

Create a Passion

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Non-Profit Business Plan, 2012-2013

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Executive Summary

Create a Passion is a non-profit organization providing instrumental mentoring programs for grade school and middle school youth in the Bloomington, IN area. The program will form partnerships with the Boys and Girls Club of Bloomington and the Jacob's School of Music and eventually build relationships with the Indiana University hospital.

Through lack of opportunity the development of extracurricular involvement has left at-risk young people disadvantaged to the social norm. To fix this problem, young people must be given a caring, inclusive learning environment that promotes their best effort and allows them the ability to grow.

Create a Passion is a program that is in direct response to the increased musical instruction expenses and the lack of art programming in the public schools.

Create a Passion will focus primarily on grade school and middle school youths, this age group is particularly problematic and a perfect time for extracurricular activities to create positive effects.

Create a Passion's Partner-Up program will pair 3-4 youth members to one instrumental instructor for a half-an-hour on a weekly basis. During that half-an-hour the small group will participate in weekly planned lessons that adhere to their specific level of musical learning. Mentors will participate in a monthly meeting to report the young person's progress. Over time, Create a Passion will create a learning environment that will be an invaluable resource to young people, aspiring musical mentors, and the community at large.

1.1 Objectives

Create a Passion's goal is to foster a commitment to young people that will promote personal goal settings, self-discipline, skill development, individualism and reassert a sense of hope in the future. A sense of individual responsibility will be established that will give youth the commitment to follow through with their musical knowledge with a sense of pride and accomplishment.

1.2 Mission

Our mission is to give children the opportunity to broaden their talents and interest and ultimately create a passion. We have faith that by bringing music into young lives that many aspects of their futures will be enhanced, whether this is enhanced skill in other subjects such as math or science, or helping them explore their emotions to better understand who they are as individuals.

1.3 Keys to Success

- Establish a strong network of support with the Boys and Girls Club of Bloomington, the Indiana University Hospital, and the Jacob Schools of Music.
- Launch a series of fundraising activities that will successfully fund the program and the buying and refurbishing of instruments
- Recruit qualified musicians from the music education program at Indiana University to instruct the youth

Services

Create a Passion offers youth, who otherwise wouldn't have access to, an opportunity to work with a musician to cultivate their musical talents and broaden their passion for life, and ultimately enhance their learning capabilities. The programs Create a Passion provides will empower these children to obtain music skills that could potentially open opportunities. The long-term goal of Create a Passion is to instill a desire to learn and inspire them to work for a better future. Create a Passion is for grades 3-8th.

Starting off, Create a Passion has two programs. They are as follows:

- **Partner-Up:** Partner-Up is an after school program which provides voice and instrumental instruction along with music theory for children who cannot attain these luxuries. Through this program, qualified volunteers will devote time to provide lessons to the children on a scheduled basis. At these lessons children will be learning to play on provided instruments. It will be one instructor to a group of three-four children based on their specific skill level. These lessons will be held at the Boys and Girls Club of Bloomington, IN.
- **Music Workshop/Events:** Create a Passion will hold a variety of kid-friendly workshops for children in hospitals, elementary schools, and the Boys and Girls Club of Bloomington, IN. These workshops will once again cultivate their interest in music (examples: composition workshop, rhythm workshops, and other fun ideas). Create a Passion will also put on benefit concerts which these children can attend for free, which will give them the opportunity for them to observe musicians to further inspire their musical passion (examples: Straight No Chaser, Ladies First, Jacob's School of Music, etc.).

Market Analysis Summary

Create a Passion is a program that is in direct response to the increased musical instruction expenses and the lack of art programming in the public schools. Create a Passion offers the at-risk youth the opportunity to be a part of this extracurricular program can service as an influential reinforcer of hopeful behavior. It also serves as a type of support system that could ultimately create a dramatic impact on their futures.

The goal of the program is to give children a transformative experience in children's' lives, with the ability to instill the creativity and confidence that are critical to success in school and their futures. The market of Create a Passion is grades 3-8, which is known to be a very impressionable age group. Our programs are in place to lead these children in the right direction in order to achieve a brighter tomorrow.

4.1 Market Segmentation

- Youths who are overcoming stressors such as poverty, unstable homes, and academic life are the primary focus of Create a Passion. Musical mentoring programs foster positive changes through goal settings, self-discipline, skill development, and individualism. Families are also the marketing focus because they are not pressured to afford the expenses of instrumental instructions for their child. As a result, relations at home can be improved because the enhanced learning at no expense.
- Marketing also allows musical leaders to Create a Passion because they care about their community and the youth. They realize the cost and advantages of music in young lives and commit to the time and preparation that being a mentor involves. For most leaders, this experience will give satisfaction of giving back and also give them the opportunity share their talents.
- Ultimately, Create a Passion is marketed to Bloomington, IN as a resource and support system to young people. Create a Passion impacts the lives of the youth in the community and also those involved on the volunteer side of the program.

4.2 Target Market Segment Strategy

The target market for Create a Passion are young people in grades 3-8th that do not have access to instrumental instruction which could lead to a better overall life experience. Create a Passion has created a mentoring program along with workshops and events that pair the young person with a trained musician who will assist him/her in developing musical skills that will lead to success in the future.

Strategy and Implementation Summary

There are three focuses to Create a Passion's program implementation.

- First is the creation of a network of contacts with Boys and Girls Club of Bloomington, IN, the Jacob's School of Music at Indiana Univeristy, and the Indiana University hospital.
- Second is the recruiting and training of musical volunteers.

- Third is the development of fundraising strategies

5.1 Fundraising Strategy

Create a Passion's funding sources include private donations, donated instruments, grants from Indiana University, and fundraisers. There are a number of contribution options that a supporter can select from. Cash donations in no specific amount, but any monetary increment is accepted. Instruments can be old or new, we will provide the refurbishing expenses with cash donations. Create a Passion is actively applying for the Metz Grant and IU Women's Philanthropy Grant. Fundraisers are put on by Create a Passion's members along with the Jacob's School of Music and other volunteers.

Management Summary

Create a Passion's management team will consist of the Board of Directors along with a school advisor. A team of Indiana University students, both business and music majors, will be assembled to manage and grow the program.

6.1 Personnel Plan

The following table summarizes our personnel expenditures for the first year. Create a Passion will have the following staff:

- President and Vice President- Hannah Bolton and Allison Richter
- Fundraising Grant Coordinator- Indiana University Union Board Committees
- Mentor Recruiting/Training Coordinators- Lauren Raby and Constance Glen
- Youth Coordinator- Jeff Baldwin of Boys and Girls Club, Bloomington, IN

Financial Plan

Create a Passion will build funding support from Indiana University programs as well as community fundraisers. It will take two years before the funding from these sources becomes strong enough to expand the program. The primary expenditures of the program are for the instruments and program activities for the youth and mentors. An effective communication system will be established to the Board of Directors so alterations can be made to enable the stability of the program.

7.1 Important Assumptions

The Financial Plan depends on important assumptions that are listed below.

- We assume broad community support for mentoring.

- We assume that there are no unforeseen changes in the Indiana University grant funding ability.
- We assume a continued need for services by at-risk youths.
- We assume that fundraisers will allow Create a Passion to start before December of 2012.

7.2 Projected Surplus of Deficit

Create a Passion's projected

7.3 Projected Cash Flow

The monthly cash flow figures are shown in the Pro Forma cash flow statement below. It represents our first year's planned expenses.

7.4 Projected Balance Sheet

The balance sheet in the following table shows managed but sufficient growth of net worth and an overall healthy financial position.

7.5 Standard Ratios

Business ratios for the first year of this plan are shown below. Industry profile ratios base on the Standard Industrial Classification (SIC) code 8322 or NAICS 624100, Child and Youth Services, are shown for comparison.