Narrative Description of Activities

HOPE2HEAL, INCORPORATED

OVERVIEW

People experience trauma in life as a result of historical oppression, poor choices, and detrimental environmental factors beyond their control. Despite what may seem as "setbacks" to them reaching their full potential, people who experience traumatic events are often the people who have the mental aptitude fueled by determination to re-purpose their lives and become successful entrepreneurs.

The proposed **HOPE2HEAL** 501(c)(3) nonprofit organization will help people who have experienced traumatic events in their lives achieve success through entrepreneurship.

THE HOPE2HEAL SOLUTION

Mr. Steven Sweeney, the Executive Director of the proposed **HOPE2HEAL** nonprofit organization, feels a special "calling" to help people who society may have cast aside. He strongly believes in the power of helping people start their lives over by guiding them through the steps to starting their own businesses which will not only help them become self-sufficient, but will also improve the communities they will serve.

Planned Activities

HOPE2HEAL is an acronym for two words. HOPE is an acronym for "Historically Oppressed People Endure." HEAL is an acronym for "Healthcare, Entrepreneurship, Literacy, and Arts."

This Narrative Description of Activities describes how the **HOPE2HEAL** nonprofit team plans to implement a comprehensive **Entrepreneurship Literacy Program** that will teach entrepreneurs how to start, grow, and expand their small businesses which will include teaching them basic financial literacy skills, leadership training, cultural diversity, inclusion, and social equity literacy.

The proposed **HOPE2HEAL** 501(c)(3) nonprofit organization will offer comprehensive educational and referral resources for our clients using the implementation steps below.

Vision Statement - give aspiring entrepreneurs the support they need to thrive.

Mission Statement - assist aspiring entrepreneurs through mentoring and education.

Value Statements

- Our clients' success is our success. The quality of their experience at HOPE2HEAL is the truest measure of our success as a nonprofit organization.
- Small business drives our national economy through business formation, job creation and wealth building. Small businesses are critical to vibrant communities.
- In relationships, we act with integrity, respect, honesty, purpose and professionalism. We listen with an open mind, encourage and openly communicate with all people seeking our services.
- We believe in the importance, value and power of diversity – diversity of people and diversity of thought. Diversity of race, gender, ethnicity, geography and experience among our team members enable HOPE2HEAL to effectively execute its mission of helping all small business owners.
- We believe that small business owners who are lifetime learners adapt to change more readily and are more successful. They strive to remain relevant and to achieve personal satisfaction and growth.

Qualitative Objectives

Due to the experiences our clients have endured, we expect them to have low self-esteem, poor confidence levels, feelings of guilt and despair, and hopelessness. Nevertheless, we believe that after completing our services which are specifically customized to meet their individual needs, our clients will demonstrate the following qualitative outcomes that reflect behavioral improvements:

- higher self-esteem and confidence levels
- resilience and determination to succeed
- forgiveness for their past mistakes
- hope for a transformative future

Quantitative Goals

We plan to help five clients complete the steps to start their own businesses each quarter to meet our qualitative output goal of **20 clients** per year.

Entrepreneurship Literacy Program

We plan to enroll our clients into a customized **Entrepreneurship Literacy Program** that will help them start, grow, expand, and sustain their small businesses efficiently. Specifically, we are going to prevent our clients from having to navigate through the broad range of resources to determine which are beneficial to them, schedule appointments, compile documentation, attend appointments, and complete follow-up tasks.

Instead, our plans include creating a team of Client Advocates who will partner with our clients one-on-one to complete a comprehensive needs analysis that documents the specific services that each client needs. Specifically, we will pair five clients with one Client Advocate who will be responsible for compiling the educational, financial, and mentoring resources their clients need to help them on their path to entrepreneurship.

The Client Advocates will use the client information compiled to determine which resources will benefit their clients and then use the steps below to help clients receive the educational, financial, and other resources they need:

- Schedule appointments with the appropriate resource providers
- Provide resources required to make sure clients attend the appointments
- Complete follow-up paperwork and/or online forms after the appointments
- Meet with the clients on a regular basis to track their progress
- Confirm that clients are using resources correctly

In a nutshell, the Client Advocates will remove all obstacles the clients face when trying to start their businesses.

Implementation Plan

We plan to use the implementation plan below to enroll clients in our **Entrepreneurship Literacy Program** to provide a fair and transparent admission process.

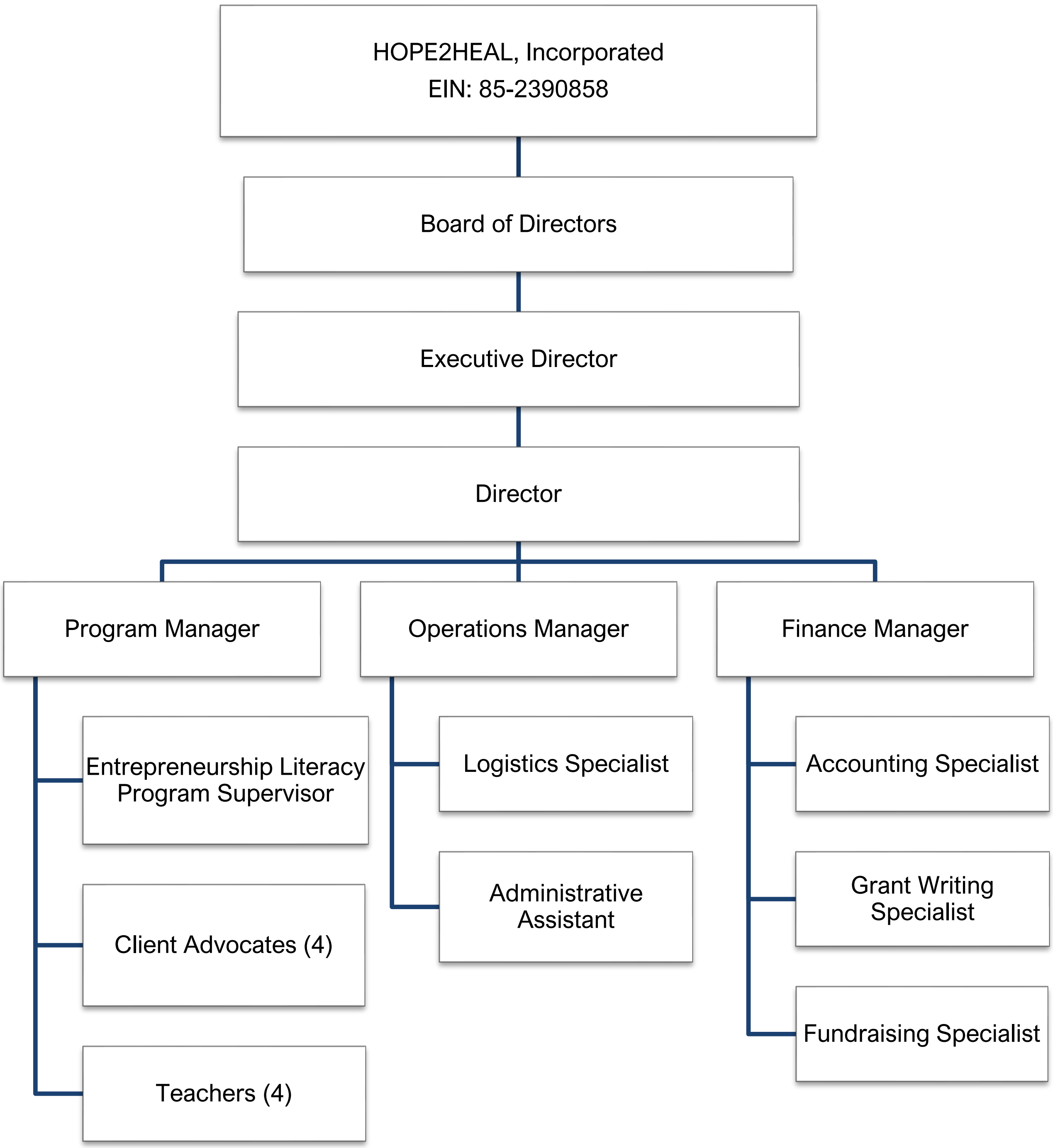
Step	Action
1	Announce opening of the application process
2	Accept applications from potential clients
3	Evaluate applicants' qualifications for enrollment
4	Enroll qualified applicants into Entrepreneurship Literacy Program
5	Introduce the clients to their Client Advocate
6	Explain expectations to clients and Client Advocates
7	Start the process of collaboration
8	Monitor and document process monthly
9	Make adjustments to the process as needed
10	Provide monthly progress reports on the website

Evaluation Plan

When our clients complete the three-month **Entrepreneurship Literacy Program**, the Executive Director, Program Manager, Client Advocates, representatives from the partnering agencies, and the clients will meet to evaluate the benefits of the services. They will document the behavioral changes to determine if they met the qualitative objectives (outcomes). They will also determine if they met the quantitative admission goals (outputs) successfully. After evaluating the outcomes and outputs, the group will discuss the clients' readiness for admission into the rigorous training classes.

If the clients are not ready for admission into the rigorous training classes, then the Client Advocates will collaborate with the Program Manager to document the reasons the clients were not ready. Using the information documented, they will develop a customized remediation plan to share with the clients. If the clients agree with the remediation plan and want to continue in the program, then they will implement the remediation plan and re-evaluate their readiness for admission into the rigorous training classes.

Team Structure



Team Members

Job Title	Job Responsibilities
Board of Directors	Governs the organization according to the Bylaws.
Executive Director	Manages the overall direction of the organization.
Director	Manages the productivity of the management team.
Program Manager	Manages the operations of both programs.
Entrepreneurship Literacy Program Supervisor	Supervises the implementation of the Entrepreneurship Literacy Program.
Client Advocates (4)	Helps their clients complete the first phase of the Entrepreneurship Literacy Program.
Teachers (4)	Facilitates the rigorous training classes which is the second phase of the Entrepreneurship Literacy Program.
Operations Manager	Manages the overall operations of the organization.
Logistics Specialist	Coordinates the logistics of the program services.
Administrative Assistant	Provides administrative support for the operations team.
Finance Manager	Manages the financial transactions and accountability.
Accounting Specialist	Records all financial transactions and creates reports.
Grant Writing Specialist	Locates applicable Requests for Proposals (RFPs) and writes grant proposals that correlate with the RFPs.
Fundraising Specialist	Creates fundraising strategies using traditional and social media plans.