



## Three- Year Strategic Plan Highlights

- ✓ **Grow to 20,000 Donors by 2023**
- ✓ **Increase Donations by \$350,000.00 revenue:**
  - FY21- \$150,000.00
  - FY22- \$300,000.00
  - FYI23- \$500,000.00

### **Expand Minority Giving Through Social Media:**

- Building social media and ad awareness through donor spotlights
- Donor outreach
- Reach out to urban city leaders

### **How We Will Reach Our Goals:**

- We will begin to engage our donors through our programs they have supported and reach out to volunteers to help grow our social platforms.
- Open a new corporate office in Houston, TX

### **Progress**

- We have about 5,000 annual donors that help us achieve our mission FY21
- We have increased our ad activity by 50 percent FY2!