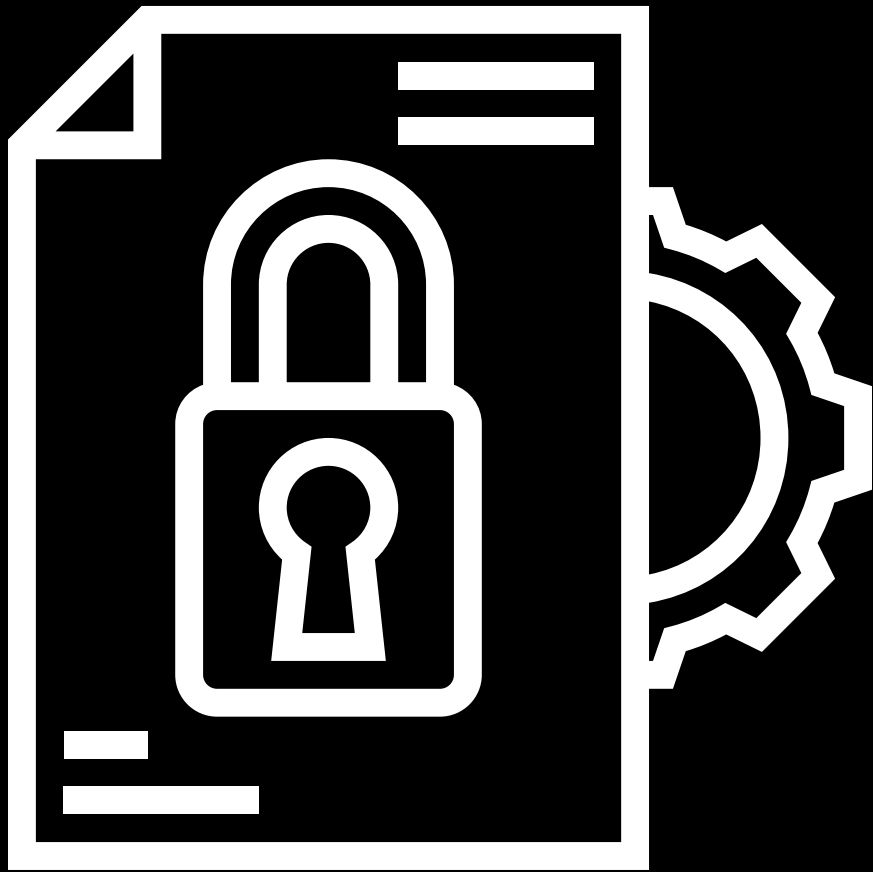




Business Prospectus

DECEMBER 19, 2024

we can help you restart



CONFIDENTIALITY AGREEMENT

By proceeding to review the contents of this report you acknowledge that the information in this business plan is confidential ; therefore, the reader agrees not to disclose it without express written permission of an authorized agent of Operation REVIVE, Inc.[®] It is also acknowledged by the reader that information furnished in this plan is, in all respects, confidential in nature; other than information which is in the public domain through other means and that no discloser or use of same by reader, and may cause serious harm or damage to aforementioned parties. This prospectus is not to be reproduced, copied, or altered without the sole written consent of an authorized agent of Operation REVIVE, Inc.[®]



EXECUTIVE SUMMARY

BUSINESS PROSPECTUS | FEBRUARY 16, 2023

! WHY?
! WHAT?
? WHO!
! WHEN!

Operation REVIVE's ® purpose is to empower domestic violence victims by providing assistance with navigating through crisis and rebuilding their life and legacy. We strive to enrich their lives through a rebuilding process that begins with addressing immediate needs in the midst of crisis and subsequently assisting them with rebuilding their lives through our six pillars: Crisis Management, Transitional Housing at Phoenix House, Educational Advancement, Financial Literacy, Employment Assistance, and Improving Mental Hygiene.

Six Pillar Program

1. Crisis Management
2. Transition Housing at Phoenix House™
3. Educational Advancement
4. Financial Literacy
5. Employment Assistance
6. Improving Mental Health



Vision: To provide a safe space for domestic violence victims to thrive



The Organization was Founded by Tyesha Walker, a 19 year Army veteran with a passion for people. She has extensive managerial and leadership skills. Coupled with her extensive formal education, Tyesha will bring Operation REVIVE (r) to a positive cash flow in the first two years of operations. Her credentials can be found as an addendum to this plan.

Finances



Management is seeking \$800,000 of capital for development fo the organization's Transition Housing at Phoenix House. Primarily, financing will be used for the following:

- Lease and improvement of the Organization's Alexandria based facility
- Development of Programing and Operations
- Development of Organzation's marketing campaigns
- Furniture, Fixures and Equipment
- General Working capital

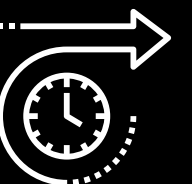


Revenue Forecast

Proforma Profit and Loss (Yearly)					
Year	One	Two	Three	Four	Five
Revenues	\$492,660.00	\$ 522,220.00	\$ 553,553.00	\$ 581,230.00	\$ 610,292.00
Cost of Goods	\$24,633.00	\$ 26,111.00	\$ 27,678.00	\$ 29,062.00	\$ 30,515.00
Gross Profit	\$468,027.00	\$ 496,109.00	\$ 525,875.00	\$ 552,169.00	\$ 579,777.00
Total Operating Cost	\$434,334.00	\$ 448,638.00	\$ 463,453.00	\$ 478,441.00	\$ 493,881.00
EBITA	\$33,693.00	\$ 47,470.00	\$ 62,422.00	\$ 73,758.00	\$ 85,897.00

Future Operations

As time progresses, the Organization will increase its visibility by contually making re-investments into the markinging campaign. Additionally, Operation REVIVE (r) will develop additional locations after the fifth year of operations.





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- Founder's Message
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- Key Strategic Issues
- Concept of Operations
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- Target Audience
- Financial Objectives
- Financial Proformas
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BUSINESS PROSPECTUS

DECEMBER 19, 2024

Part 1:

About US

we can help you restart



Tyeshia Walker, Founder

Message from Our Founder

Thank you for taking the time to acknowledge that what we have to say is important. I am not only doing this for myself but for all of those who feel they do not have a voice, affluent or un-affluent. We are often silenced by our success but being silence benefits no one. We offer a VOICE and a helping hand. Please know that your story has many more chapters and if you want to begin a new story...WE CAN HELP YOU RESTART.

Tyeshia Walker



Our Mission

Operation REVIVE's® purpose is to empower domestic violence victims by providing assistance with navigating through crisis and rebuilding their life and legacy. We strive to enrich their lives through a rebuilding process that begins with addressing immediate needs in the midst of crisis and subsequently assisting them with rebuilding their lives through our six pillars: Crisis Management, Transitional Housing at Phoenix House™, Educational Advancement, Financial Literacy, Employment Assistance, and Improving Mental Hygiene.





Our Six Program Pillars

6

Crisis Management

Transition Housing at the
Phoenix House™

Educational Advancement

Financial Literacy

Employment Assistance

Improving Mental Hygiene



Pillar 1: Crisis Management

Intent and Purpose

Our primary focus is addressing the immediate needs of our clients. Removing them from the violent situation and providing a safe place to thrive is the basis of our programming.

Programming

During this phase, we are actively engage with local law enforcement. Our Crisis Management Pillar offers the following services:

- Immediate placement at Phoenix House™ or a Network partner that provides safe housing.
- Micro Loans to address immediate needs
- Private Employeeen notification services
- Private re-location services

Network Partners

The primary network partners for this pillars are the local authorities to address the immediate issues.



Pillar 2: Transition Housing at Phoenix HouseTM

Intent and Purpose

To provide a safe haven for domestic violence victims to assist them with their transition.

Programming

The Phoenix HouseTM is a 27- bed, 10,000 square foot facility that houses domestic violence victims. There are a combination of both single living and family suites. We offer immediate safe housing and 12-,18-, 24- month transition housing options.

Network Partners

To ensure safety of our clients, we have network partnerships established with local housing complexes, hotel chains, and government quarters.



Pillar 3: Educational Advancement

Intent and Purpose

Our intent is to continue education already received and/or enhance education already receive.

Programming

Our Phoenix Academy Team offers the following under our Educational Advancement Pillar:

- College Counseling and Placement assistance
- Vocational Classes through local Technical College
- Phoenix Academy's Home Skills Course that teaches victims basic home skills such as cooking, time management, Insurance 101, home organization, etc.

Network Partners

The network partners we are seeking under this pillar are contracted educators, local colleges and universities, local vocational schools, and on-line education platforms



Pillar 4: Financial Literacy

Intent and Purpose

Because victims are often financially reliant on their significant others, they may need assistance improving their financial literacy. Our primary focus under this pillar is to establish basic financial understanding.

Programming

Our Phoenix Academy Team offers the following under our Financial Literacy Pillar:

- Bank account set-up and management
- Budgeting Class
- Credit Management and Repair
- Phoenix Academy's Taxes 101

Network Partners

The network partners we are seeking under this pillar will be contracted CPA, tax consultants, credit repair specialists, and financial education course platforms.



Pillar 5: Employment Assistance

Intent and Purpose

Under this pillar, our focus will be on transitioning the victim back into the workforce if they are unemployed. If they are employed, we look to provide support for the victim.

Programming

Our Phoenix Academy Team offers the following under our Employment Assistance Pillar:

- Career Counselors
- Resume Writing and Interview Training
- Phoenix Academy's Phoenix Rising Employment Program
- Enterpenuership 101

Network Partners

The network partners we are seeking under this pillar will be contracted educators and mobile training teams.



Pillar 6: Improving Mental Health

Intent and Purpose

Our primary focus under this pillar is to restore peace and improve mental wellness.

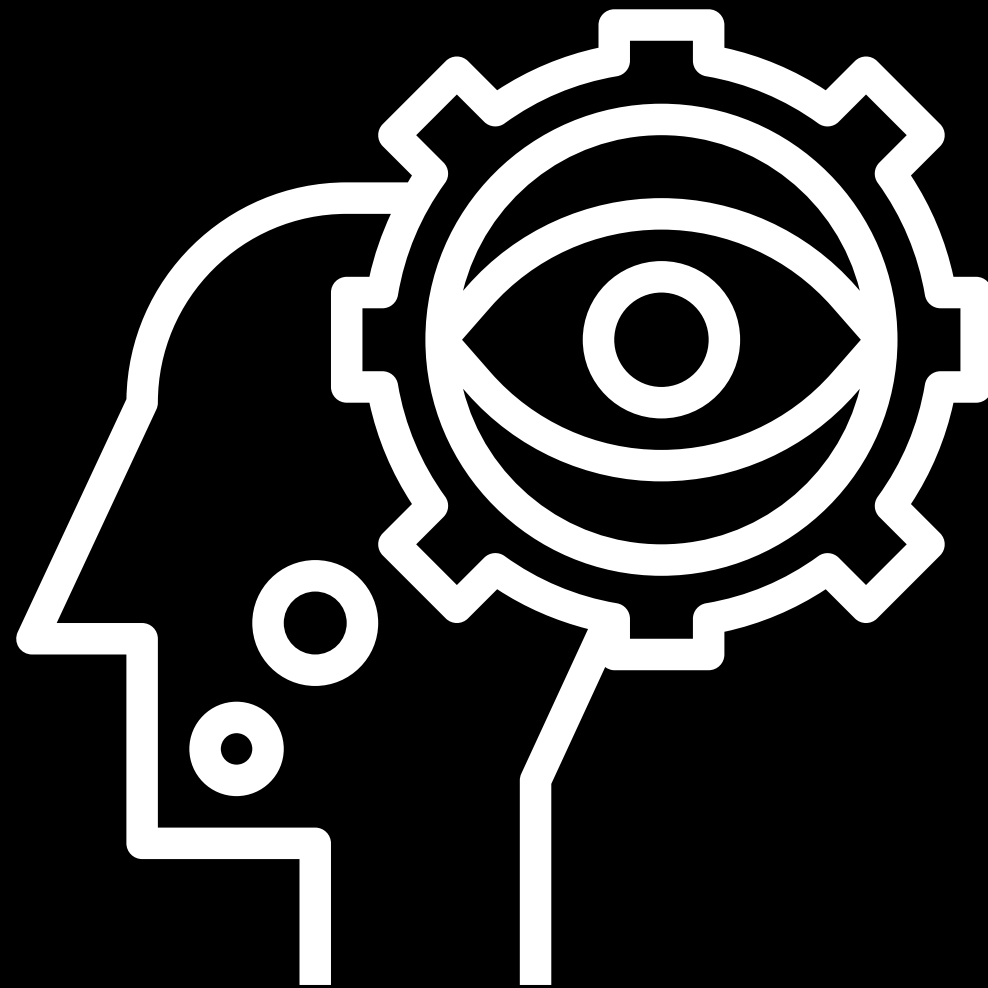
Programming

Our Phoenix Academy Team offers the following under our Improving Mental Health Pillar:

- Liscensed therapist and counselors
- Children's Writing and Music Therapy
- Phoenix Academy's Active Life Pipeline
- Liscensed nutritionists and personal trainers
- Contracted experts in holistic healing such as meditation, prayer, yoga, and tailored tanta instruction.

Network Partners

The network partners we are seeking under this pillar will be contracted experts and specialist in the field of Mental Health and Wellness



Our Vision

"To provide a safe space for domestic violence victims to thrive"

IMPACT GOAL #1: SUCCESSFULLY TRANSITION VICTIMS TO SAFE AND THRIVING ENVIRONMENTS

IMPACT GOAL #2: DEVELOP STRONG RELATIONSHIPS WITH INDUSTRY STAKEHOLDERS

IMPACT GOAL #3: SUCCESSFULLY MARKET AND ADVERTISE VICTIM SERVICES IN VIRGINIA, DISTRICT OF COLUMBIA, AND MARYLAND AREA



Impact Goals and Targets

Our primary impact goal is to decrease the prevalence of domestic violence locally and country-wide. The target market audience for our goals are SURVIVORS of domestic violence to include those exposed to:

- **Spousal violence:** High profile clients with discretion and immigrants afraid to report
- **Intimate partner violence:** clients that have a relationship and/or share a child with abuser
- **Family Member Violence:** Minors being abused by in-resident family and LGBTQIA minors experiencing family violence





Meet Our Board of Directors



Tyesha Walker, MPA

EXECUTIVE DIRECTOR

U.S. Army 22 year, Combat Veteran and Founder of Operation REVIVE. Holds a Bachelors of Science in Public Relation and a Masters in Public Administration from Georgia Southern University. Credentialed in Business Analytics, Economics for Managers, and Financial Accounting through Harvard Business School-Online. Proud member of Delta Sigma Theta Sorority, Inc.



Dr. Melani Bell, DNP

BOARD MEMBER

V.P of Maryland Nurses Assc., Chair of Legislative Committee, and Nurse Consultant



Mrs. Yvonne Fleetwood, PMP

BOARD MEMBER

Certified Advisor and Owner of Paper Cuts Publishing House[®]



Mrs. Jobena Hill-Khalill, Esq.

BOARD MEMBER

Civil Rights and Personal Injury attorney with a practice in Atlanta, GA



Dr. Darrell Dudley-Govan, EdD

BOARD MEMBER

U.S Army Combat Veteran and LGBTQ Activist. Founder of Like Mikey[®]



Mrs. Mashonda Walston, MBA

BOARD MEMBER

Contracting Officer for the Office of Administration and Procurement



Part 2:

Strategy and Implementation



Strategic Analysis

BUSINESS PROSPECTUS | FEBRUARY 16, 2023

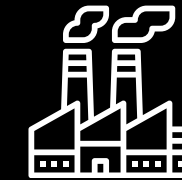


External Environment Analysis

The business of maintaining a not for profit organization is a complex business that has moderately difficult operations to manage. This section of analysis will detail the overall economic climate, the not for profit organization industry, and the issues that surround the operations of the business.

Currently, the economic climate is uncertain. The pandemic stemming from COVID-19 has created a substantial amount of turmoil within the capital markets. It is expected that a prolonged economic recession will occur given that numerous businesses are being forced to remain closed for an indefinite period of time (while concurrently having their respective employees remain at home). However, central banks around the world have taken aggressive steps in order to ensure the free flow of capital into financial institutions. This is expected to greatly blunt the economic issues that will arise from this public health matter.

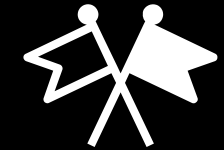
However, given the current economic recession – there will be substantial demand among domestic abuse victims to get out of their difficult life situation (especially as incidences of domestic violence have increased as a result of more people staying at home). Operation REVIVE will provide support services to these people in the Alexandria area.



Industry Analysis

In 2019, total estimated charitable giving to not for profit organizations totaled more than \$309.66 billion dollars. Charitable giving is a luxury for most people and businesses, and as such, during periods of economic decline, Management expects a severe decrease in the amount of donations made to the Foundation. However, It has been predicted that philanthropic giving will increase by 8.8% in 2022. There are also tremendous tax benefits that allow charitable giving to have benefits regardless of the overall economic market. Below are some statistics regarding American charitable organizations:

- The majority of that giving came from individuals, \$258 billion. Giving by individuals grew by 5 percent (when adjusted for inflation).²
- Giving by bequest was \$28 billion, foundations gave \$54 billion, and corporations donated \$18 billion.³
- Religious organizations received the most support--\$114 billion. Much of these contributions can be attributed to people giving to their local place of worship. The next largest sector was education (\$54 billion).⁴



Competition

It is extremely difficult to categorize competition among charities as each organization is competing for the same contributions from corporations, individuals, and grants from government agencies. Among the 10,000 not for profit organizations in the United States, all are in competition for the same influx in capital. There are several organizations that serve to assist domestic violence victims (including organizations like Operation REVIVE).

Management does not feel that the Foundation is in competition with any other not for profit organization that seeks to provide these services to the greater Alexandria community. Currently, there is only a handful of organizations that provide support specific to domestic abuse victims in this market. None of these facilities operate with nearly the same scale or scope of the planned Operation REVIVE facility (especially as it relates to combining therapy, counseling, advancement, and financial literacy via one organization).

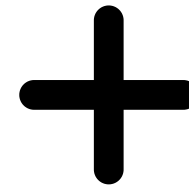


Key Strategic Issues

Sustainable Competitive Advantage

The Foundation will be able to maintain successful business operations because of the following:

- Continuous revenue generation from fundraising activities as well as through grants (from both private and public entities).
- A highly motivated and experienced Management Team led by Tyesha Walker.
- Strong demand within the Alexandria area market for entities that can assist people with life improvement and advancement in order to end the cycle of domestic violence.
- Moderately low operating costs as a function of revenues.
- Limited competition among organizations that provide similar services in Alexandria.



Basis for Growth

Operation REVIVE, Inc. will grow through three primary avenues:

- Continued marketing of the Foundation to government entities that issue grants to organizations that seek to provide support services to domestic abuse victims.
- Raise additional capital additional fund raising through ongoing mass mailings, charitable events, events, and through government grants.
- Development of additional locations throughout the greater Washington DC market area as well as other economically viable markets in Virginia.



Concept of Operations

The principal operations of Operation REVIVE[®] is to provide comprehensive programs that seek to help victims of domestic violence improve their lives by providing a safe house while they reestablish themselves. The safe house will provide comfortable living quarters, therapy, and support.

The location will have an independently contracted therapist that has specific training for addressing drug/alcohol issues when needed.

As it relates to revenue generation, Operation REVIVE[®] will receive the majority of its income from government grants and private donations. The business will also seek to acquire grants specific for educational advancement (especially among domestic abuse victims that are seeking to reestablish their lives via new careers).

Operation REVIVE[®] will maintain strong relationships with Alexandria and greater Washington DC area employers so that referrals can be made among residents that are in need of either part time or full time employment.

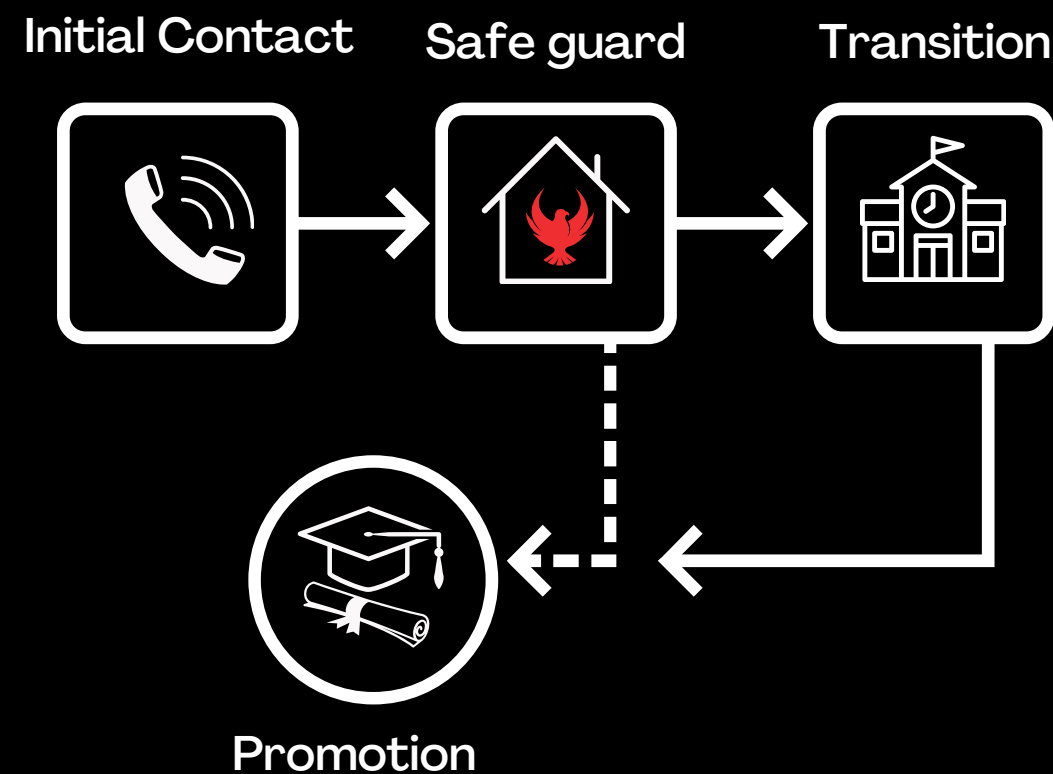
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Upon reception of a victim, we employ the following framework:

Step 1: Safe guard victim

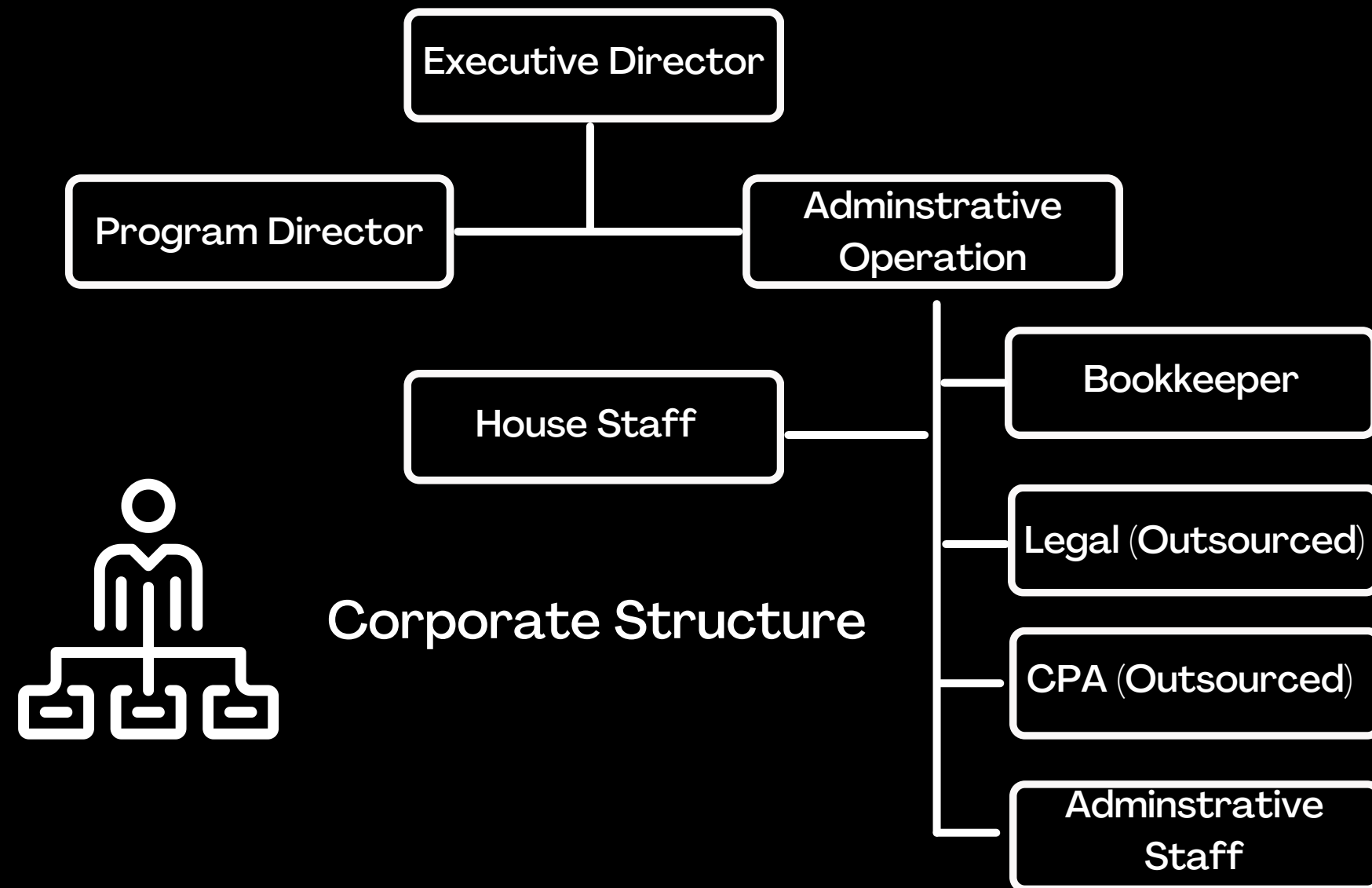
Step 2: Transition

Step 3: Promote





Organizational Plan



Organizational Budget



Personnel Plan - Yearly					
Year	1	2	3	4	5
Executive Director	\$100,000	\$103,000	\$106,090	\$109,273	\$112,551
Program Director	\$75,000	\$77,250	\$79,568	\$81,955	\$84,413
Admin Ops & House Staff	\$150,000	\$154,500	\$159,135	\$163,909	\$168,826
Total	\$325,000	\$334,750	\$344,793	\$355,136	\$365,790
Numbers of Personnel					
Year	1	2	3	4	5
Executive Director	1	1	1	1	1
Program Directors	1	1	1	1	1
Admin Ops & House Staff	4	4	4	4	4
Totals	6	6	6	6	6

Executive Director: Oversight and final decision on organization business. Consults with Board of Directors for development and program oversight.

Program Director: Oversight over all programs under Phoenix Academy and the Phoenix House. Responsible for shaping and developing programs that support the 6 program pillars.

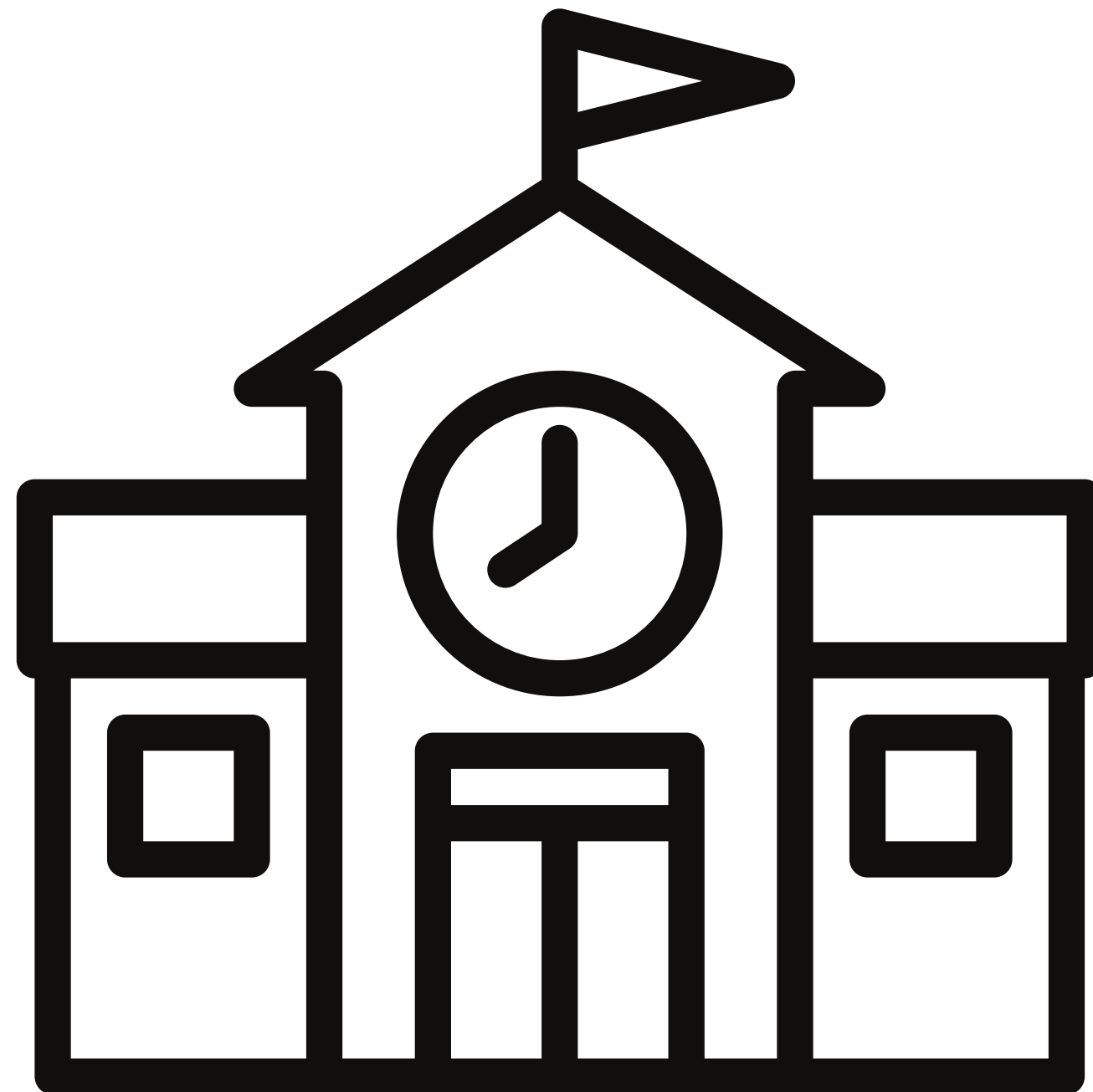
Admin Operations Chief: Responsible for day-to-day operations of the organization to include managing the house and cleaning staff for Phoenix House, contracting Special Staff, coordinating logistical needs, and management of contracted administrative staff.



Phoenix Academy™

The Phoenix Academy is our pipe-line program that has a unique curriculum to assist client with their transition to independence. When enrolled, clients will be required to complete several classes rooted in each program pillar. Below are some of our class offerings:

- Home Skills 101
- Taxes 101
- Entrepreneurship 101
- Children's Music Therapy





Phoenix House™

Operation REVIVE's most expensive cost is procuring and/or renovating a facility to house Operation REVIVE's main office and the Phoenix House campus. More information on the facility can be found in the Phoenix House annex





Part 3:

Marketing and Financial Plan

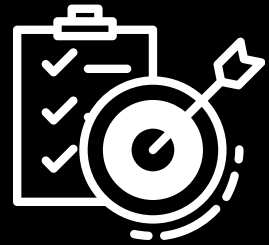
25

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Marketing Objectives

Market Goals



- Establish a strong presence in Northern Virginia, Maryland, and the Washington DC metropolitan area markets.
- Develop relationships with government grant programs that provide funding to job training focused organizations.
- Maintain strong relationships with employers for referring enrollees to employment opportunities.

MARKETING STRATEGIES:

①

SOCIAL

- Social Media Awareness with Phoenix Ambassadors
- Attend local organization events and provide Info
- Conduct fundraising events and Information Conference to increase awareness



②

ADVERTISING

- Paid online ads
- Retargeting links
- Facebook/Instagram advertising
- Newsletters and sponsorship of network partner
- Promotional ads and videos on web



③

SEO

- Search engine optimization with links to key word associated with our mission and services
- Keyword research and targeting
- Accessible, quality content on website
- Advanced onsite user engagement features
- Social Media and Viral Marketing



④

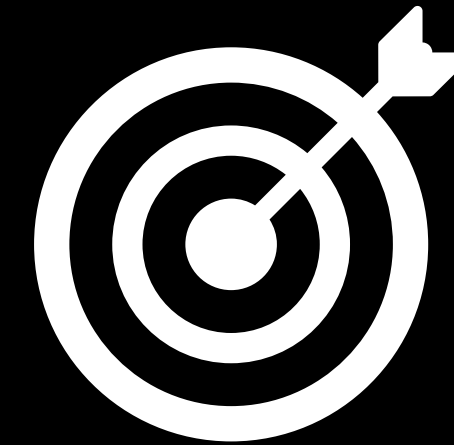
CONTENT STRATEGY

- Audit of existing content, identify top performing posts and platforms (replicate)
- Publish articles in Domestic Violence
- Promote with local and federal agencies (collaboration)

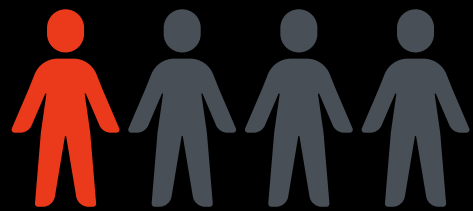




Target Market



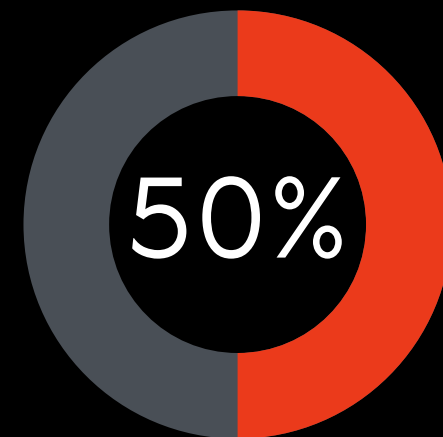
SURVIORS



1 in 4

Nearly 1 in 4 women have experienced contact sexual violence, physical violence, and/or stalking by an intimate partner during thier lifetime⁵

Fifty perecent of women seen in the emergency departments reports a history of abuse, and approximately 40% of those killed by thier abuser sough help in the 2 years before death⁶



NOVEMBER 2019

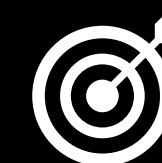
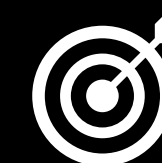
1,286

VICTIMES ARE ASSUALTED
PER MINITE IN THE U.S.⁷

twelve

[/twElv/]-The number of fatalities involved in military domestic violence cases in 2019⁸

- **Spousal violence:** High profile clients with discretion and immigrants afraid to report
- **Intimate partner violence:** clients that have a relationship and/or share a child with abuser
- **Family Member Violence:** Minors being abused by in-resident family and LGBTQIA minors experiencing family violence. Physically disabled are welcomed
- **Military Violence and Abuse:** Military and those who serve the military that are experiencing abuse of power and prividlged



Donors/Sponsors

Brand Ambassador
& Network Affiliates



Target Audience #1

Survivors

Our primary goal is to transition our clients out of their violent situation. We strive to be a safe place for those who feel they do not have a voice. We will focus our primary marketing efforts on three survivor categories: Spousal Violence, Intimate Partner Violence, and Family Member Violence.

"For every wound there is a scar, and every scar tells a story. A story that says, 'I survived'" -Craig Scott⁹



Target Audience #2

Donors/Sponsors

Because a majority of our funding will be through grants and donations, we will target this population for assistance with capital, sponsorship, discounted rates, and PP&E to furnish the Phoenix HouseTM and provide Phoenix AcademyTM services.



.....
"Revenge is surviving , getting out, and being a better person that you were, and breaking the cycle." ¹⁰

-Kristy Green



Target Audience #3

Brand Ambassadors/
Network Partners

We will spend a moderate portion of our marketing efforts on building awareness. We are looking to build brand awareness and develop a Phoenix Network of local/federal agencies, businesses, and educators, medical and mental health specialist, etc. Network partners and Brand Ambassadors will use thier platforms to spread the work about our program and services.

"Part of the healing process is sharing with other people who care" -Jerry Cantrell¹¹



Financial Plan



BUSINESS PROSPECTUS | FEBRUARY 16, 2023

“The Company has based its proforma financial statements on the following:

- The Foundation anticipates that its growth rate will be 5.5% per year.
- Operation REVIVE, Inc. will retain 20% of net cash for future operations.
- The Foundation will solicit \$800,000 of development funds.”

Objectives:



Positive cash flow starting in the first year of expanded operation.

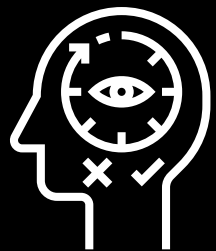


Income from government grants and ongoing funding for the business' support programs geared towards domestic abuse victims that are seeking to improve their lives through support and advancement.

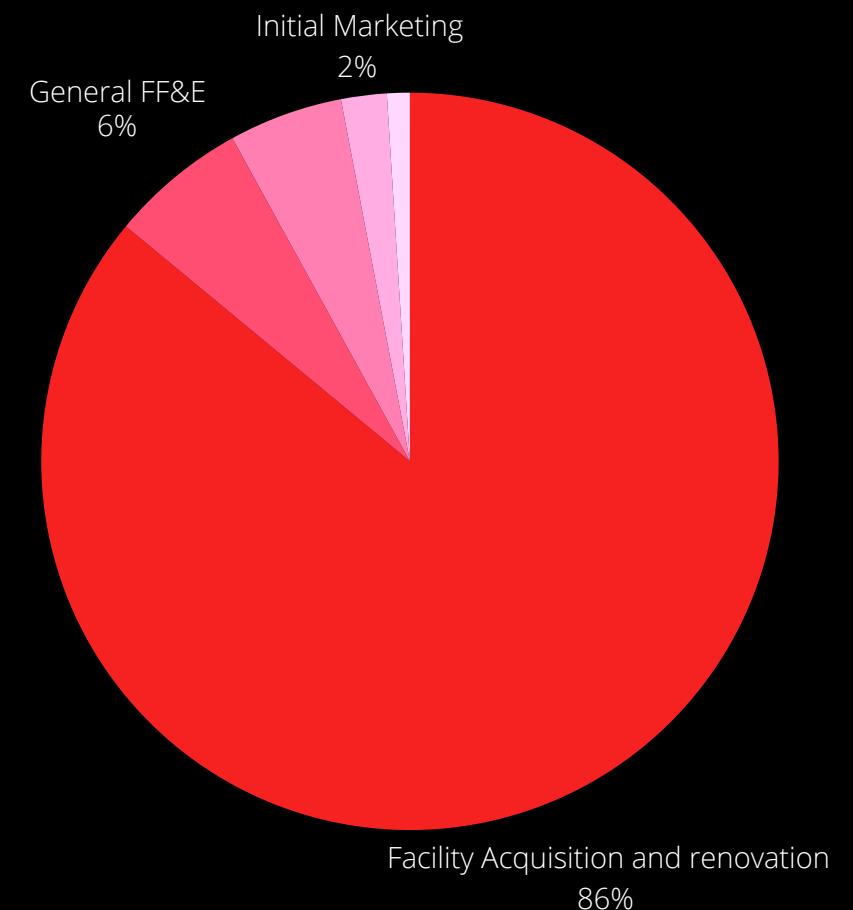
800K

Initial assessment for first year of inception and building of Phoenix House

Sensitivity Analysis



The Foundation's revenues are modestly sensitive to changes in the general economy. In deleterious economic conditions – state agencies and private donors will most likely decrease budgets for third party operated not-for-profit organizations that focus on the needs of domestic violence victims. It should be noted that Operation REVIVE will generate its revenue via numerous revenue streams. As such, Operation REVIVE will be able to remain cash flow positive in any economic environment.

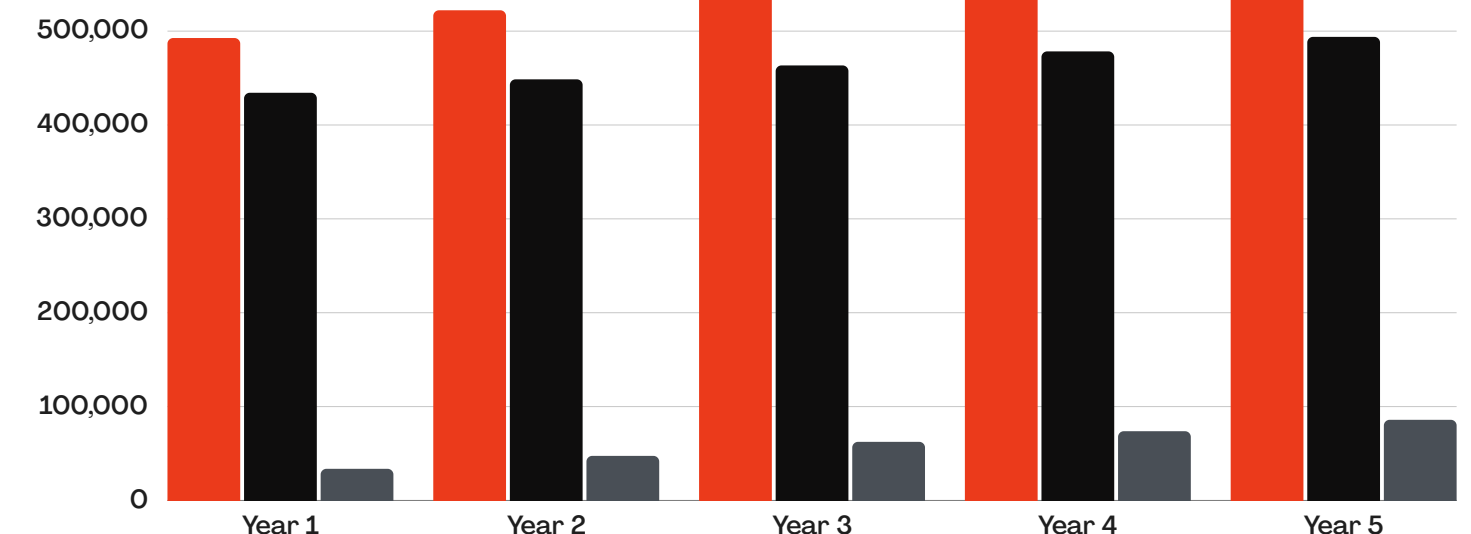




Profit Loss Statement

Although Operation REVIVE[®] is a new organization, the start-up over head is significantly lower than the expected revenue.

Proforma Profit and Loss (Yearly)					
Year	1	2	3	4	5
Revenues	\$492,660	\$522,220	\$553,553	\$581,230	\$610,292
Cost of Goods Sold	\$24,633	\$26,111	\$27,678	\$29,062	\$30,515
Gross Margin	95.00%	95.00%	95.00%	95.00%	95.00%
Gross Profit	\$468,027	\$496,109	\$525,875	\$552,169	\$579,777
Expenses					
Payroll	\$325,000	\$334,750	\$344,793	\$355,136	\$365,790
General and Administrative	\$7,390	\$7,833	\$8,303	\$8,718	\$9,154
Advertising Costs	\$2,463	\$2,611	\$2,768	\$2,906	\$3,051
Insurance Costs	\$15,000	\$15,450	\$15,914	\$16,391	\$16,883
Professional Fees and Licensure	\$7,500	\$7,800	\$8,112	\$8,436	\$8,774
Outside Labor	\$24,633	\$26,111	\$27,678	\$29,062	\$30,515
Facility Expenses	\$50,000	\$51,500	\$53,045	\$54,636	\$56,275
Misc. Expenses	\$2,348	\$2,583	\$2,841	\$3,125	\$3,438
Payroll Taxes	\$0	\$0	\$0	\$0	\$0
Total Operating Costs	\$434,334	\$448,638	\$463,453	\$478,411	\$493,881
EBITA	\$33,693	\$47,470	\$62,422	\$73,758	\$85,897
Federal Income Tax	\$0	\$0	\$0	\$0	\$0
State Income Tax	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0	\$0	\$0
Net Profit	\$33,693	\$47,470	\$62,422	\$73,758	\$85,897
Profit Margin	6.84%	9.09%	11.28%	12.69%	14.07%





Common Size Income Statement

Because Operation REVIVE[®] is a new organization, grants and donations will drive our organization revenue. Operating cost will continue to decrease each year.

Proforma Profit and Loss (Common Size)					
Year	1	2	3	4	5
Revenues	100.00%	100.00%	100.00%	100.00%	100.00%
Cost of Goods Sold	5.00%	5.00%	5.00%	5.00%	5.00%
Gross Profit	95.00%	95.00%	95.00%	95.00%	95.00%
Expenses					
Payroll	65.97%	64.10%	62.29%	61.10%	59.94%
General and Administrative	1.50%	1.50%	1.50%	1.50%	1.50%
Advertising Costs	0.50%	0.50%	0.50%	0.50%	0.50%
Insurance Costs	3.04%	2.96%	2.87%	2.82%	2.77%
Professional Fees and Licensure	1.52%	1.49%	1.47%	1.45%	1.44%
Outside Labor	5.00%	5.00%	5.00%	5.00%	5.00%
Facility Expenses	10.15%	9.86%	9.58%	9.40%	9.22%
Misc. Expenses	0.48%	0.49%	0.51%	0.54%	0.56%
Payroll Taxes	0.00%	0.00%	0.00%	0.00%	0.00%
Total Operating Costs	88.16%	85.91%	83.72%	82.31%	80.93%
EBITA	6.84%	9.09%	11.28%	12.69%	14.07%
Federal Income Tax	0.00%	0.00%	0.00%	0.00%	0.00%
State Income Tax	0.00%	0.00%	0.00%	0.00%	0.00%
Interest Expense	0.00%	0.00%	0.00%	0.00%	0.00%
Net Profit	6.84%	9.09%	11.28%	12.69%	14.07%



Cash Flow Analysis

In the first year of operation, Cash in-flow will be significantly high as Operation REVIVE® builds capital for the Phoenix House . It will significantly decrease once the facility and programs have been established.

Proforma Cash Flow Analysis - Yearly					
Year	1	2	3	4	5
Cash <u>From</u> Operations	\$33,693	\$47,470	\$62,422	\$73,758	\$85,897
Cash <u>From</u> Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$33,693	\$47,470	\$62,422	\$73,758	\$85,897
Other Cash Inflows					
Equity Investment	\$800,000	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$1,000	\$1,150	\$1,323	\$1,521	\$1,749
Total Other Cash Inflows	\$801,000	\$1,150	\$1,323	\$1,521	\$1,749
Total Cash Inflow	\$834,693	\$48,620	\$63,745	\$75,278	\$87,646
Cash Outflows					
Repayment of Principal	\$0	\$0	\$0	\$0	\$0
A/P Decreases	\$800	\$960	\$1,152	\$1,382	\$1,659
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$752,500	\$9,494	\$12,484	\$14,752	\$17,179
Charitable Disbursements	\$0	\$12,500	\$15,000	\$17,500	\$20,000
Total Cash Outflows	\$753,300	\$22,954	\$28,636	\$33,634	\$38,838
Net Cash Flow	\$81,393	\$25,666	\$35,108	\$41,645	\$48,808
Cash Balance	\$81,393	\$107,059	\$142,168	\$183,812	\$232,620



Balance Sheet

Operation REVIVE[®] has minimal liabilities and equity. Once the Phoenix House has been built, it will be our biggest asset. The Alexandria Area housing market is rapidly developing and the facility will appreciate at 0.09% annually.¹²

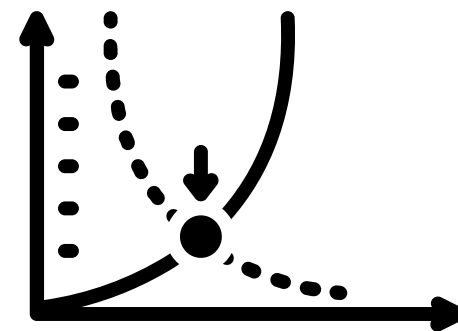
Proforma Balance Sheet - Yearly					
Year	1	2	3	4	5
Assets					
Cash	\$81,393	\$107,059	\$142,168	\$183,812	\$232,620
Amortized Startup and Expansion Costs	\$2,500	\$5,348	\$9,094	\$13,519	\$18,673
Property	\$700,000	\$700,000	\$700,000	\$700,000	\$700,000
Furniture, Fixtures, and Equipment	\$50,000	\$56,646	\$65,385	\$75,711	\$87,737
Total Assets	\$833,893	\$869,053	\$916,646	\$973,042	\$1,039,029
Liabilities and Equity					
Accounts Payable	\$200	\$390	\$561	\$699	\$789
Long Term Liabilities	\$0	\$0	\$0	\$0	\$0
Other Liabilities	\$0	\$0	\$0	\$0	\$0
Total Liabilities	\$200	\$390	\$561	\$699	\$789
Equity	\$833,693	\$868,663	\$916,086	\$972,343	\$1,038,240
Total Liabilities and Equity	\$833,893	\$869,053	\$916,646	\$973,042	\$1,039,029



Break-Even Analysis

Because Operation REVIVE[®] is a non profit organization that generates income solely on charitable giving, the break even point can be reached early in operations.

Monthly Break- Even Analysis					
Year	1	2	3	4	5
Monthly Revenue	\$38,099	\$39,354	\$40,654	\$41,966	\$43,323
Yearly Revenue	\$457,194	\$472,251	\$487,845	\$503,591	\$519,874





Business Ratios

Because Operation REVIVE[®] is a 501(c) 3 Non profit organization, the growth margins will be significantly high. We expect to have very low overhead after the Phoenix House is completed. Our Acid Test is extremely high to minimal short-term liability and relatively high assets.

Business Ratios - Yearly					
Year	1	2	3	4	5
Sales					
Sales Growth	0.0%	6.0%	6.0%	5.0%	5.0%
Gross Margin	95.0%	95.0%	95.0%	95.0%	95.0%
Financials					
Profit Margin	6.84%	9.09%	11.28%	12.69%	14.07%
Assets to Liabilities	4169.46	2228.34	1635.41	1392.10	1316.72
Equity to Liabilities	4168.46	2227.34	1634.41	1391.10	1315.72
Assets to Equity	1.00	1.00	1.00	1.00	1.00
Liquidity					
Acid Test	406.96	274.51	253.64	262.97	294.79
Cash to Assets	0.10	0.12	0.16	0.19	0.22



Next Steps

Phoenix Ambassador



BECOME AN AMBASSADOR

A Phoenix Ambassador are asked represent Operation REVIVE in a positive light to help to increase brand awareness. Ambassadors are asked to us their respective platforms to share Operation REVIVE content and events.

- Ambassadors will have special access to Operation REVIVE events, receive a quarterly newsletter, and Operation REVIVE merchandise.
- Brand Ambassadors will be positively affiliated with a Operation REVIVE's mission, thus generating brand loyalty

Top ambassadors will receive the Crystal Phoenix award annually for their contributions

Donation & Sponsorship



DONATE AND SPONSOR US

Operation REVIVE Sponsors and Donors are asked to provide monetary contributions, services, and products at a pro bono or discounted rate. In return your name and logo will be included on major event literature and website, will have special access to Operation REVIVE events, receive a quarterly newsletter, and Operation REVIVE merchandise. A few of the benefits to donating are:

- It increases visibility for your company as being a conscious brand. Sponsoring events that your customers care about creates positive feelings about your brand.
- Provides direct access to audience insight and provides an opportunity to shape audience attitudes about your organization¹⁵
- Return on investment (ROI) is huge. According to IRS.gov, 100% od charitable donations are tax deductible and the cap on charitable donations has been suspended due to the COVID-19 Pandemic.

Top donors and sponsors will receive the Crystal Phoenix award annually for their contributions

Network Partnership



BECOME A NETWORK PARTNER

Operation REVIVE is actively seeking to foster relationships that result in reciprocal greater business growth. Our network partners are independent, locally led and governed organizations that share a common core purpose, approach, and commitment to the Operation REVIVE's core values. We are seeing the following types of network partnership for refers and support:

- Local and Federal government agencies such as local law enforcement, emergency services, etc.
- Local criminal and civil attorneys, accountants, educators, counselors, therapists, and other field specialists
- Private organizations that share and/or similar values as Operation REVIVE



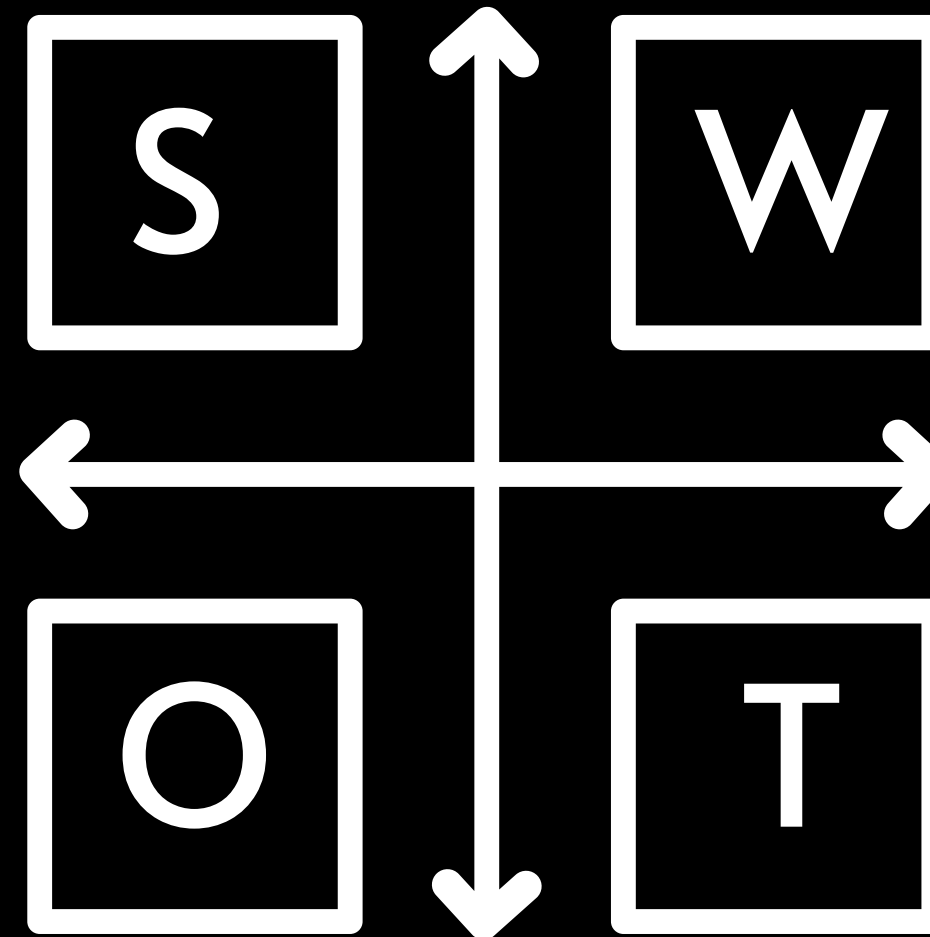
Strengths

- A unique program that will help domestic abuse victims through proper counseling, financial literacy, and other supportive services.
- Qualified and experienced staff led by Tyesha Walker.
- Low operating and overhead costs as a function of revenues.
- The potential to earn government funding by operating Operation REVIVE in conjunction with the Commonwealth of Virginia and Alexandria based municipal agencies.

Opportunity

- Expansion of the number of facilities operated by Operation REVIVE within Alexandria.
- Continued expansion of the affiliated businesses that operate in conjunction with the Foundation (for employment referrals).

SWOT Analysis



Weaknesses

- Adverse market conditions can impact donation and grant revenue.
- Many regulatory and compliance issues.
- Legal and fiduciary liabilities.
- Large reporting obligations to IRS

Threats

- The number of regulatory issues is increasing.
- Errors and omissions can cause serious legal liability for the Foundation.
- Onsite issues could cause liabilities for Operation REVIVE (limited risk).



Part 4:

ANNEXES

39

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Family is supposed to be our safe have. very often, it is the place where we find the deepest hurt.

- Iyanla Vanzant 14



Risk Assessment

Development Risk

The primary development risk now faced by Operation REVIVE is Management’s ability to raise the requisite capital sought in this business plan in order to develop the safe house in Alexandria. The secondary development risk is Management's ability to provide a stable environment for domestic abuse victims to improve their lives through proper counseling, educational advancement assistance, job training, and financial literacy.

MODERATE

Financing Risk

At this time, Management requires \$800,000 of capital in order to expand operations. The risks that are associated with this capital are offset by the high margin incomes generated from ongoing grants, donations, and related income generated through the Operation REVIVE location.

MODERATE

Marketing Risk

Management intends to use the marketing strategies outlined in the seventh section of the business plan. Given the strong demand for support services among domestic abuse victims, the ongoing marketing required for creating interest and awareness of Operation REVIVE are low.

LOW

Management Risk

The Foundation's Management Team (led by Tyesha Walker) is experienced and knowledgeable regarding all aspects of the Company’s operations. She, along with the other members of the Management Team, will be able to effectively bring the operations of the Foundation to a positive cash flow by the end of the first year of expanded operations.

LOW/MODERATE

Valuation Risk

As Operation REVIVE is registered as a 501(c)(3) organization, there is no valuation risk.

LOW

Exit Risk

As this is a not-for-profit entity, there is no exit risk associated with the operations of the business. In the event that Management wishes to wind down operations, the entity would donate its operating assets to a third party not for profit organization that shares the same values as Operation REVIVE.

LOW



the Phoenix House Site Plan



Operation REVIVE's[®] Phoenix House The Phoenix House is a 27- bed, 10,000 square foot facility that houses domestic violence victims. There are a combination of both single living and family suites. We offer immediate safe housing and 12-,18-, 24- month transition housing options. The facility will have state of the art offices, a full-range kitchen with eat in formal dining area, computer lab, multi-purpose room, a laundry facility, and work-out facility.



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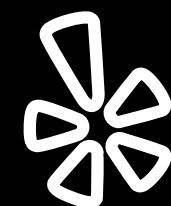
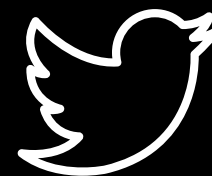
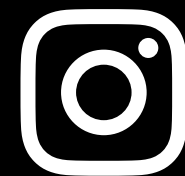
Thank you!

Contact us if there are any questions.

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"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others."

~Marianne Williamson¹³