

Small Group Classes

At the academy, we provide small group classes for a personalized experience, with a maximum class size of four individuals, in the disciplines of sewing, youth pottery, and adult pottery.



Outreach

Our outreach is centered on suicide prevention, and as a part of this mission, we handcraft worry rocks. Worry rocks are small, smooth objects designed to be gently rubbed, offering relief from anxiety and a sense of calm. We create these worry rocks free of charge for our community, with a heartfelt prayer that those who receive them will not only find solace from anxiety but also experience the profound peace that transcends all understanding, a gift only God can provide. Our goal is to raise awareness and extend comfort to those in need, knowing that the power of prayer and compassion can make a difference.



"One of the most important things you can do on this earth is to let people know they are not alone."
- Shannon L. Alder



Business Plan for Alma Bella Academy/Foundation with Diversified Revenue Streams



Executive Summary:

Alma Bella Academy/Foundation is dedicated to providing quality education, enrichment programs, and community support. To sustain and expand our impact, we are implementing a multifaceted approach to revenue generation. Our diversified revenue streams include ongoing fundraisers, monthly Hometown Heroes, grant applications, corporate partnerships, private events, enrichment fees, Dr. Graves' creative offerings, and more. By fostering these diverse income sources, we aim to ensure the long-term sustainability and growth of our organization.



Diversified Revenue Streams:

Fundraisers: Regular fundraising events and campaigns will continue to be a vital income source. These include charity auctions, community drives, and online donation campaigns.

Hometown Heroes: We are inviting community members to commit to monthly donations, providing steady and reliable support.

Grants: We are actively pursuing grants from both governmental and private foundations to fund specific projects and programs.

Corporate Partnerships: We seek collaborations with corporations that align with our mission. Corporate sponsors can contribute financially and offer employee volunteer opportunities.

Philanthropic Individuals: We engage with philanthropic individuals who share our vision and support our organization through generous donations.

Private Events: Hosting private parties, such as graduation and birthday parties, at our facility generates rental income.

Enrichment Fees: Charging fees for after-school enrichment programs, summer camps, and field trips for students not on financial need-based scholarships.

Creative Sales: Dr. Graves creates pottery, key fobs, lanyards, and stained glass pieces, the proceeds of which contribute to the financial well-being of the academy and foundation.



Current Financial Projections:

We anticipate that these diversified revenue streams will significantly bolster our financial health and enable us to achieve our strategic growth objectives. Our budget projections are as follows:



Budget Projections

- Fundraising: \$5,000 per year
 - Hometown Heroes: \$6,000 annually
 - Grants and Partnerships: Estimated at \$300,000 per year
 - Private Events: Projected at \$5,000 per year
 - Enrichment Fees: Expected to generate \$25,000 per year
 - Creative Sales: Estimated at \$10,000 annually
 - Summer Camp: Estimated at \$32,000 annually
- Total Projections: \$377,000



Implementation Plan:

We will execute our revenue diversification plan by establishing a dedicated development team responsible for fundraising, grant applications, and corporate partnerships. Dr. Graves will continue to produce and sell her creations, with proceeds benefiting our organization. Our marketing efforts will target potential Hometown Heroes, emphasizing the impact of their monthly contributions. We will also enhance our presence in the local community, further expanding our private event hosting business.



Conclusion:

Alma Bella Academy/Foundation is committed to securing its long-term sustainability and growth through diversified revenue streams. With this strategic approach, we aim to continue providing quality education, enrichment, and support to our students and community while fostering a stronger and more resilient organization. Our revenue diversification plan will enable us to create a brighter future for all those we serve.

Current Operating Expenses

The Academy relies on the generosity of our community to make its services possible. Here, you'll discover a breakdown of the academy's operating expenses and understand why your donation is crucial for creating a lasting positive influence in our community.



Employee Salaries and Benefits

Although we greatly depend on volunteers, we also maintain a dedicated paid staff to ensure the foundation's seamless operation. This staff is compensated for their services, encompassing employee salaries and benefits like health insurance, retirement plans, and paid time off, totaling \$200,000.



Rent & Utilities Payments

The expense associated with leasing office space, as well as the costs of utilities such as electricity, water, and gas, along with other vital services necessary for the business's operation, amounts to \$53,000.



Office Supplies

Expenditures covering office supplies like stationery, paper, pens, computers, and other essential items required for daily operations amount to \$5,000.



Insurance Premiums

Expenditures for different insurance types, including liability insurance, property insurance, and worker's compensation insurance, total \$4,800.



Maintenance and Repairs

Expenses related to the upkeep and repair of equipment, machinery, and facilities amount to \$7,000.



Taxes

Financial obligations, encompassing business taxes, property taxes, and various government levies, total \$6,800.



Transportation and Vehicle Expenses

Expenditures covering company vehicles, fuel, maintenance, and associated costs total \$9,600.

Current Operating Expenses



Marketing and Advertising

Expenditures related to advertising, marketing campaigns, and promotional materials amount to \$8,400.



Professional Services

Payments made to external professionals, including accountants, consultants, or marketing agencies, amount to \$1,700.



Software and Technology Costs

Costs related to software licenses, IT services, web hosting, email providers, and computer hardware sum up to \$3,000.



Inventory and Supplies

Expenditures such as cleaning supplies, food, feminine products, and art supplies for the benefit of our students total \$27,600.



Waste Removal and Disposal

Expenditures related to waste management and disposal services total \$1,200.



Licenses and Permits

Charges for business licenses, permits, and adherence to regulatory requirements amount to \$2,000.



Security and Safety

Costs associated with alarm systems and safety precautions amount to \$500.



Total Operating Expenses

Total operating expenses for Alma Bella are \$330,600

Strategic Growth 1-3 Year Plan



Dedicated Building

At Alma Bella Academy, our strategic growth plan involves acquiring a dedicated building, an investment valued at \$500,000.



Staffing

This expansion will also encompass the addition of essential full-time staff, including two full-time teachers, contributing to our academic excellence, and a dynamic web developer and advertising specialist who will work collaboratively to enhance our online presence and outreach. In addition, we are excited to welcome five part-time employees who will play pivotal roles in our day-to-day operations. Our commitment to this strategic plan reflects our dedication to providing an enhanced educational experience and community enrichment.



Growth Plan Total

The total investment in this strategic growth plan, including move-in and renovation expenses amounting to \$50,000, totals \$770,000. This figure encompasses the building acquisition costs and the annual salaries for full-time employees, set at \$70,000 each, in addition to a combined part-time salary for the five positions, totaling \$10,000.



Combined Investment

In conjunction with these expansion initiatives, we will maintain our current operating expenses of \$330,600. The combined total of our current operating budget and our strategic growth plan amounts to \$1,100,600. Our goal is to ensure that this investment in our future not only supports growth but also sustains and enhances the quality of our ongoing operations.

"Service to others is the rent you pay for your room here on Earth."

- Muhammad Ali



At Alma Bella Foundation, we believe in the transformative power of education, community, and support. Our mission is to create a brighter future for all, regardless of their background or abilities. We invite you to join us in making a real impact. Your contribution will not only change lives but also strengthen the very foundation of our community.

Together, we can ensure that every child has the opportunity to flourish, every adult with intellectual disabilities finds their place, and every individual can reach their full potential. Your support will help us build a stronger, more inclusive, and brighter tomorrow.

Now is the time to take action. Whether you choose to donate, volunteer, or partner with us, your involvement can make a profound difference. Join the Alma Bella Foundation today and be a beacon of hope, change, and progress in our community. Together, we can create a better future for all.

Dr. Debi Graves
Alma Bella Foundation
13117 Riversbend Blvd.
Chester, VA 23836



**"We make a living by what we get, but we
make a life by what we give."
-Winston Churchill**

Corporate Sponsors



Platinum Sponsor

Corporate sponsors who donate \$6,000 a year or \$500 a month will receive your company advertisement displayed as a community partner on our bus for the 2023-2024 school year, our partnership will be listed on all print material for the 2023-2024 school year, newsletter business spotlight, monthly social media shoutout, Hometown Hero website recognition, our monthly newsletter, and an Alma Bella Community Partner t-shirt.



Gold Sponsor

Corporate sponsors who donate \$3,000 a year or \$250 a month will be listed as our community partner on all print material for the 2023-2024 school year, newsletter business spotlight, monthly social media shoutout, Hometown Hero website recognition, our monthly newsletter, and an Alma Bella Community Partner t-shirt.



Silver Sponsor

Corporate sponsors who donate \$1,500 a year or \$125 a month will be featured in our newsletter as a business spotlight, monthly social media shoutout, Hometown Hero website recognition, monthly newsletter, and an Alma Bella Community Partner t-shirt.



Bronze Sponsor

Corporate sponsors who donate \$900 a year or \$75 a month will receive a monthly social media shoutout, Hometown Hero website recognition, monthly newsletter, and an Alma Bella Community Partner t-shirt.



**"The best way to find yourself is to lose yourself in the service of others."
- Mahatma Gandhi**



Team Effort



Volunteer Opportunities

At the Alma Bella Foundation, we understand the profound impact that substantial philanthropic donations can have on small non-profit organizations. We believe in the transformative power of significant contributions. These donations not only bring financial stability to our organization but also allow us to extend our reach and effectiveness in fulfilling our mission. With substantial support, we can enhance our capacity by expanding programs, hiring more dedicated staff, and better serving our unique community. Such contributions provide us with the means to embark on long-term strategic planning, build reserves, and invest in sustainable projects, ensuring that we can continue our vital work for years to come. The funds we receive also empower us to strengthen our infrastructure, expand our outreach efforts, and forge new partnerships, all of which contribute to a more meaningful and lasting impact. At Alma Bella Foundation, we are committed to wise and transparent stewardship of these donations, ensuring that they drive positive change in our community, inspire momentum for further accomplishments, and secure our legacy for the future.



Gift Matching Programs

Offering matching gift programs is a win-win for your company, employees, and the community. It promotes a positive workplace culture, reinforces the company's commitment to social responsibility, and strengthens its connections to the community it serves.

"Life's most persistent and urgent question is, 'What are you doing for others?'"
- Martin Luther King Jr.