

SunFeather Foundation

Strategic Plan
2006

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SunFeather Foundation

Mission Statement

The mission of the SunFeather Foundation is to foster stronger communities by providing economically and educationally challenged entrepreneurs with opportunity through the use of micro loans and general guidance offered from the experiences and successes of the SunFeather Natural Soap Company, and the expertise of the SunFeather Foundation Board of Directors.

Executive Summary

Objective 1: Identify Recipients

Identify potential recipients from the greater community with the potential for success in micro-business and a need for resources to achieve this success.

Objective 2: Promotion and Publicity

Seek out and utilize resources to distribute information about the foundation's programs and to generate interest from potential recipients

Objective 3: Fundraising

Procure funds and resources from corporations, organizations, individuals, the business community and grant resources to support the foundation's operations and programs.

Objective 4: Establishing Eligibility Criteria

Define criteria for eligible applicants to the foundation's programs as well as criteria for approval of acceptance into the programs.

Objective 5: Coalition Building

Identify strategic partners who can refer program participants as well as provide funding, resources, advocacy and support for the foundation's programs.

Objective 6: Micro business loans

Establish and manage micro business loans or grants up to \$5,000 to economically and educationally challenged entrepreneurs. Funding may also be used to provide assistance through education, equipment and services.

Objective 7: Mentoring

Micro Loan recipients will receive business guidance from foundation founder Sandy Maine, local community business owners and development organizations and other available business resources.

Objective 8: Scholarships

Identify and pay for education and training for program recipients to enhance their skills within their industry as well as in marketing, finance and management. Scholarships will be provided for training that is individually tailored for the participant's need. We will also build a video or DVD library of business training materials.

Objectives & Strategies

Objective 1: Identify Recipients

Identify potential recipients from the greater community with the potential for success in micro-business and a need for resources to achieve this success.

Strategies:

1. Generate referrals from foundation board members
2. Reach out to agencies in the community that would have knowledge of such individuals and request referrals
3. Seek referrals from area college faculty for non-traditional or economically challenged students who would benefit from the foundation's services.

Budget:

Responsible Party: Client services committee, Selection committee, Public Relations committee, all board members

Target Start: Immediately upon completion of eligibility criteria

Target Completion: On-going

Objective 2: Promotion and Publicity

Seek out and utilize resources to distribute information about the foundation's programs and to generate interest from potential recipients

Strategies:

1. Publish information articles and provide interviews in local media, including newspapers, business publications (Absolutely Business), radio, television and internet.
2. Develop promotional materials to be distributed to media and strategic partners. Materials should include brochures, flyers, etc.
3. Develop a website to present information about the foundation's programs.
4. Provide information to area Chambers of Commerce and service clubs (Rotary, Kiwanis, Lions Club) for publication in their newsletters and other publicity materials.
5. Post information (flyers or brochures) with strategic partners who have access to potential recipients or funders. These may include Renewal House, churches, social service agencies, and service clubs.
6. Provide information to economic development agencies that have contact with potential recipients or funders, including local developers, county IDA, and SBDC.

Budget

Responsible Party: Public Relations Committee

Target Start: Immediately

Target Completion: On-going

Objective 3: Fundraising

Procure funds and resources from corporations, organizations, individuals, the business community and grant resources to support the foundation's operations and programs.

Strategies:

1. Conduct a public campaign to solicit donations to fund client programs.
2. Apply for grant and economic development funding sources.
3. Establish programs for continuous giving, such as membership programs and long-term investments in the foundation.

Budget:

Responsible Party: Fundraising Committee

Target Start: Immediately

Target Completion: On-going

Objective 4: Establishing Eligibility Criteria

Define criteria for eligible applicants to the foundation's programs as well as criteria for approval of acceptance into the programs.

Strategies:

1. Discuss needed programs and services with strategic partners to fully assess the programs and services potential clients may require.
2. Seek referrals of various case scenarios of potential recipients from strategic partners which will be used to determine programs and services as well as determine eligibility.
2. Select a single recipient as the foundation's launch project, and use this case to generate and evaluate the foundation's goals, programs and eligibility criteria.
3. Develop separate approval criteria for loan programs, mentoring programs and other services.

Budget:

Responsible Party: Selection Committee, Client Services Committee, Executive and Legal Committee

Target Start: Immediate

Target Completion: On going

Objective 5: Coalition Building

Identify strategic partners who can refer program participants as well as provide funding, resources, advocacy and support for the foundation's programs.

Strategies:

1. Identify and contact business development organizations, service agencies, educational institutions and individuals who can partner with the foundation to provide funding, support and/or services to the foundation and/or its participants.
2. Form agreements with identified strategic partners to establish terms of the relationship with the foundation.
3. Contact area businesses and service providers to propose exchange of products/services by the foundation's program participants.

Budget:

Responsible Party: Fundraising Committee, Executive and Legal Committee, Selection Committee, Client Services Committee, and Public Relations Committee

Target Start: Immediately

Target Completion: On-going

Objective 6: Micro Business Funding

Establish and manage micro business loans or grants up to \$5,000 to economically and educationally challenged entrepreneurs. Funding may also be used to provide assistance through education, equipment and services.

Strategies:

1. Generate funds and administer distribution of funds to program recipients.
2. Provide funds in the form of low interest loans or grants. Also, provide financial assistance through the purchase of or donation of services. (Examples might include purchasing equipment for a participant, or paying for training which would allow them to establish and/or manage their micro business.)
- 3.

Budget:

Responsible Party: Selection Committee, Client Services Committee, Executive and Legal Committee, Fundraising Committee

Target Start: Upon securing of funds

Target Completion: On-going

Objective 7: Mentoring

Micro Loan recipients will receive business guidance from founder Sandy Maine, local community business development organizations and other available business resources.

Strategies:

1. Identify eligible mentorees from pool of loan recipients, and from referrals from coalition partners.
2. Identify agencies, organizations and individuals in the community and on the foundation board who can provide support and assistance in mentoring.
3. Identify specific industries and business models where the most potential for success lies and match these markets with program participants.
4. Provide market research assistance to help participants identify niche markets.
5. Assist recipients in identifying training needs and locate appropriate sources for such training through available courses or through individual mentoring and tutoring.

Budget:

Responsible Party: Sandy Maine, Selection Committee, Client Services Committee

Target Start: Upon identification of program participants

Target Completion: On-going

Objective 8: Scholarships

Identify and pay for education and training for program recipients to enhance their skills within their industry as well as in marketing, finance and management. Scholarships will be provided for training that is individually tailored for the participant's need.

Strategies:

1. Identify both general and individual participant training needs.
2. Identify industries or markets where opportunities for success lie and develop a training plan to help participants enter these markets and industries.
3. Identify available training and education resources, then build strategic partnerships with these resources. Such possibilities include area colleges, AEIOU, BOCES, and union organizations.

Budget:

Responsible Party: Client Services Committee, Selection Committee

Target Start: Immediately

Target Completion: On-going

APPENDIX:

A. Strategic Plan Timeline

SunFeather Foundation Strategic Plan Timeline			
Objective:	Start Date:	Target Completion:	Completion Date:
Identify Pool of First Program Participants	1 st Quarter 2007	April 2007	
Fundraising	January 2007	On-Going	
Establishing Eligibility Criteria	January 2007	February 2007	
Identify Potential Training and Education Programs for Scholarship	1 st Quarter 2007	April 2007	
Coalition Building	January 2007	On-Going	
Publicize Foundation Programs to General Public	February 2007	On-Going	
Award First Micro Business Loan/Grant	2 nd Quarter 2007	June 2007	
Select First Mentoring Recipient & Begin Mentoring Services	2 nd Quarter 2007	June 2007	
Select First Scholarship Recipient	2 nd Quarter 2007	June 2007	