We will also look to solicit local sponsorships and identify special needs families in each of these areas that can benefit from the Foundation.
- Developmental – defined as corporate or grant money. We will work to identify specific corporations or government grants that will allow us to fund specific needs of the Special Needs families. This will require both personal visits to share the vision of the Foundation as well as grant

writing requests. We will identify the key talents required for grant writing and engage on a basis of in-kind donations from the specific grant writer

- Social Media and Website - There has been substantial change in the way special needs families interact and find each other. In this day and age any plan to fund raise and reach families is not complete without a social media plan.

We have established a secure web site that is based upon a blog platform that allows us to tell the story and raise funds with a direct tie to a credit card clearinghouse. We also have the capability to share stories as we begin to engage with special needs children and their families.

We have established a presence on Facebook with a page that is linked to our web site so that when we share something it will automatically show up on our Facebook page and can be liked by the folks that follow us and shared with all their contacts.

We have begun to identify social media sites and web sites that exist as references to specific special needs families. We have begun an outreach to those areas to see if we can further promote our visibility and capabilities as we roll out the foundation.

To get better visibility to our web site we are also evaluating SEO (Search Engine Optimization) technologies and Google Ad Words that would drive more traffic to our web site. Both of these come with a cost so we feel they may be a little further out than other Social Media possibilities.

## Goals and Tasks

Goals for the first two years are modest as we work to understand the fit for the Foundation as well as get clearer focus on how we will move forward. In the third and out years we will begin to grow the foundation to achieve our goal of making it self-sustaining.

## **Year 1**

- Target and would anticipate raising approximately \$50,000
- Define 2 fund raising sponsors and host 2 fund raising events
- Define engagement model and deploy, define and prove how to find and engage special needs children and their families
- Define and deploy methodology for funding special needs children and their families
- Define social networks for fund raising and develop plan for utilization
- Engage Executive Advisory Board in planning and fundraising efforts. Work to use this group for a minimum of 40% of the funds raised.
- Define pathway and amount of funding needed to become self-sustaining

## **Year 2**

- Target and would anticipate raising approximately \$50,000
- Define 3 fund raising sponsors and host 3 fund raising events
- Identify and write grant proposals for a minimum of 2 Developmental fund raisers
- Identify one Philanthropic potential donors and engage for funding year 3 and beyond
- Develop on line and social media campaigns to include family successes and stories to generate a minimum of \$10,000 in funding from the public

## **Year 3**

- Target and would anticipate raising approximately \$200,000
- Define 3 fund raising sponsors and host 3 fund raising event
- Identify 3 philanthropic potential donors and engage for funding
- Develop on line campaign and update website to deliver a minimum of \$30,000 in funding through donations from the public

## Key Performance Indicators

Fundraising – Establish a minimum of 2 fundraising events per year with a target of \$50,000 from them

Execution and disbursement of funds – 100% of net funds distributed in the year they are raised.

Number of families or individuals assisted – with a goal of \$50,000 per year we will identify and fund no less than 5 families for help in each year.

## Human Resources

At this stage there is no plan to have full time or part time employees. As we better define the Foundation needs over the first two years we will re-evaluate these needs. It will mainly be driven by expansion of capabilities as well as total dollars raised. As we are limited in the first two years to raise no more than \$50,000 we see no need to have personnel.

## Risk Analysis

Risk 1: Raising funds at a sustainable level based upon goals

Risk 2: Identify children and families in need.

Risk 3: Disbursement of funds based upon a methodology that is fair, equitable and will result in the highest impact for the investment with each child and family.

## **Risk Mitigation**

Risk 1: With a goal of \$50,000 for the first two years we will approach the first year with a minimum of two fund raisers geared towards a banquet. We will work to have these banquets sponsored so we incur minimal costs for hosting. The objective of the fundraiser will be to raise awareness and direct donations to the foundation. We would like to have established a minimum of at least one special needs recipient to 'prove out' and support our mission. This will help building our value proposition to potential donors.

Risk 2: We identified this risk based upon some of our first encounters with potential ways to identify families. As expected, hospitals will not really

cooperate to identify. We have found communicating with local school districts have had some success to identify special needs families.

Special needs families have traditionally had a very close-knit group that supports those families. In the past, those families bonded in Doctors' offices, hospitals and communities around church and volunteer work. We have yet to find a way to connect to some of those groups but will continue to explore. We believe there may be a way through social media.

We will continue to ascertain avenues for identifying these children and families. We have begun to research social media and web sites as well as other potential referrals from places families may look for help. We have initially identified, in addition to schools, Councils of local Clergy, Medical Doctors, Social Work organizations and are working to identify local groups that support special needs.

We will also be focused initially only on areas where we have local contact. We have identified key people on our Executive Advisory Board as part of this so we will initially focus on Illinois, Michigan, Ohio and Utah. Between the Executive Advisory Board and Executives of the Foundation we have good connections to qualify children and families in need.

Once we have established these areas and have good successes, we will expand to cover the entire United States. We will work to establish at least one contact to 'own' each state and work with those opportunities that they will identify.

Through our research we found a niche need for adaptive playgrounds but will need to decide if that pursuit really fits our mission statement.

Risk 3: This is a risk that we believe will have to be engaged and working with potential children and families to find a way forward. The greatest concern we have about establishing a rigid methodology for vetting potential recipients is that we may miss someone with a real need. We realized there will probably be some mis-use of this and that we may inevitably donate to someone who will take advantage of the Foundation. We propose that we monitor this and adjust our methodology as we proceed.

## Financial Projections

### **Year 1 – Quarterly**

Quarter 1

Expected Revenues \$5,000

Quarter 2

Expected Revenues \$15,000

Quarter 3

Expected Revenues \$10,000

Quarter 4

Expected Revenues \$20,000

### **Year 2 – Quarterly**

Quarter 1

Expected Revenues \$5,000

Quarter 2

Expected Revenues \$20,000

Quarter 3

Expected Revenues \$10,000

Quarter 4

Expected Revenues \$15,000



**Year 3 – Quarterly**

Quarter 1

Expected Revenues \$20,000

Quarter 2

Expected Revenues \$50,000

Quarter 3

Expected Revenues \$60,000

Quarter 3

Expected Revenues \$70,000