



Business Plan 2023

www.changemefoundation.com

Founder: Jarvis Brunson

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CONFIDENTIALITY AGREEMENT

1. Definition of Confidentiality. As used in this Agreement, "Confidential Information" refers to any information which has commercial value and is either (I) technical information, including patent, copyright, trade secret, and other proprietary information, techniques, sketches, drawings, models, inventions, know-how, processes, apparatus, equipment, algorithms, software programs, software source documents, and formulae related to the current, future and proposed products and services of Company, or (ii) non-technical information relating to Company's products, including without limitation pricing, margins, merchandising plans and strategies, finances, financial and accounting data and information, suppliers, customers, customer lists, purchasing data, sales and marketing plans, business plans and any other information which is proprietary and confidential to Company.

2. Nondisclosure and Non-use Obligations. The recipient will maintain confidentiality and will not disclose, disseminate, or use any Confidential Information belonging to Company, whether in written form. Recipient agrees that Recipient shall treat all Confidential Information of Company with at least the same degree of care as Recipient accords its confidential information. Recipient further represents that Recipient exercises at least reasonable care to protect its confidential information. If Recipient is not an individual, Recipient agrees that Recipient shall disclose Confidential Information only to its employees who need to know such information and certifies that such employees have previously signed a copy of this Agreement.

3. Survival. This Agreement shall govern all communications between the parties. Recipient understands that its obligations under Paragraph 2 ("Nondisclosure and Non-use Obligations") shall survive the termination of any other relationship between the parties. Accordingly, upon the termination of any relationship between the parties, Recipient will promptly deliver to Company, without retaining any copies, all documents and other materials furnished to Recipient by Company.

4. Governing Law. This Agreement shall be governed in all respects by the laws of the United States, as such laws are applied to agreements entered and to be performed entirely within **United States** residents.

5. Injunctive Relief. A breach of any of the promises or agreements contained herein will result in irreparable and continuing damage to Company for which there will be no adequate remedy at law, and Company shall be entitled to injunctive relief and/or a decree for specific performance, and such other relief as may be proper (including monetary damages if appropriate).

6. Entire Agreement. This Agreement constitutes the entire agreement concerning the Confidential Information disclosed herein and supersedes all prior or contemporaneous oral or written agreements concerning such Confidential Information. This Agreement may only be changed by mutual agreement of authorized representatives of the parties in writing.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written below.

COMPANY:	RECIPIENT:
Name: _____	Name: _____
Signature: _____	Signature: _____
Date: _____	Date: _____
Title: _____	Title: _____

Purpose of the Business Plan

This business plan is written to describe Change Me Foundation's organizational activities and describe strategies to propel its growth as Change Me Foundation seeks the necessary funding to carry out its mission. The acquired funds will be used for the operating capital of the organization. Good market strategies will be in place to ensure that many target markets are informed about the organization's benefits. Change Me Foundation is poised to be successful and project adequate funding for the sustainability of the organization.

This business plan is also intended to provide a blueprint for the organization, details of its activities and implementation, and market insights to aid the feasibility study of the organization.

EXECUTIVE SUMMARY

"The measure of a society's greatness lies not in its grandest achievements, but in how it uplifts and supports its most vulnerable members."

Fort Lauderdale, Florida is a community brimming with untapped potential faces the formidable challenges of poverty, education disparities, and a range of other struggles. Nestled along Florida's pristine coastline, Fort Lauderdale is a vibrant city that exudes warmth, diversity, and a strong sense of community. However, beneath its sunny facade lies a deeper narrative that demands attention and action.

- **Poverty:** Fort Lauderdale faces significant poverty challenges, with a considerable portion of its population living below the poverty line. According to the U.S. Census Bureau's American Community Survey (ACS) data for 2020, the poverty rate in Fort Lauderdale stood at approximately 21.9%, higher than the national average of 11.4%¹.
- **Education Challenges:** Fort Lauderdale struggles with educational disparities, affecting both academic achievement and access to quality education. The Florida Department of Education's school performance data reveals persistent achievement gaps among students from



¹ U.S. Census Bureau

different socioeconomic backgrounds. Moreover, the city faces challenges related to high school graduation rates and college readiness².

- **Economic Inequality:** Fort Lauderdale experiences economic inequality, with a notable disparity in income distribution. The Gini coefficient, a measure of income inequality, reflects a significant gap between high and low-income households. This disparity can contribute to various social and economic challenges faced by the city³.
- **Affordable Housing:** The availability of affordable housing is a pressing issue in Fort Lauderdale. Rising housing costs, coupled with limited affordable housing options, contribute to housing insecurity and homelessness in the city. The lack of affordable housing exacerbates the challenges faced by low-income individuals and families⁴.
- **Crime Rates:** Fort Lauderdale has faced challenges related to crime rates in certain areas. The city has made efforts to address this issue through community policing initiatives and targeted crime reduction strategies. However, crime rates remain a concern, particularly in certain neighborhoods⁵.

Addressing these challenges requires a multi-faceted approach involving collaboration between government agencies, community organizations, and stakeholders.

The Change Me Foundation is a Fort Lauderdale-based 501(c)3 nonprofit organization dedicated to fostering positive change and transformation in communities across the globe. With a focus on empowering individuals and addressing social issues, the foundation has been

² Florida Department of Education

³ U.S. Census Bureau

⁴ Sun Sentinel

⁵ City of Fort Lauderdale]

instrumental in driving impactful initiatives in various areas such as education, healthcare, poverty alleviation, and environmental sustainability.

By leveraging strategic partnerships, innovative programs, and the collective power of volunteers, the Change Me Foundation has consistently made a significant difference in the lives of those in need. Through targeted interventions and a holistic approach,



the foundation has successfully tackled complex challenges, contributing to the betterment of communities and the overall well-being of individuals.

In the field of education, the Change Me Foundation has implemented initiatives to improve access to quality education for marginalized communities. By establishing scholarships, mentorship programs, and educational infrastructure projects, the foundation has helped countless students overcome barriers and unlock their full potential. Through these efforts, it has aimed to bridge the educational gap and create equal opportunities for all.

Recognizing the pressing issue of poverty, the Change Me Foundation has spearheaded numerous poverty alleviation programs. By providing vocational training, microfinance opportunities, and entrepreneurship support, the foundation has empowered individuals to become self-sufficient and break the cycle of poverty. Additionally, through collaboration with

local organizations and government agencies, the foundation has implemented sustainable livelihood programs to uplift entire communities and improve their economic conditions.

The foundation's commitment to social impact extends to healthcare as well. It has launched health awareness campaigns, conducted medical camps, and facilitated access to healthcare services for underserved populations. By focusing on preventive healthcare and awareness, the foundation has aimed to improve overall health outcomes and reduce the burden on healthcare systems.

Change Me Foundation's tireless efforts, unwavering commitment, and collaborative approach have made a significant impact on communities worldwide. By addressing critical social issues such as education, poverty, and healthcare, the foundation has been instrumental in creating positive change and empowering individuals to build better lives. With continued support and collective action, the foundation aims to expand its reach and continue its mission of transforming lives and communities for the better.

FINANCIAL AND STRATEGIC PLANNING

Financial Planning

Change Me Foundation is committed to ensuring the sustainability and growth of the organization through strategic revenue generation. The organization recognizes the importance of financial stability in order to continue providing high-quality programs and services to the community. To achieve this, Change Me Foundation will employ various revenue generation strategies.

- **Grants:** The organization will actively seek grants from government agencies, foundations, and other funding sources that align with its mission and objectives. By carefully researching and identifying grant opportunities, Change Me Foundation aims to secure financial support to expand its programs and reach a wider audience.
- **Sponsorships:** Change Me Foundation will establish partnerships with local businesses, corporations, and community organizations to secure sponsorships. These sponsorships can take the form of financial contributions, in-kind donations, or collaborations on specific initiatives. By cultivating strong relationships with sponsors, the organization can access additional resources and funding to enhance its programs and services.
- **Donations:** Individual donations from community members, parents, alumni, and supporters will play a crucial role in sustaining the organization. Change Me Foundation will actively promote and encourage donations through various channels, such as online platforms, fundraising events, and targeted campaigns. These contributions will directly contribute to the organization's financial stability and enable it to continue its mission of empowering youth.

- **Fundraising:** Change Me Foundation will organize fundraising events and initiatives to engage the community and generate additional financial support. These events may include benefit concerts, auctions, charity runs, or community-based campaigns. By involving the community in fundraising efforts, the organization can create a sense of ownership and shared responsibility for its success, fostering a strong support network.

Through a strategic and diversified approach to revenue generation, Change Me Foundation aims to ensure the long-term sustainability of its programs and services.

2023	
Contributions	\$ 222,500.00

2024	
Contributions	\$ 601,925.00

Projection Basis:	
Grants	75,000.00
Sponsorships	10,000.00
Donations	2,500.00
Fundraising	135,000.00

Projection Basis:	
Grants	450,000.00
Sponsorships	10,300.00
Partner Donations	2,575.00
Fundraising	139,050.00

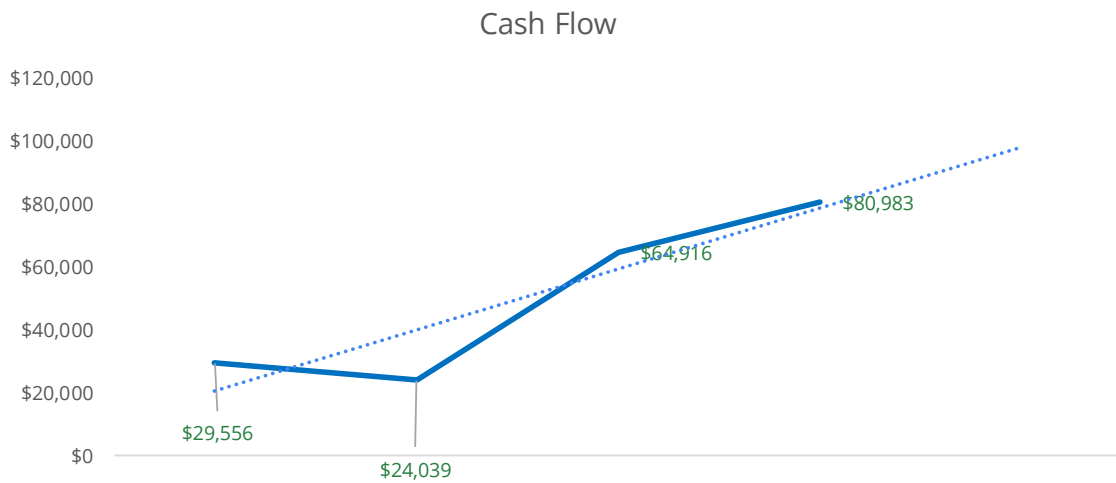
2025	
Contributions	\$ 932,983.75

2026	
Contributions	\$ 979,632.94

2027	
Contributions	\$ 1,028,614.58

Operating Expenses		2023	2024	2025	2026	2027
Branding	Marketing	5,000	5,150	5,408	5,570	5,737
	Video/Photography	750	773	811	835	861
	Public Relations	500	515	541	557	574
	Fundraising Events and Initiatives	5,500	5,665	5,948	6,127	6,310
Occupancy	Facility Lease, Utilities, & Other Expenses	14,000	42,000	42,420	42,844	43,273
	Facility Maintenance and Upkeep	3,500	7,500	7,575	7,802	8,036
Administrative	Business Insurance	300	309	324	334	344
	Software/Subscriptions (Quickbooks, Zoom, etc)	2,000	2,060	2,163	2,228	2,295
	Telecommunications	300	309	324	334	344
	Website Domain & Hosting	1,800	1,854	1,947	2,005	2,065
Programming	General Office Supplies	500	515	541	557	574
	Consultant Fees	3,000	3,090	3,245	3,342	3,442
	Staff Mileage & Gas Reimbursement	2,000	2,060	2,163	2,228	2,295
	Professional Services (Bookeeping)	2,500	2,575	2,704	2,785	2,868
	Walk In My Shoes 5K Event	25,000	25,750	26,523	27,318	28,138
	Thanksgiving Giveaway	10,000	10,300	10,609	10,927	11,255
	Christmas Giveaway	10,000	10,300	10,609	10,927	11,255
Outreach/Support	50,000	51,500	53,045	54,636	56,275	
	Stipends for Case Management Services	2,000	2,060	2,122	2,185	2,251
	STEAM Program Expenses (supplies, refreshments, equipment, student incentives, etc)	10,000	10,300	10,609	10,927	11,255
	Educational Program Expenses (supplies, refreshments, equipment, incentives, etc)	10,000	10,300	10,609	10,927	11,255
	Support Group Events/Activities	3,500	3,605	3,713	3,825	3,939
	Program Evaluative Tools	500	515	530	546	563
	Contractual Labor (Grant Writing, Consultants, etc)	10,000	10,300	10,815	11,139	11,474
	Miscellaneous Expenses	5,000	5,150	5,408	5,570	5,737
Total Annual Operating Expenses		177,650	214,455	220,705	226,477	232,415

Salaries and Wages	2023	2024	2025	2026	2027
CEO	-	70,000	70,000	70,000	72,100
Program Coordinator	-	40,000	40,000	40,000	41,200
Program Manager	-	25,000	50,000	50,000	51,500
Therapist	22,500	45,000	45,000	45,000	46,350
Therapist	-	22,500	45,000	45,000	46,350
Administrative Assistant	16,000	32,000	32,000	32,000	32,960
Case Manager	-	40,000	40,000	40,000	41,200
Case Manager	-	40,000	40,000	40,000	41,200
Therapist	-	-	45,000	45,000	46,350
Therapist	-	-	22,500	22,500	23,175
Case Manager	-	-	40,000	40,000	41,200
Case Manager	-	-	40,000	40,000	41,200
Program Manager	-	-	25,000	25,000	25,750
Program Coordinator	-	20,000	40,000	40,000	41,200
Program Coordinator	-	-	40,000	40,000	41,200
Benefits					
Medical Benefits	2%	2%	5%	5%	5%
Defined Contribution	0%	0%	0%	0%	1%
Taxes	5%	5%	7%	5%	5%
Other	0%	0%	0%	2%	2%
Total Annual Payroll	41,195	357,915	688,240	688,240	715,217



Cash Flow	2023	2024	2025	2026	2027
Net Cash Flow	3,655	29,556	24,039	64,916	80,983

Keys to Success

The Change Me Foundation believes that the following keys to success are critical in addressing the poverty, education challenges, and struggles faced by the community in Fort Lauderdale, Florida:

- Mission Alignment:** Ensuring that the foundation's mission and goals closely align with the specific challenges identified in Fort Lauderdale.

- **Strategic Partnerships:** Forging strong collaborations with local government agencies, educational institutions, community organizations, and stakeholders to leverage resources and expertise.
- **Needs Assessment:** Conducting thorough needs assessments to gain a comprehensive understanding of the specific struggles faced by the community.
- **Targeted Programs:** Developing and implementing targeted programs and initiatives that directly address the identified challenges, focusing on areas such as poverty alleviation, education improvement, affordable housing, and community development.
- **Stakeholder Engagement:** Actively engaging with community members, including individuals experiencing poverty, educators, parents, and local leaders, to ensure that the foundation's efforts are responsive to their needs and aspirations.
- **Advocacy and Awareness:** Raising awareness about the poverty, education challenges, and struggles in Fort Lauderdale through advocacy campaigns, community events, and media outreach to mobilize support and resources.
- **Data-Driven Approach:** Utilizing data and research to inform decision-making, measure program effectiveness, and continuously improve strategies and interventions.
- **Sustainability and Long-Term Impact:** Emphasizing sustainability by seeking long-term solutions and investments that create lasting change and positively impact the lives of individuals and families in Fort Lauderdale.
- **Evaluation and Accountability:** Regularly evaluating programs, tracking outcomes, and holding the foundation accountable for the results achieved, making adjustments and improvements as necessary.



- **Community Empowerment:** Empowering individuals and communities in Fort Lauderdale by fostering self-sufficiency, promoting entrepreneurship, and providing opportunities for personal and professional growth.

By incorporating these keys to success into its operations, Change Me Foundation aims to make a meaningful and lasting impact on the poverty, education challenges, and struggles faced by the residents of Fort Lauderdale, Florida, and build a brighter future for the community.

Mission

Change Me Foundation's mission is to empower individuals and communities in Fort Lauderdale, Florida by addressing poverty, educational challenges, and other struggles. Through strategic partnerships, targeted programs, and community engagement, we strive to create lasting change and build a brighter future for all residents.

Vision

Change Me Foundation's vision is to see a thriving Fort Lauderdale community where every individual has access to quality education, economic opportunities, and a support system that uplifts them out of poverty. We envision a future where the cycle of generational struggles is broken, and every resident can achieve their full potential.

Values

- **Empowerment:** Change Me Foundation is dedicated to empowering individuals to reach their full potential by creating opportunities for growth, development, and success.
- **Respect for Diversity:** Change Me Foundation believes in respecting the rights, preferences, values, strengths, and cultural backgrounds of individuals and families, recognizing that diversity is an essential asset in building strong communities.

- **Tailored Services:** Change Me Foundation acknowledges that individuals and families have unique needs that require personalized and customized services to effectively address their challenges and support their well-being.
- **Strengths-Based Approach:** Change Me Foundation embraces the concept of viewing families as whole units and focuses on their strengths rather than their challenges, promoting resilience and positive outcomes.
- **Individual Autonomy:** Change Me Foundation recognizes individuals as the primary decision-makers for their own care and well-being, fostering self-determination and agency in their journey towards better health and prosperity.
- **Partnership and Collaboration:** Change Me Foundation believes in the power of collaboration and partnership, emphasizing the importance of sharing power, resources, authority, responsibility, and control with individuals, seniors, and families in the decision-making process.
- **Empowering Youth and Families:** Change Me Foundation is committed to providing accurate and complete information to youth and families, empowering them to make informed decisions about their own lives and futures.
- **Breaking Stigma and Prejudice:** Change Me Foundation is dedicated to removing barriers and discrimination created by stigma and prejudice associated with behavioral health challenges, fostering a society that supports and accepts individuals on their journey towards well-being.



Organizational Objectives

Non-financial Objectives

- Increase access to quality education for underserved populations in Fort Lauderdale.
- Reduce poverty rates by providing resources and support for individuals and families to overcome financial hardships.
- Improve community infrastructure and development to enhance the overall quality of life in Fort Lauderdale.
- Foster a sense of community empowerment and engagement through initiatives that encourage active participation and collaboration.
- Promote health and well-being by addressing healthcare disparities and providing access to healthcare services for marginalized communities.
- Enhance social inclusion and diversity by promoting tolerance, respect, and equal opportunities for all residents of Fort Lauderdale.
- Strengthen family support systems by providing resources, education, and counseling services to help families thrive.
- Foster youth development and empowerment by offering mentorship programs, skill-building opportunities, and educational support.
- Promote environmental sustainability and conservation efforts to create a greener and more sustainable Fort Lauderdale.
- Advocate for policies and systemic changes that address the root causes of poverty, educational disparities, and other community struggles.

Financial Objectives

- Secure funding needs for working capital, program implementation, and services.
- Grow revenues by at least 5% YoY.

- Apply for 6-10 grants monthly.
- Host a fundraising event annually.
- Consistently seek community-based sponsorships.

Diversity, Equity, and Inclusion (DEI)

In addition to the organization's values, Change Me Foundation, is also committed to the values of diversity, equity, and inclusion (DEI) in all aspects. Change Me Foundation is interested in cultivating a diverse employee workforce where everyone feels able to bring their best selves to work each day. To accomplish this, the organization is in the process of identifying and implementing diversity recruiting best practices to help create a more inclusive workplace.

Change Me Foundation will continue to solidify its commitment to DEI at all levels (board of directors, leadership staff, direct services), with the goal of elucidating a deep understanding as to why the organization is engaging in this work together and why racial, gender, and cultural equity is central to Change Me Foundation's success and the success of its clients – individuals and families in Fort Lauderdale, Florida, who are facing poverty, education challenges, and other struggles and are seeking support, resources, and opportunities for personal and community development.

Strengthening diversity, equity, and inclusion is an ongoing process, as such the organization's work in these areas continue to evolve and grow into new areas. Change Me Foundation plans to commit to actions which infuse diversity, equity, and inclusion throughout its agency and internal systems, as outlined below:

- **Recruitment and Hiring:** Change Me Foundation recruits and hires a diverse team of staff and volunteers who reflect the communities we serve.
- **Training and Education:** Change Me Foundation provides ongoing training and education to its staff and volunteers on topics related to diversity, equity, and inclusion. This includes training on cultural competency, unconscious bias, and microaggressions.

- **Community Engagement:** Change Me Foundation builds relationships with diverse communities and engage in meaningful dialogue to better understand their needs and concerns.
- **Program Design and Delivery:** Change Me Foundation designs and delivers programs that are inclusive and accessible to individuals from all backgrounds.
- **Data Collection and Analysis:** Change Me Foundation collects and analyzes data to identify disparities and measure progress towards achieving our DEI goals.
- **Continuous Improvement:** Change Me Foundation continuously evaluates and improves its DEI strategies to ensure that the organization is effectively addressing the needs of the community.

Change Me Foundation believes every person's voice adds value and strives to create balance in the face of power differences. Change Me Foundation believes that no person can or should be called upon to represent an entire community.

Risk Management

Change Me Foundation is not exempt from the risks to which every organization is exposed. With the continued operation of the organization, the possible risks are not being able to achieve widespread acceptability as a viable substitute to similar organizations, not being able to substantially ensure capital injection to launch and stabilize organizational growth, and a lack of support, clients, and recognition due to not having a strong marketing program. Different strategies will be put in place to ascertain that the risks to the organization are controlled or minimized. These strategies include:

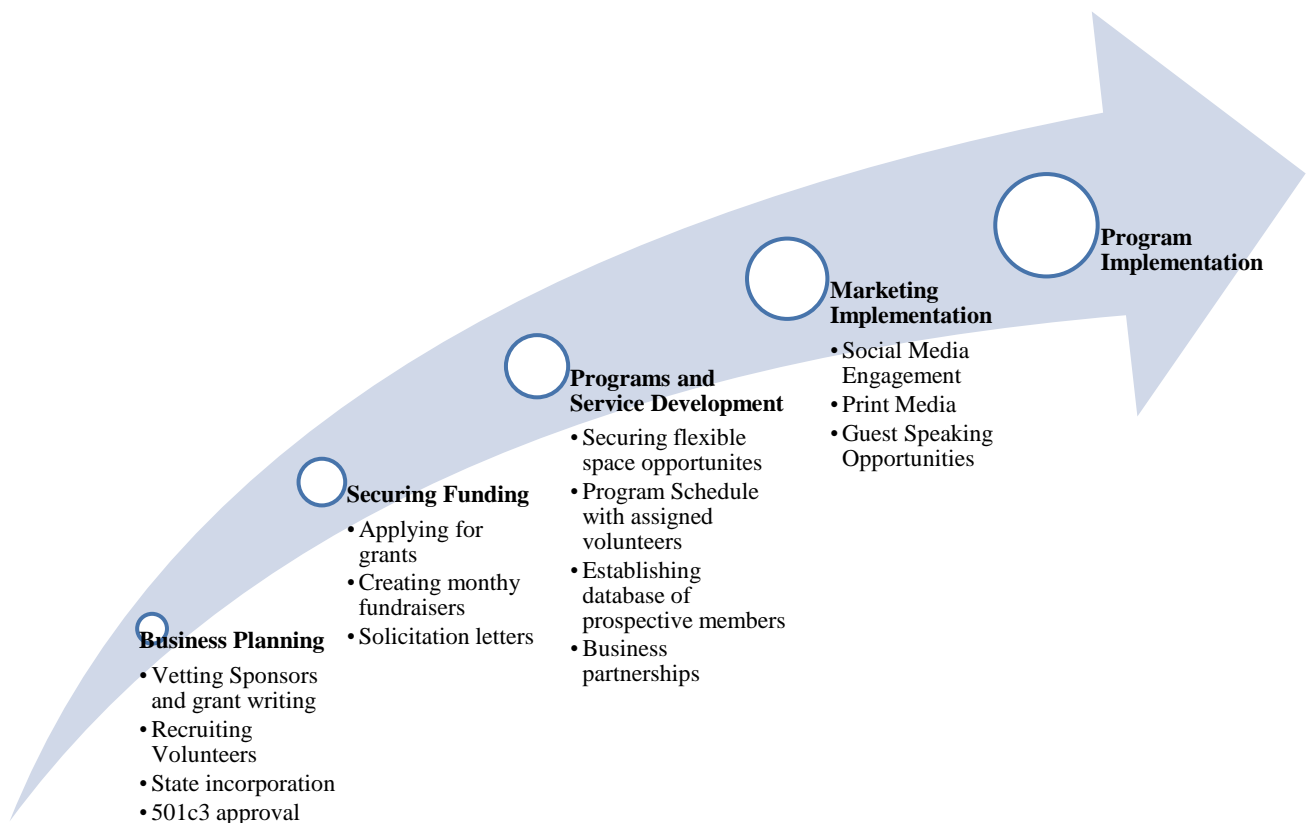
- Investing sufficient funds into the organization to meet all required business operation requirements.
- Adopting effective strategies to promote the brand and general services.
- Minimizing overhead costs, which increases the organization's sustainability.
- Building strategic and symbiotic partnerships with necessary companies and organizations.
- Providing a constant and effective communication link.
- Onboarding competent and experienced volunteers.



Execution Strategy

Change Me Foundation is in its program implementation phase. The organization has incorporated as a nonprofit corporation in Florida and has obtained 501(c)3 tax-exemption from the Internal Revenue Service (IRS). In addition, Change Me Foundation has secured a domain name and has completed the formal development of the website, which will serve as the organization's heart. The organization's website is www.changemefoundation.com.

On its path forward, the organization will flow through the target points as illustrated below in the execution roadmap.



COMPANY SUMMARY

Company Information

Legal Name of Organization: Change Me Foundation, Inc

Founder: Jarvis Brunson

Date of Incorporation: 04/15/2020

Tax-Exemption: Active

Detail by Entity Name

Florida Not For Profit Corporation

CHANGE ME FOUNDATION, INC

Filing Information

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Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

CHANGE ME FOUNDATION INC
735 NW 10TH AVE APT 101
FORT LAUDERDALE, FL 33311-0000

Date:
10/06/2020
Employer ID number:
85-0697215
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: (877) 829-5500
Accounting period ending:
December 31
Public charity status:
509(a)(2)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
May 1, 2020
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053633001370

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Letter 947 (Rev. 2-2020)
Catalog Number 35152P

Company Conceptualization

Jarvis Brunson, the founder of Change Me Foundation, has a profound personal journey that led to the conceptualization of the organization. Having grown up in a poverty-stricken and troubled community, Jarvis experienced firsthand the challenges and struggles that many individuals face today.

Navigating academic difficulties and battling behavioral health issues, Jarvis's life took a significant turn in the third grade when he was arrested for violence, acting out, and bullying others. Surrounded by drugs, violence, and a high crime rate, Jarvis's community mirrored the struggles faced by many across the country.

Despite the challenging circumstances, Jarvis's parents, hardworking individuals, fought to raise their children in a society seemingly designed to ensure failure. Motivated by the desire for a better life, Jarvis made a decision to bring about positive change. Following the loss of his mother in June 2003, Jarvis experienced deep depression and months of social isolation. However, a transformative moment came when he encountered a group of passionate individuals dedicated to improving the lives of young people.

Through a support group of peers, Jarvis discovered the power of expression and realized the shortcomings of the existing behavioral health system. Driven by a collective desire to address the true needs of the community, Jarvis embarked on a path of resiliency.



Seeking therapy for his trauma, Jarvis joined forces with fellow peers to examine the issues affecting their community. With the support of a federally-funded grant, they developed their voices as advocates, using them to bring about change at the local and state levels. Jarvis's advocacy journey continued to gain momentum, culminating in his participation in a national advisory board comprised of fifteen young adults committed to reforming a system that had lost touch with the youth it was intended to support.

Emboldened by his experiences and armed with a powerful voice, Jarvis became a strong advocate for the inclusion of young people in decision-making processes that directly impacted their lives. Through his extensive volunteering efforts, serving on committees and advisory boards, Jarvis championed various ideas and initiatives to raise awareness and reduce stigma in underserved communities.

In 2020, Jarvis's vision materialized as he founded Change Me Foundation, a nonprofit organization dedicated to ensuring that lives in the community are of paramount importance. Through this organization, Jarvis and his team strive to fight on behalf of individuals, families, and seniors, assisting them in finding or providing services that enhance their overall quality of life.

Target Market

The target market for Change Me Foundation consists of individuals, families, and seniors living in underserved communities, particularly in Fort Lauderdale, Florida. This includes individuals who have experienced poverty, limited access to quality education, behavioral health challenges, and other struggles that hinder their personal and economic growth.

The foundation aims to reach out to individuals of diverse backgrounds, including those from low-income households, marginalized communities, and minority populations. The target market also encompasses parents and guardians seeking support and resources to improve the lives of their children, as well as seniors who may face unique challenges related to aging, isolation, and limited access to essential services.

Change Me Foundation strives to engage with individuals who are determined to break the cycle of generational struggles, empower themselves, and achieve their full potential. By providing comprehensive programs and initiatives, the foundation aims to create positive change and uplift the lives of its target market, promoting self-sufficiency, resilience, and community well-being.



Service Description

Change Me Foundation Inc offers a range of impactful programs designed to empower individuals and uplift communities. Our programs focus on various areas, including community outreach, mental health support, education, advocacy, and the promotion of science, technology, engineering, arts, and math (S.T.E.A.M.). Through collaborative partnerships and a commitment to making a positive difference, we strive to address the unique needs of underserved populations and create opportunities for personal growth, knowledge enhancement, and meaningful change. Whether it's providing essential services, fostering mental wellness, promoting educational excellence, or inspiring future leaders in STEAM fields, our programs aim to transform lives and build a brighter future for all.



Program 1: Community Outreach (Case Management)

Description

The Community Outreach program at Change Me Foundation is dedicated to providing essential services and support to individuals and families in need, ensuring that no one is left behind. This program focuses on outreach activities aimed at assisting those who may face barriers in accessing vital resources such as food, shelter, financial assistance, and social services. By partnering with community organizations, we aim to create a comprehensive network of support to uplift the most vulnerable members of our community.

Key Program Components:

- **Needs Assessment and Referrals:** Our dedicated team of case managers conducts thorough needs assessments to identify the specific challenges faced by individuals and families. Based on these assessments, we provide personalized referrals to essential resources, such as food banks, homeless shelters, financial aid programs, and social service agencies.
- **Resource Coordination:** We work closely with community organizations, local government agencies, and service providers to coordinate resources and ensure a holistic approach to addressing the needs of our clients. By streamlining access to services, we aim to make the process more efficient and effective for those seeking assistance.
- **Advocacy and Support:** The Community Outreach program serves as an advocate for individuals and families, empowering them to navigate the complex systems and overcome barriers they may encounter. Our case managers provide ongoing support, guidance, and advocacy to help clients access the services they need and to address any challenges they may face along the way.
- **Education and Awareness:** We believe in the power of education and awareness to empower individuals to make informed decisions and improve their overall well-being. Through workshops, informational sessions, and community events, we provide education on topics such as financial literacy, housing rights, and accessing healthcare, equipping individuals with the knowledge and skills necessary to navigate the system successfully.
- **Collaboration with Community Partners:** Change Me Foundation actively collaborates with local community organizations, non-profits, and government agencies to enhance the impact of our outreach efforts. By forging strong partnerships, we leverage resources, expertise, and networks to maximize our reach and ensure comprehensive support for those in need.

Purpose

Our Community Outreach program aims to bridge the gap between individuals and the essential services they require for their well-being. By extending our services to underserved populations and partnering with community organizations, we strive to create a more inclusive and supportive environment where everyone has access to the resources and assistance they need to thrive.

Through this program, Change Me Foundation is committed to making a positive impact on the lives of individuals and families, promoting self-sufficiency, and fostering a sense of community empowerment. By reaching out and providing support to those in need, we can create lasting change and build a stronger, more resilient society for all.

Objectives

- Provide comprehensive needs assessments to identify the specific challenges faced by individuals and families in accessing essential resources.
- Offer personalized referrals to food banks, homeless shelters, financial aid programs, and social service agencies to ensure individuals receive the necessary support.
- Coordinate resources and services through collaboration with community organizations, local government agencies, and service providers.
- Advocate for individuals and families, empowering them to navigate complex systems and overcome barriers.
- Offer ongoing support, guidance, and advocacy to assist clients in accessing the services they need.
- Provide education and awareness through workshops, informational sessions, and community events on topics such as financial literacy, housing rights, and healthcare access.
- Foster collaborations with community partners to enhance the impact and reach of the program's outreach efforts.
- Bridge the gap between individuals and essential services, ensuring equitable access to resources and support.
- Promote self-sufficiency and empower individuals and families to improve their overall well-being.
- Create a more inclusive and supportive community where everyone has the opportunity to thrive and access the necessary resources for their success.

Impact

Success in achieving the organization's objectives can be measured through the following metrics:

- Number of individuals and families served through the outreach program.
- Percentage of individuals who successfully accessed the referred services and resources.
- Reduction in food insecurity, homelessness, and financial distress among program participants.
- Client satisfaction and feedback on the quality and effectiveness of the program's support and guidance.
- Number of successful collaborations and partnerships with community organizations and service providers.
- Increase in individuals' knowledge and awareness of available resources and their rights.

- Number of individuals who have successfully transitioned to self-sufficiency and improved their overall well-being.
- Progress towards achieving the program's goals and objectives as outlined in the program description.
- Cost-effectiveness and efficient utilization of resources in delivering the outreach services.
- Positive impact on the community as demonstrated by testimonials, case studies, and community feedback.

A yearly report will be issued that presents the formative and summative findings.

Program 2: Health and Wellness

Description

The Health & Wellness program at Change Me Foundation is designed to address the health challenges faced by individuals and families living below the poverty level. Through a combination of educational workshops and health awareness classes, we strive to improve health literacy, promote healthy behaviors, and empower participants to make informed decisions about their well-being.

Key Program Components:

- **Workshops:** We offer a variety of interactive workshops covering topics such as nutrition, physical fitness, mental health, chronic disease management, and preventive care. These workshops provide practical knowledge and skills to help participants adopt healthy lifestyle choices.
- **Health Awareness Classes:** Our health awareness classes focus on specific health issues, such as heart awareness, diabetes awareness, and other prevalent health concerns within the community. These classes aim to increase awareness, educate participants about signs and symptoms, and emphasize the importance of early detection and management.
- **Nutritional Education:** Recognizing the impact of healthy eating on overall well-being, we provide educational sessions on nutrition and offer guidance on making nutritious food choices. We address common challenges related to accessing affordable, healthy food and provide practical strategies to overcome them.

Purpose

The Health & Wellness program aims to address the disproportionately high rates of poor health and limited healthcare access among individuals living in poverty. By equipping participants with knowledge, skills, and resources, we strive to improve their health outcomes and overall well-being.

Objectives

- Increase participants' understanding of health conditions, preventive care measures, and the importance of regular healthcare visits.
- Encourage participants to adopt healthy lifestyle choices, including regular physical activity, balanced nutrition, stress management, and preventive screenings.
- Facilitate access to healthcare services by providing information about available resources, assisting with appointment scheduling, and advocating for affordable healthcare options.
- Empower participants to become advocates for their own health, make informed decisions, and effectively communicate with healthcare providers.

Impact

The impact of this program can be measured through the following metrics:

- The number of individuals attending workshops and health awareness classes.
- Participants' knowledge gain through pre- and post-program surveys or quizzes.

- Participants' adoption of healthy behaviors, such as increased physical activity, improved dietary choices, and regular healthcare check-ups.
- The number of participants who successfully access healthcare services or enroll in health insurance programs.
- Feedback from participants to evaluate the program's impact and identify areas for improvement.

Program 3: Advocacy

Description

The Advocacy program at Change Me Foundation aims to empower individuals affected by poverty to become effective advocates for themselves and their communities. Through comprehensive training and support, we equip participants with the necessary knowledge, skills, and resources to speak up, defend their rights, and promote positive change.

Key Program Components:

- **Advocacy Training:** We provide training sessions that cover various aspects of advocacy, including understanding one's rights, effective communication strategies, navigating systems and processes, and leveraging community resources. Participants learn how to confidently articulate their needs, express concerns, and advocate for change at individual and systemic levels.
- **Education and Awareness:** We raise awareness about social issues, policies, and systemic barriers affecting marginalized communities. Through educational workshops and awareness campaigns, we aim to inform participants and the wider community about the importance of advocacy and the power of collective action.
- **Support and Resources:** We offer ongoing support, resources, and tools to help participants in their advocacy efforts. This includes access to information, networking opportunities, mentorship, and guidance on building alliances and partnerships within the community.

Purpose

The Advocacy program aims to empower individuals impacted by poverty, enabling them to advocate for their rights, address systemic inequalities, and effect meaningful change. By equipping participants with advocacy skills, knowledge, and support, we strive to amplify their voices and create a more just and inclusive society.

Objectives

- Build participants' confidence, self-advocacy skills, and understanding of their rights, enabling them to effectively advocate for themselves and their families.
- Encourage active engagement within the community, fostering a sense of collective responsibility and encouraging individuals to participate in advocacy efforts that address poverty-related issues.
- Increase awareness among participants and the wider community about social justice issues, systemic barriers, and the importance of advocacy in creating positive social change.
- Facilitate the formation of networks and alliances among participants, empowering them to collaborate and collectively advocate for shared goals and interests.

Impact

The impact of this program can be measured through the following metrics:

- Participants' knowledge and skills acquisition through pre-and post-training assessments or self-evaluations.
- The number of advocacy actions taken by participants, such as contacting elected officials, participating in public hearings, or engaging in grassroots campaigns.
- Feedback from participants to assess their satisfaction with the training, support received, and perceived effectiveness of their advocacy efforts.
- The level of community engagement, including participation in community events, volunteer activities, and advocacy-related initiatives.

A yearly report will be issued that presents the formative and summative findings.

Program 4: Mental Health Support Groups

Description

The Mental Health Support Groups program at Change Me Foundation provides a safe and supportive community where individuals facing mental health challenges can come together to share their experiences, find understanding, and learn coping strategies. These non-professional-led support groups create a sense of belonging and foster emotional well-being among participants.

Key Program Components:

- **Safe and Supportive Environment:** We create a welcoming and non-judgmental space where individuals can openly express their thoughts, emotions, and concerns without fear of stigma or discrimination. Facilitators ensure that participants feel respected, heard, and supported throughout the support group sessions.
- **Peer Connection and Shared Experiences:** Participants have the opportunity to connect with others who are facing similar mental health challenges. By sharing their struggles, successes, and coping strategies, they find comfort, validation, and a sense of community, knowing they are not alone in their journey.
- **Coping Skills and Education:** Support group sessions include discussions on various coping skills and self-care techniques to help participants manage their mental health and improve their overall well-being. Topics may include stress management, mindfulness, healthy communication, and self-advocacy.
- **Resource Referrals:** We provide information and referrals to relevant mental health resources, such as counseling services, treatment centers, and community support programs. Participants are empowered with knowledge and access to additional support beyond the support group sessions.

Purpose

The Mental Health Support Groups program aims to provide a nurturing and inclusive environment where individuals experiencing mental health challenges can find solace, connection, and mutual support. By offering a safe space for sharing and learning, we aim to reduce feelings of isolation, enhance coping skills, and promote overall mental well-being.

Objectives

- Create a supportive community where individuals facing mental health challenges can connect, share experiences, and provide emotional support to one another.
- Equip participants with coping strategies and self-care techniques to manage their mental health, improve emotional resilience, and enhance overall well-being.
- Create an environment that promotes open dialogue, understanding, and acceptance, thereby reducing the stigma surrounding mental health and combating feelings of isolation.
- Provide participants with information and referrals to additional mental health resources and support services that can further assist them in their recovery journey.

Impact

The impact of this program can be measured through the following metrics:

- The number of individuals attending support group sessions and their level of active participation in discussions and activities.
- Feedback from participants to assess their satisfaction with the support group experience, perceived benefit, and any suggestions for improvement.
- The number of individuals referred to external mental health resources based on their needs and preferences.
- Period assessments to measure participants' self-reported improvement in coping skills, emotional well-being, and sense of community.

A yearly report will be issued that presents the formative and summative findings.

Program 5: Education – Training for Professionals and Community Members

Description

The Education program at Change Me Foundation offers comprehensive training and educational opportunities to both professional and community members. We recognize that education extends beyond traditional classroom settings and encompasses a wide range of knowledge and skills gained from various experiences. Our program aims to provide mental health awareness and education in key areas such as advocacy, substance abuse, health and wellness, healthy eating habits, and home ownership.

Key Program Components:

- **Mental Health Awareness Education:** We provide training and workshops to increase awareness and understanding of mental health issues, including common mental health conditions, signs and symptoms, and available support resources. Participants learn to recognize mental health challenges and develop strategies to promote mental well-being.
- **Advocacy Training:** Our program offers training on effective advocacy, empowering participants to become effective advocates for themselves and their communities. Topics covered may include advocacy strategies, navigating systems and policies, and amplifying the voices of marginalized populations.
- **Substance Abuse Education:** Participants gain knowledge about substance abuse, addiction, and recovery. The training focuses on prevention strategies, early intervention, and support for individuals and families affected by substance abuse. Participants also learn about available treatment options and community resources.
- **Health and Wellness Workshops:** We conduct workshops on various aspects of health and wellness, including stress management, self-care, healthy lifestyle choices, and building resilience. Participants acquire practical skills and knowledge to enhance their overall well-being.
- **Healthy Eating Habits:** Our program includes educational sessions on healthy eating habits, nutrition, and the importance of a balanced diet. Participants learn about healthy food choices, meal planning, and the relationship between diet and overall health.
- **Home Ownership Education:** We provide resources and workshops to educate participants about the process of home ownership, including financial literacy, mortgage options, home buying steps, and maintenance. The training aims to empower individuals and families to achieve sustainable homeownership.

Purpose

The Education program seeks to empower both professional and community members with valuable knowledge and skills in critical areas that impact overall well-being. By providing education in mental health, advocacy, substance abuse, health and wellness, healthy eating habits, and home ownership, we aim to promote personal growth, enhance community engagement, and foster positive change.

Objectives

- Increase Awareness and Knowledge: Educate participants on mental health, advocacy, substance abuse, health and wellness, healthy eating habits, and home ownership, enabling them to make informed decisions and take proactive steps toward personal and community well-being.
- Equip participants with the necessary tools and strategies to effectively advocate for themselves and others, promoting social justice, equality, and access to resources.
- Provide education on substance abuse prevention, mental health awareness, and healthy lifestyle choices to support early intervention and proactive approaches to well-being.
- Encourage community members to actively engage in education and training opportunities, fostering a sense of ownership, collaboration, and shared responsibility for community well-being.

Impact

The impact of this program can be measured through the following metrics:

- The number of individuals participating in the training sessions and workshops offered under the Education program.
- Feedback from participants to assess their satisfaction with the educational content, relevance, and overall effectiveness of the training.
- Pre- and post-training assessments to measure participants' knowledge gain and any observed changes in attitudes, beliefs, or behaviors related to mental health, advocacy, substance abuse, health and wellness, healthy eating habits, and home ownership.
- The level of community engagement and participation in educational initiatives, including involvement in follow-up activities, peer support networks, or community projects.

A yearly report will be issued that presents the formative and summative findings.

Program 6: Science Technology Engineering Arts and Math (S.T.E.A.M.) Academy

Description

In Collaboration with The City of Deerfield Beach Teen Center

Background: The lack of access to quality STEM resources and experiences in high-poverty schools put students at a disadvantage and limits their prospects for rewarding STEM careers. Teen Center participants from Deerfield Beach Middle and Deerfield High School, which receive Title 1 funding, also need access to quality STEM programming. This is evident from the low math scores in the Florida Standards Assessments (FSA). To address this issue, Change Me Foundation Inc proposes to implement a S.T.E.A.M. Academy in collaboration with The City of Deerfield Beach Teen Center.

Program/Project Description:

DFB S.T.E.A.M. Academy Goals and Objectives:

Goal: Encourage diverse students to pursue STEAM careers

- Objective: Provide project-based pedagogy to promote interest in STEAM.
- Objective: Showcase real-life implications of STEAM.

Goal: Promote the learning of STEAM concepts and methodologies

- Objective: Expose students to various STEAM fields and methodologies.
- Objective: Foster critical thinking, problem-solving, teamwork, and innovation.

The S.T.E.A.M. Academy will be a six-module component integrated into the after-school program for teens aged 13-18. Each module will cover a different field of STEAM and engage participants in project-based science activities. Local scientists and engineers will interact with the students, providing real-world perspectives. The program aims to increase interest in STEAM disciplines, expose teens to career pathways, and prepare them for post-secondary education.

Examples of projects within the program:

- Design thinking: Students participate in creative problem-solving challenges, such as building spaghetti and marshmallow towers or designing classroom spaces.
- 3D printing: Students acquire cutting-edge 3D printing skills and unleash their imagination and innovation by creating 3D models.
- Engineering: Students learn basic principles of electrical and computer engineering, constructing projects based on their interests, such as motion detectors, water level alarms, or microcontroller-controlled lights.
- Anatomy: Students explore the inner workings of the human body through the examination of dissected cats and minks, gaining a comprehensive understanding of how the systems function together.
- Forensic Science: Students gain hands-on exposure to forensic analysis techniques, including fingerprint and DNA analysis.

Program/Project Evaluation: The effectiveness of the S.T.E.A.M. Academy will be evaluated through participation rates, student and parent feedback, and student performance. Pre-module and post-module tests will assess students' initial understanding and their increase in knowledge in the STEAM subjects covered. These evaluations will help gauge the impact of the program and identify areas for improvement.



Event Hosting

The "Walk In My Shoes Children Mental Health Awareness 5K & Community Resource Fair" is an event organized by Change Me Foundation Inc. as part of their commitment to raising awareness and reducing stigma around children's mental health. This event, held in observance of Children's Mental Health Awareness Month, aims to bring attention to the unique challenges faced by young individuals and their families in accessing mental health services. The event includes a 5K run as a symbolic gesture of walking in the shoes of those affected by mental health issues, along with a community resource fair where participants can access information and support from various organizations and service providers. Through this event, Change Me Foundation seeks to foster understanding, provide resources, and promote positive mental health for children and their families.



Regulatory Requirements

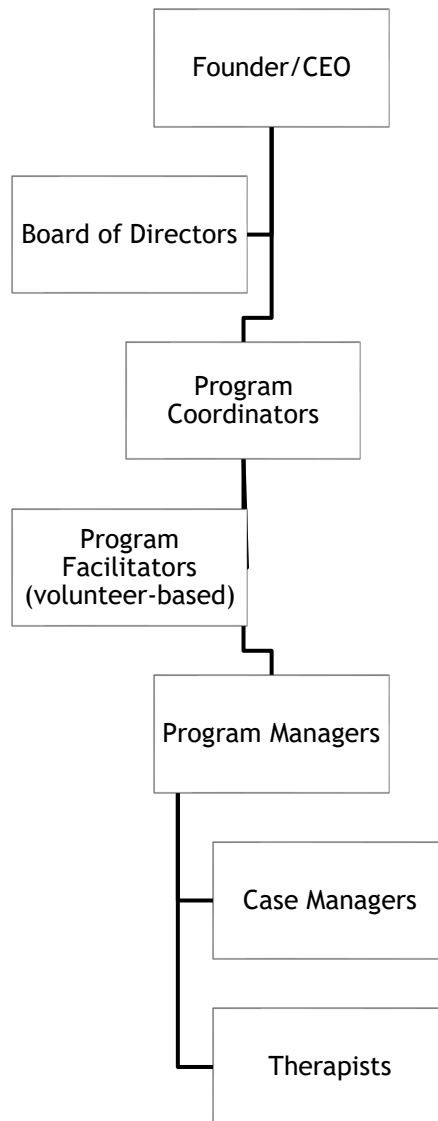
Change Me Foundation will secure all necessary permits and licenses as mandated to carry out its operations in Florida. As a United States-based 501(c)3 nonprofit, Change Me Foundation will ensure the following requirements:

- **Corporate:**
 - Obtain charitable solicitation permit.
 - File corporate annual reports in Florida.
 - File annual 990 with the IRS.
 - Report address changes.
- **Fundraising:**
 - Include written disclosure statements on all written solicitations to ensure transparency between Change Me Foundation and donors.
 - Produce and publish on website, an annual report illustrating revenues and expenses, program outcomes, goals for the upcoming year, and an acknowledgment of contributors.
- **Operational:**
 - Maintain a current copy of bylaws.
 - Ensure the bylaws are consistently being adhered to.
 - Conduct regular board meetings.
 - Be aware of conflicts of interest.
- **Accounting:**
 - Ensure tax-exempt status is up to date.
 - Document unrelated business activities and income.

- Stay current with grant reporting deadlines and requirements for any grants received.
- Maintain accurate and up-to-date books.

Management Team

The organization is founded and operated under the leadership of Jarvis Brunson, with the assistance of the board.



MARKET RESEARCH SUMMARY

Community Outreach Organizations

In conducting market research on the impact of community outreach organizations, several key findings have emerged. Firstly, community outreach programs have been shown to significantly improve health outcomes by reducing disparities and enhancing access to healthcare services, as highlighted in a study published in the *American Journal of Public Health*. These programs play a vital role in reaching underserved populations and promoting preventive care. Additionally, research published in the *Journal of Community Practice* emphasizes the social and economic benefits of community-based organizations. These organizations contribute to poverty reduction, increase educational attainment, and foster community cohesion.

Furthermore, community outreach programs have proven effective in crime prevention, enhancing public safety, and improving community-police relations, as evidenced by a study published in the *Journal of Crime and Justice*. By engaging in proactive intervention strategies and community engagement, these programs contribute to reducing crime rates. In terms of youth development, community outreach initiatives have a positive impact on educational achievement, civic engagement, and risk behavior reduction, according to research published in *Youth & Society*.

Lastly, community outreach plays a crucial role in disaster preparedness and response. A study published in *Disaster Medicine and Public Health Preparedness* emphasizes the importance of effective communication, community engagement, and resource mobilization during crisis situations. By establishing strong connections within local communities, outreach organizations are better equipped to respond to disasters and provide support to affected individuals.

Overall, the market research indicates that community outreach organizations have a significant and positive impact on various aspects of society. Investing in and supporting these initiatives can lead to improved health outcomes, reduced disparities, crime prevention, enhanced youth development, and effective disaster preparedness. Change Me Foundation recognizes the importance of community outreach and aims to leverage its programs to make a meaningful and sustainable impact on the local community.

Competitive Overview

Some organizations in Florida that offer similar services are as follows:

- **Mental Health Association of Southeast Florida (MHA)**
 - Website: <https://www.mhasefl.org/>
 - Overview: MHA is a nonprofit organization dedicated to promoting mental health, preventing mental disorders, and improving the quality of life for individuals affected by mental illness in Southeast Florida.
 - Differentiation: Change Me Foundation differentiates itself by focusing specifically on children's mental health and tailoring services to meet the unique needs of young individuals and their families. Additionally, Change Me Foundation incorporates a holistic approach by addressing various aspects of well-being, including education, advocacy, and community support.
- **Henderson Behavioral Health**
 - Website: <https://www.hendersonbh.org/>
 - Overview: Henderson Behavioral Health is a leading provider of behavioral healthcare services in South Florida, offering a wide range of programs and treatment options for individuals of all ages.
 - Differentiation: Change Me Foundation differentiates itself by specifically targeting children's mental health and providing targeted programs, such as the STEAM Academy and support groups, that address the unique needs of young individuals. Change Me Foundation also emphasizes community outreach and collaboration to ensure access to mental health resources for underserved populations.
- **Broward Children's Center**
 - Website: <https://bcckids.org/>
 - Overview: Broward Children's Center is a nonprofit organization dedicated to providing medical, educational, and therapeutic services to children with special healthcare needs and developmental disabilities.
 - Differentiation: Change Me Foundation differentiates itself by focusing on mental health awareness and support specifically for children. While Broward Children's Center provides comprehensive services for children with various healthcare needs, Change Me Foundation's emphasis is on promoting mental health and

providing resources and programs to address the specific challenges faced by young individuals and their families.

- **ChildNet**

- Website: <https://www.childnet.us/>
- Overview: ChildNet is a community-based care agency that works in partnership with the Florida Department of Children and Families to protect and support children in the child welfare system.
- Differentiation: Change Me Foundation differentiates itself by specifically focusing on mental health advocacy and support for children. While ChildNet provides comprehensive services for children in the child welfare system, Change Me Foundation's programs and initiatives are centered around promoting mental health awareness, providing education, and offering support services to empower young individuals and their families.

- **United Way of Broward County**

- Website: <https://www.unitedwaybroward.org/>
- Overview: United Way of Broward County is a nonprofit organization that mobilizes resources, connects community partners, and invests in programs and initiatives to improve education, income stability, and health outcomes in the community.
- Differentiation: Change Me Foundation differentiates itself by focusing specifically on children's mental health and providing targeted programs and initiatives to address the unique needs of young individuals. While United Way of Broward County supports a wide range of community initiatives, Change Me Foundation's specialization in children's mental health allows for a more focused and tailored approach to addressing this specific area of need in the community.

SWOT Analysis

	Strengths
	<ul style="list-style-type: none"> • Dedicated Founder and CEO: Change Me Foundation benefits from the leadership and vision of its founder, Jarvis Brunson, who has personal experience and a strong commitment to addressing the needs of underserved communities. • Comprehensive Programs: The foundation offers a wide range of programs and services, including mental health support groups, community outreach, advocacy training, and education, providing holistic support to individuals and families. • Collaboration and Partnerships: Change Me Foundation actively collaborates with community organizations, local government, and educational institutions, fostering partnerships to leverage resources, expand reach, and enhance program effectiveness. • Impactful Initiatives: The foundation's initiatives, such as the S.T.E.A.M. Academy and the Walk In My Shoes event, address critical needs in the community and create awareness while promoting education, empowerment, and social change.
	Weaknesses
	<ul style="list-style-type: none"> • Limited Resources: As a nonprofit organization, Change Me Foundation may face resource constraints, including funding limitations and a need for additional staff and volunteers to support and expand its programs. • Capacity Building: Building organizational capacity and expanding infrastructure may pose challenges in effectively scaling up the foundation's initiatives to reach a larger audience and maximize impact.

Opportunities	Opportunities
	<ul style="list-style-type: none"> • Growing Demand for Mental Health Support: The increasing recognition and understanding of mental health issues present an opportunity for Change Me Foundation to expand its mental health support programs and raise awareness in underserved communities. • Collaboration and Partnerships: By forging strategic partnerships with local businesses, educational institutions, and community organizations, the foundation can tap into additional resources, expertise, and networks, expanding its reach and program offerings. • Funding Opportunities: Change Me Foundation can explore grant opportunities, corporate sponsorships, and individual donations to secure additional funding for program development, sustainability, and expansion.
	Threats
	<ul style="list-style-type: none"> • Stigma and Awareness: Overcoming stigma and increasing awareness around mental health issues and the importance of seeking support may pose a challenge, particularly in underserved communities where cultural and social barriers exist. • Competition: The presence of similar organizations and initiatives in the Fort Lauderdale area may result in competition for funding, community support, and partnerships. • Policy and Funding Changes: Changes in government policies, shifts in funding priorities, or reductions in public funding for mental health and social services may impact the foundation's ability to sustain and expand its programs.

STRATEGY AND IMPLEMENTATION SUMMARY

Competitive Strategy

Some ways Change Me Foundation can differentiate itself from its competitors include:

- **Comprehensive Approach:** Change Me Foundation stands out by offering a comprehensive approach to addressing the needs of underserved communities. Its diverse range of programs, including mental health support groups, community outreach, advocacy training, and education, allows the foundation to provide holistic support to individuals and families.
- **Founder's Personal Experience:** The foundation benefits from the founder's personal experience and deep understanding of the challenges faced by individuals living in poverty and dealing with behavioral health issues. This firsthand experience enables Change Me Foundation to connect with its target audience and tailor its programs to their specific needs.
- **Collaborative Partnerships:** Change Me Foundation actively collaborates with community organizations, local government, and educational institutions. These partnerships enhance the foundation's reach, leverage additional resources, and foster a collaborative approach to addressing the needs of the community. This collaborative nature sets the foundation apart and enhances its effectiveness.
- **Innovative Initiatives:** The foundation's innovative initiatives, such as the S.T.E.A.M. Academy and the Walk In My Shoes event, demonstrate its commitment to addressing emerging needs and promoting education, empowerment, and social change. By offering

unique and impactful programs, Change Me Foundation distinguishes itself from competitors.

- **Focus on Long-Term Impact:** Change Me Foundation goes beyond immediate assistance by aiming for long-term impact. The foundation's focus on education, advocacy, and community empowerment ensures that individuals and families receive the tools and resources needed to improve their lives sustainably. This long-term perspective sets Change Me Foundation apart and demonstrates its commitment to lasting change.

These competitive advantages position Change Me Foundation as a leader in its field, enabling it to make a significant difference in the lives of individuals and families in the Fort Lauderdale community.

Sales and Marketing Strategy

Change Me Foundation will adopt the following marketing techniques to promote the company:

Captivating Web Design

Change Me Foundation considers the attractiveness of its website, regarding services and general portal architecture, as the core of its marketing strategy. A well laid out and user-friendly site can influence the degree of user's attention and affect the amount of time spent on site and trust in the organization. Therefore, the website will be the center of all marketing efforts, so the website will be well-structured, captivating, engaging, clean, and easy to read/navigate.

Leverage on the Internet




- Utilize Search Engine Marketing and Optimization (SEO): Change Me Foundation will utilize Search engine marketing and optimization to develop a robust online presence by

allowing the brand to appear on a list of search engine results whenever a keyword search is done on major search engines. With a strong SEO strategy, the company's website will become associated with the keywords used to find our services.

- Utilize Affiliate and Associate Programs: With an affiliate program, people who believe in the organization will be encouraged to share information to enable acceptance and growth.
- Press Releases: This strategy aims to position the brand as a trusted network through formal publicity.
- Maintain a Strong Social Media Presence: Change Me Foundation will maintain a robust social media presence. But, more than that, the social media sites will serve as a place to share bits of information, connect with people, and receive authentic feedback.

Facebook	https://www.facebook.com/Changemefoundation/
Instagram	https://www.instagram.com/changemefoundation/
LinkedIn	https://www.linkedin.com/company/change-me-foundation-inc


Sample Social Media Post



 Exciting Announcement!  Change Me Foundation is thrilled to launch our new program, "Youth Empowerment Initiative," aimed at providing young individuals in our community with the tools and support they need to thrive and succeed. 

◇ Are you a young person looking to unlock your full potential? Join us on this incredible journey of self-discovery, personal growth, and empowerment.

◇ Through our Youth Empowerment Initiative, we offer a wide range of workshops, mentorship programs, and leadership development opportunities tailored to your unique needs and aspirations.

◇ Together, we'll explore topics such as goal setting, building resilience, effective communication, and navigating the challenges of adolescence with confidence and grace.

 Visit our website to learn more about the program and how you can get involved: www.changemefoundation.org/youth-empowerment

 Let's empower our youth, shape their futures, and create a community where every young individual can thrive! 

#YouthEmpowerment #ChangeMeFoundation #EmpowermentMatters
#CommunitySupport #TogetherWeCanMakeADifference

Local Connections

Change Me Foundation will make local connections through various strategies and initiatives:

- Actively engage with local community organizations, schools, and youth centers to establish collaborative partnerships.
- Participate in local events, fairs, and conferences to network with other organizations and community members.
- Attend community meetings and forums to connect with key stakeholders and understand the needs and priorities of the local area.
- Conduct outreach programs and initiatives to reach out to individuals and families in underserved communities.
- Seek opportunities for volunteerism and community service to build connections and contribute to the betterment of the local community.

By actively engaging with community organizations, participating in local events, attending meetings, conducting outreach programs, and volunteering, we aim to build relationships with key stakeholders and connect with individuals and families in need. These local connections will not only help us understand the unique challenges and priorities of the community, but also allow us to collaborate effectively, leverage resources, and create sustainable solutions that uplift and empower the lives of those we serve. Together, we can make a lasting difference and create a stronger, more resilient community for all.

Evaluation

Program evaluation will be the responsibility of the board of directors and consist of a formal evaluative strategy.

Formative Evaluation - Primarily qualitative in nature, the formative evaluation will be conducted through interviews and open-ended questionnaires. Program participants and community partners will be asked about the day-to-day operation of Change Me Foundation, the support provided, the impact, and other questions to provide feedback for the ongoing improvement of the operation of the Program. The board of directors will meet regularly with the organization's staff to share findings from the formative evaluation effort.

Summative Evaluation - Primarily quantitative in nature, the summative evaluation will begin with the establishment of baseline data at the beginning of the Project and then be conducted at 6-month intervals.

Success in achieving the organization's objectives can be measured through the following metrics:

- **Number of individuals served:** Tracking the number of individuals who have directly benefited from our programs and services.
- **Program participation rate:** Monitoring the rate of participation in our various programs and ensuring active engagement from the target audience.
- **Satisfaction surveys:** Conducting surveys to gather feedback from program participants, community members, and stakeholders to assess their satisfaction levels.
- **Outcome measurements:** Evaluating the impact of our programs by measuring the progress and improvements in the well-being, education, employment, and overall quality of life of the individuals we serve.
- **Collaborative partnerships:** Assessing the number and quality of partnerships formed with community organizations, schools, government agencies, and other stakeholders to enhance our reach and effectiveness.

- **Funding and resource utilization:** Monitoring the acquisition and allocation of financial resources to ensure efficient utilization and sustainable growth of the organization.
- **Social media engagement:** Measuring the level of engagement, reach, and impact of our social media campaigns and online presence in raising awareness, mobilizing support, and fostering community engagement.
- **Long-term success stories:** Collecting and sharing success stories of individuals and families whose lives have been positively transformed through our programs and services.

Regularly tracking these metrics of success will help Change Me Foundation assess its effectiveness, identify areas for improvement, and demonstrate the positive impact it is making in supporting individuals and communities throughout Fort Lauderdale.

A yearly report will be issued that presents the formative and summative findings.

Volunteer Recruitment and Strategy

No nonprofit can thrive and become sustainable without the effective recruitment and support of volunteers. Volunteers will make up the backbone of Change Me Foundation operations.

Besides contributing the skills needed, it is important for volunteers to have core values that are aligned with the organization and can provide mentorship, guidance, and support to underserved and underrepresented populations. Change Me Foundation will implement the following volunteer plan:

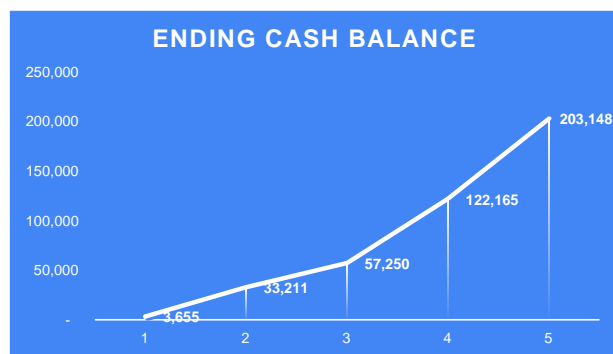
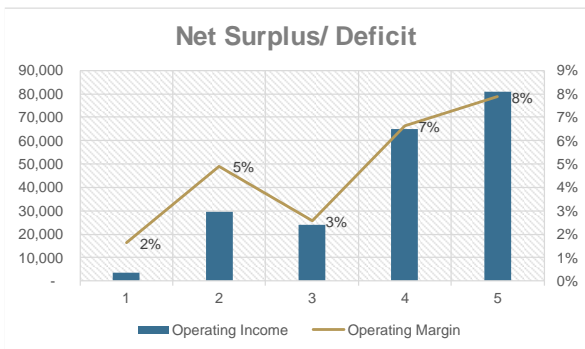
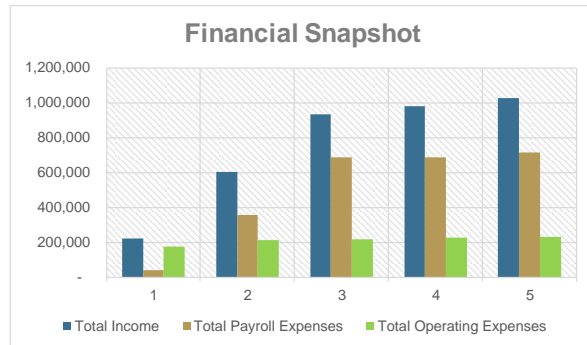
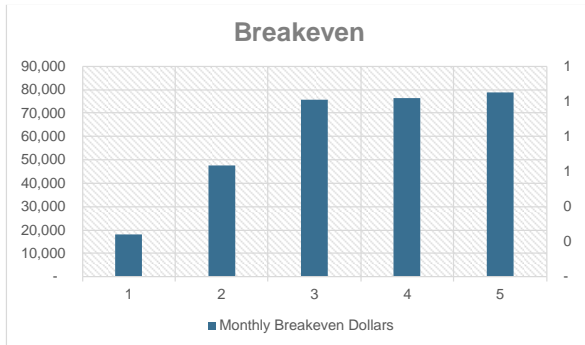
- **Volunteer Plan:** The successful involvement of volunteers will both help meet staffing needs and provide opportunities for community members to be more engaged with Change Me Foundation.
- **Volunteer Needs:** All staff will be engaged to identify work areas that will benefit from volunteers, and a volunteer program will be developed. Potential volunteer positions include Coordinators, Admin support, Outreach, Mentorship, and Events support.
- **Model:** Change Me Foundation will employ a model that involves both episodic and recurring volunteers. Recurring volunteers are those who provide regular, ongoing support, or who lead and plan for the involvement of others. They are given significant authority and responsibility. Episodic volunteers are those who sign up to participate for a short period, for a specific event or activity, and work under the supervision of staff or a recurring volunteer.
- **Volunteer Recruitment:** It will be the responsibility of the founder to position Change Me Foundation as a premier place to volunteer. This positioning will be crucial to recruiting competent, committed individuals. It requires that every volunteer be treated as

the asset they are, acknowledged regularly, and provided with special perks. The founder will undertake a variety of recruitment strategies to fill volunteer positions. These strategies include:

- Advertising in free and low-cost print and digital media, including Change Me Foundation's website and social media pages,
 - Posting in online forums,
 - Meeting with constituents to recruit their involvement and request their assistance in identifying other prospective volunteers, and
 - Interviewing prospective volunteers to ensure a good fit with the position.
- **Volunteer Management:** Volunteer policies will be completed, and all volunteers will be provided with a copy upon beginning their work with Change Me Foundation. The founder will supervise the volunteers and apply the policies consistently. Volunteers will be required to sign in and out each time they volunteer and will receive a formal appraisal of their work at least once annually.
 - **Volunteer Retention:** Keeping good volunteers is a priority of Change Me Foundation. The following strategies will be employed to increase volunteer retention rates.
 - The founder and the Board of Directors will verbally thank volunteers at least once each time they volunteer.
 - Written notes of appreciation, including accomplishments made possible by the volunteer's help, will be sent following any significant event or hallmark (such as a year of volunteerism completed).

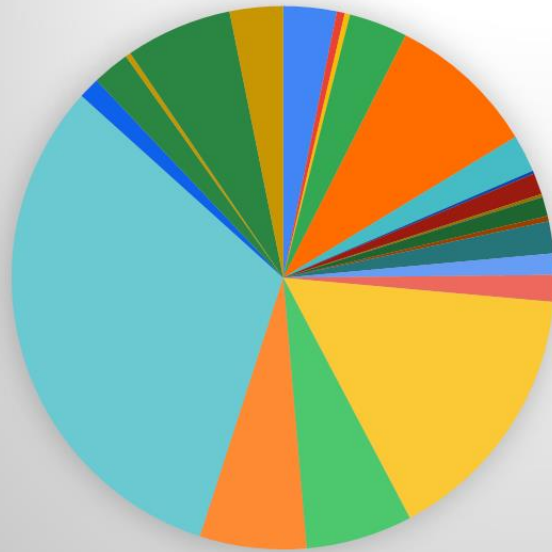
- Appreciations will be included in Change Me Foundation's website and social media pages.
- A special annual volunteer appreciation event will be held annually, providing recognition for the work of volunteers and an opportunity to socialize outside of the usual work times.

FINANCIAL SUMMARY



	2023	2024	2025	2026	2027
Income					
Contributions	222,500	601,925	932,984	979,633	1,028,615
Sales	-	-	-	-	-
Total Income	222,500	601,925	932,984	979,633	1,028,615
Gross Profit	222,500	601,925	932,984	979,633	1,028,615
Gross Profit %	100%	100%	100%	100%	100%
Payroll					
Employee Expenses	2,695	23,415	73,740	73,740	82,282
Salaries & Wages	38,500	334,500	614,500	614,500	632,935
Total Payroll Expenses	41,195	357,915	688,240	688,240	715,217
Operating Expenses					
Marketing	5,000	5,150	5,408	5,570	5,737
Video/Photography	750	773	811	835	861
Public Relations	500	515	541	557	574
Fundraising Events and Initiatives	5,500	5,665	5,948	6,127	6,310
Facility Lease, Utilities, & Other Expenses	14,000	42,000	42,420	42,844	43,273
Facility Maintenance and Upkeep	3,500	7,500	7,575	7,802	8,036
Business Insurance	300	309	324	334	344
Software/Subscriptions (Quickbooks, Zoom, etc)	2,000	2,060	2,163	2,228	2,295
Telecommunications	300	309	324	334	344
Website Domain & Hosting	1,800	1,854	1,947	2,005	2,065
General Office Supplies	500	515	541	557	574
Consultant Fees	3,000	3,090	3,245	3,342	3,442
Staff Mileage & Gas Reimbursement	2,000	2,060	2,163	2,228	2,295
Walk In My Shoes 5K Event	25,000	25,750	26,523	27,318	28,138
Thanksgiving Giveaway	10,000	10,300	10,609	10,927	11,255
Christmas Giveaway	10,000	10,300	10,609	10,927	11,255
Outreach/Support	50,000	51,500	53,045	54,636	56,275
Stipends for Case Management Services	2,000	2,060	2,122	2,185	2,251
Contractual Labor (Grant Writing, Consultants, etc)	10,000	10,300	10,815	11,139	11,474
Miscellaneous Expenses	5,000	5,150	5,408	5,570	5,737
Total Operating Expenses	177,650	214,455	220,705	226,477	232,415
% of Revenue	80%	36%	24%	23%	23%
Operating Income	3,655	29,556	24,039	64,916	80,983
Operating Margin	2%	5%	3%	7%	8%
Net Surplus/ Deficit	3,655	29,556	24,039	64,916	80,983
Margin	2%	5%	3%	7%	8%

Spending Detail



- Marketing
- Video/Photography
- Public Relations
- Fundraising Events and Initiatives
- Facility Lease, Utilities, & Other Expenses
- Facility Maintenance and Upkeep
- Business Insurance
- Software/Subscriptions (Quickbooks, Zoom, etc)
- Telecommunications
- Website Domain & Hosting
- General Office Supplies
- Consultant Fees
- Staff Mileage & Gas Reimbursement
- Professional Services (Bookkeeping)
- Walk In My Shoes 5K Event
- Thanksgiving Giveaway
- Christmas Giveaway
- Outreach/Support
- Stipends for Case Management Services
- Support Group Events/Activities
- Program Evaluative Tools
- Contractual Labor (Grant Writing, Consultants, etc)
- Miscellaneous Expenses

Cash Burn Analysis	2023	2024	2025	2026	2027
Income	222,500	601,925	932,984	979,633	1,028,615
Operating Expenses	177,650	214,455	220,705	226,477	232,415
Payroll	41,195	357,915	688,240	688,240	715,217
Operations to Contributions	80%	36%	24%	23%	23%
Payroll to Contributions	19%	59%	74%	70%	70%

Gross Margin % of Funding	2023	2024	2025	2026	2027
Gross Margin	222,500	601,925	932,984	979,633	1,028,615
Total Funding	222,500	601,925	932,984	979,633	1,028,615
Gross Margin/Total Funding	100.0%	100.0%	100.0%	100.0%	100.0%
Total Fixed Expenses					
Payroll	41,195	357,915	688,240	688,240	715,217
Operating Expenses	177,650	214,455	220,705	226,477	232,415
Operating + Payroll	218,845	572,370	908,945	914,717	947,631
Breakeven Funding					
Gross Margin % of Funding	100.0%	100.0%	100.0%	100.0%	100.0%
Total Fixed Expenses	218,845	572,370	908,945	914,717	947,631
Yearly Breakeven Amount	218,845	572,370	908,945	914,717	947,631
Monthly Breakeven Dollars	18,238	47,697	75,745	76,226	78,969