



# THE HAPPINESS FOUNDATION

## STRATEGIC PLAN

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# Introduction

## Letter From The Board of Directors

The Board of Directors for The Happiness Project wishes to thank you for your interest in our organization. We seek to ensure people from all walks of life are encouraged, inspired, and able to reach joy.

Fulfilling The Happiness Project's mission requires continuous growth and learning. We invite the organization to thought and action. Our strategy also provides insight into our vision, our strengths, our weaknesses, and our goals.

As stakeholders in our organization, we ask you to hold The Happiness Project fully accountable to this plan. As we move beyond the goals set, we will continue to adapt to our current situation and future priorities.

Thank you again for being a member of The Happiness Project family. We are grateful for your time, gifts, insight, and support.

Jason Colman

*Jason Colman*

Chairman of The Board of Directors for The Happiness Project

# Executive Summary

## Opportunity

### Problem Worth Solving

The conditions change in our lives, nations, and communities over the course of time. These changes create opportunities and challenges that provide the chance to improve the quality of life for all. The opportunity to solve these problems is a challenge that requires the resources of our community to respond to the needs of the future.

### Solution

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### Clients

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### Current Alternatives

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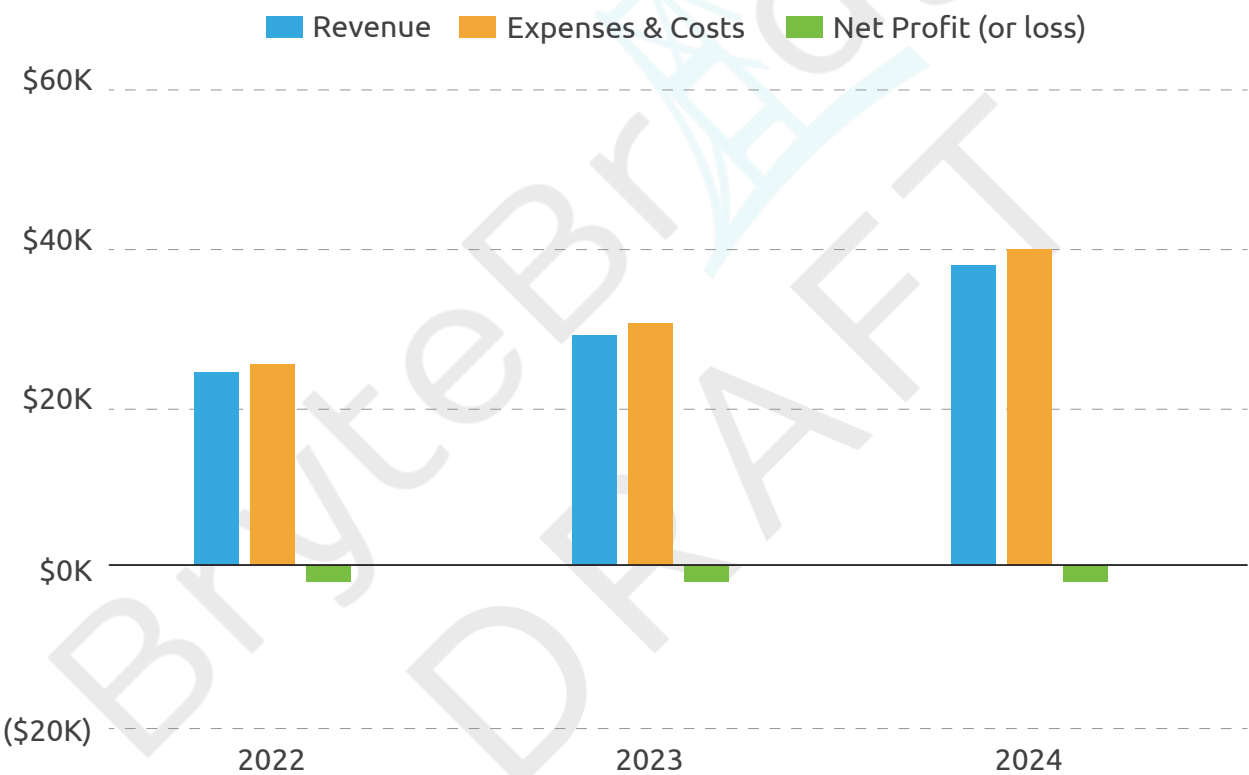
### Strategic Advantage

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# Financial Summary

## Financial Needs

The proposed project will operate in a cost-effective, self-funded manner to ensure stable funding. The organization aims to raise \$10,000 to meet the proposed needs over the following year. All fundraising efforts will be set and monitored by the Board of Directors.



# Opportunity

## Problem & Solution

### Problem Worth Solving

Depression affects 16% of the global population. That's an estimated 120 million people who face "mood fluctuations and disturbed emotional responses to the world" every day. In the United States, the numbers are much higher.

In 2016, 16% of all adults (16 million people) in the U.S. were living with a mental health condition, a high depression rate. That's a 10% increase from 2005, and the numbers are rising in other nations.

6%

Of US adults

17%

Of adolescents  
aged 12-17

Depression is a major depressive episode

The worldwide prevalence of depression is rising. It's estimated that by 2030, 18% of the world's population will be living with a mental health condition. That's a 10% increase from 2005, and the numbers are rising in other nations. In the United States, the numbers are much higher.

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### Summary

Depression affects 16% of the global population. That's an estimated 120 million people who face "mood fluctuations and disturbed emotional responses to the world" every day. In the United States, the numbers are much higher.

## Solution

The Happiness Project is a nonprofit organization that aims to ensure people from all walks of life are encouraged, supported, and able to smile joy.

The organization offers programs that develop social connections and provides a supportive network to those in need. The Happiness Project does this with two distinct programs:

- 1. **Meet and Greet:** The Happiness Project hosts a Meet and Greet at a local community center every month. These events welcome people from all walks of life to share ideas, share stories, collaborate, and network. Food is provided once sharing of ideas and social barriers that may otherwise be in place.
- 2. **Individual Coaching:** Clients are paired with a coach to provide the regular meeting and the development of social capital. The coach will help the client in goal setting, developing connections, and finding fulfillment in their life.

The Board of Directors will regularly evaluate progress and determine if the organization is able to ensure member fulfillment.

## Market

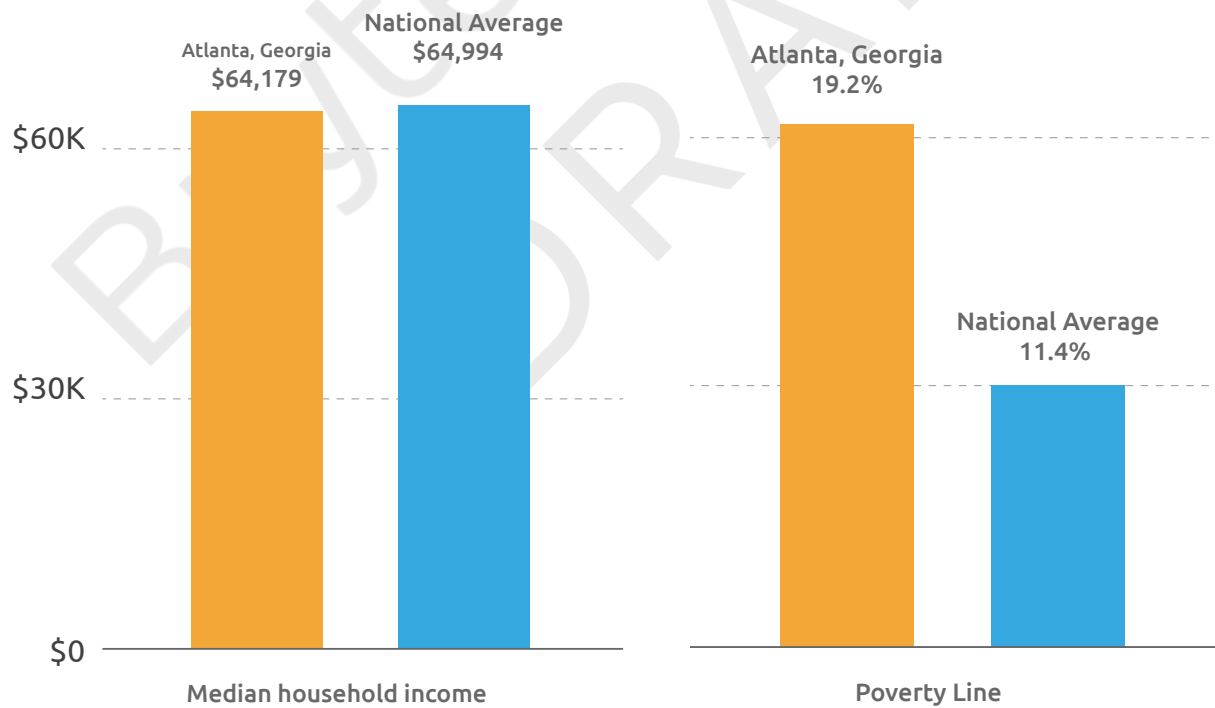
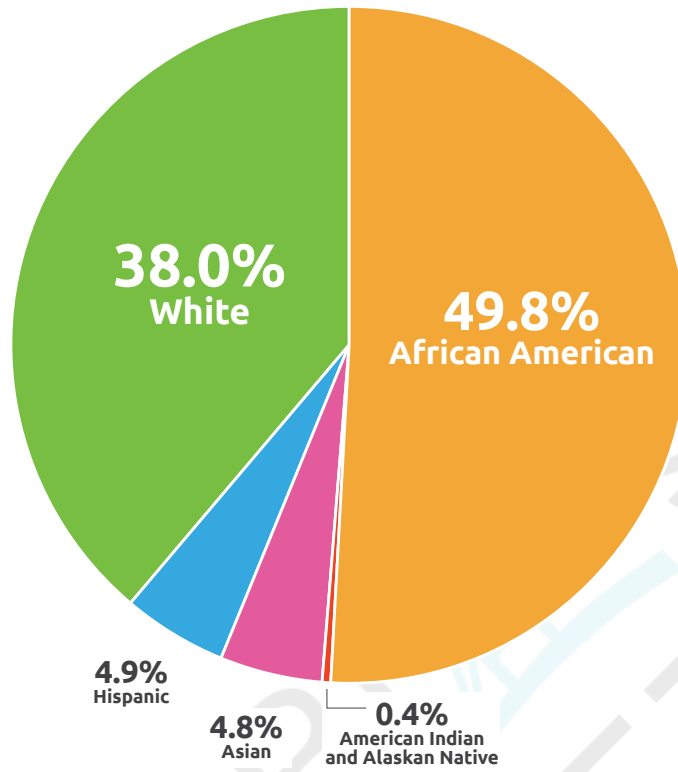
The Happiness Project will serve the people from all walks of life who may need support or encouragement in their life.

Atlanta, Georgia, is a diverse and vibrant city. The Happiness Project is a 501(c)(3) nonprofit organization, with a mission to help and inspire people from all walks of life. The Happiness Project and other nonprofits are working to address social and economic issues. The Happiness Project is a 501(c)(3) nonprofit organization, with a mission to help and inspire people from all walks of life. The Happiness Project is a 501(c)(3) nonprofit organization, with a mission to help and inspire people from all walks of life. The Happiness Project is a 501(c)(3) nonprofit organization, with a mission to help and inspire people from all walks of life.

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### References

1. "Happiness Project." <https://www.happinessproject.org/>.  
2. "Happiness Project." <https://www.happinessproject.org/>.





# Competition

## Current Alternatives

Other human services organizations have a similar mission to The Happiness Project. As a result, The Happiness Project seeks to learn from and, where appropriate, form mutually beneficial partnerships with similarly-focused organizations. The combined approach better serves the fullness of the organization's mission. A sample of organizations providing similar services is provided below.

- 1. **The Joy Foundation** The Joy Foundation is a nonprofit organization founded in 2015. The organization focuses on joy, which is a life-affirming emotion that can be used to improve the lives of others.
- 2. **Worldwide Orphanage** Worldwide Orphanage is a nonprofit organization that provides orphans with health services focusing on strengthening their immune systems.
- 3. **Alfresco of Hope** Alfresco of Hope is a nonprofit organization that provides a safe place to rest while not directly providing help. The organization is a safe place to rest while not directly providing help. The organization is a safe place to rest while not directly providing help.

## Strategic Advantage

As compared with the current market, The Happiness Project provides a needed service that addresses issues that are not being addressed.

The Happiness Project is the only organization that provides a safe place to rest while not directly providing help. The organization is a safe place to rest while not directly providing help. The organization is a safe place to rest while not directly providing help.

# Execution

## Marketing

The Happiness Project seeks to ensure people from all walks of life are engaged, supported, and able to work joy. The Happiness Project will directly be marketing the joy and happiness of identifiable target identity that includes future clients, donors, and partners. Because the organization is a public mission, all the organization's marketing efforts will focus on developing and maintaining positive relationships across all the organization's stakeholders. The organization will market its services using the Happiness Project and work to ensure that the organization is a positive and joyful place to work.

## Analysis

### Stakeholder Analysis

As part of the success of any organization, the organization is a public relationship analysis. To ensure its sustainability, the organization must have strong relationships with the community, including the organization's stakeholders. The organization will ensure that the organization is a positive and joyful place to work.

An analysis of the organization's stakeholders is as follows:

### Internal

#### Board of Directors

- 1. The Board of Directors comprises members who are knowledgeable individuals who provide the organization with strategic vision, leadership, and governance of the organization. The Board of Directors includes the following: *Advisory Board, Advisory Board, and Advisory Board.*
- 2. A Board of Directors meets regularly to discuss organizational issues that include ongoing operations and training, with goals, ensure organizational success, establish public trust, and generate revenue fulfillment.

#### Executive Director

- 1. The Executive Director oversees success through the organization's current and future accomplishments.
- 2. A strong organizational relationship is a successful partnership between the Executive Director and the Board of Directors. The ED reports and collaborates with the Board to ensure operational success.

## Volunteers/Staff

- Informing and engaging staff about fundraising activities, deliver quality services to clients, and support available services.
- Informing organizations' focuses on developing volunteers and staff leaders who are committed and staff who offer suggestions to help the organization grow.

## External

### Clients

- The Happiness Project provides services to people from all walks of life who may need support or encouragement.
- Receiving high quality services and support from the Happiness Project.

### Donors

- A diversified mix of donors includes individuals, foundations, corporate partnerships, service fees, in-kind gifts, and grant funding.
- Donors provide the funding and support needed to implement the program implementation and expansion.
- Facilitating and maintaining donor relationships is a key to the organization's ability to fulfill its service needs.

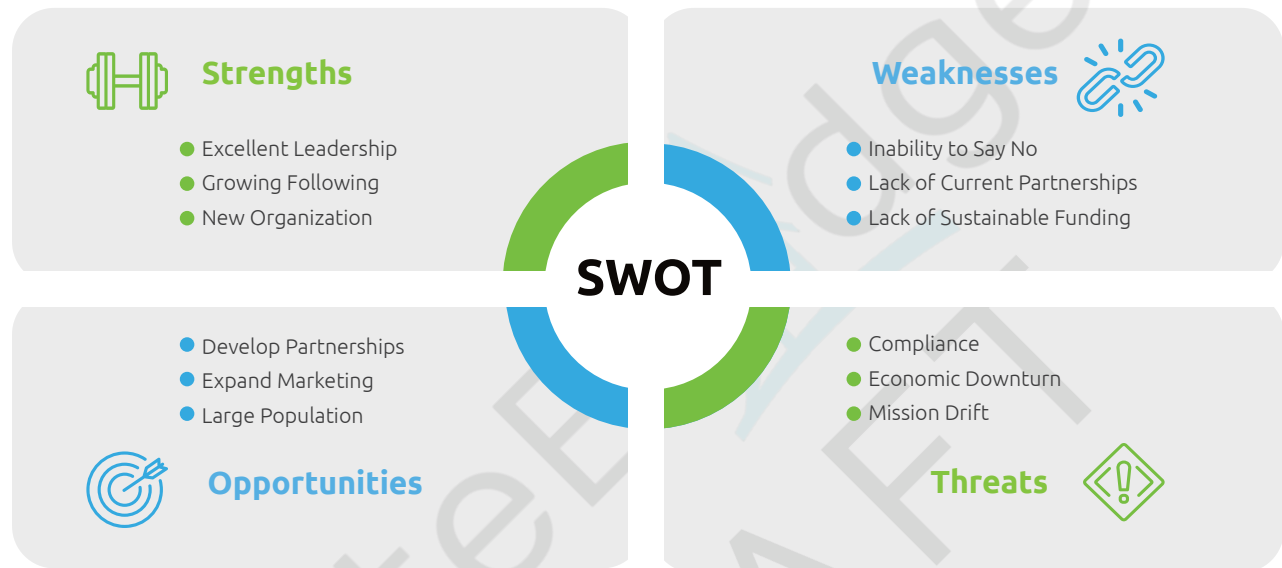
### Partners

- Establishing partnerships with other organizations to meeting community needs.
- Partnerships include formalizing mutually beneficial relationships and outcomes.

## SWOT Analysis

Organizations today must operate within a world of constant change. Therefore, it is essential to identify the organization's strengths and weaknesses concerning the opportunities and threats it regularly faces. Performing a SWOT analysis allows the stakeholders to assess details of the internal and external contexts.

A SWOT analysis of The Happiness Project follows.



### Strengths (Internal)

- Excellent Leadership:** The team of leaders possesses self-motivation, knowledge, and skills to create dedicated, lasting differences in the community.
- Growing the Following:** Due to the efforts of the Executive Director, The Happiness Project has a growing social media presence. These channels are practical communication tools and are an inspiring foundation for volunteers.
- New Organization:** The Happiness Project can develop programs that directly meet the community's needs as a new nonprofit organization. The organization can adapt to new situations and new options as they arise.

## Weaknesses (Internal)

- **Ability to say No** While the need throughout the community is significant, The Happiness Project is currently unable to set boundaries. Because they don't stop the organization from trying, the inability to say no can quickly lead to burnout, staff, volunteers, and donor burnout.
- **Lack of Partner Partnerships** Partnerships greatly enhance the chance of mission fulfillment. Currently, The Happiness Project lacks mutually beneficial partnerships with other organizations.
- **Lack of Sustainable Funding** The organization's long-term success relies on a diversified fundraising plan to reach the goal of being self-sufficient. The Happiness Project must secure more dependable and consistent funding sources.

## Opportunities (External)

- **Building Partnerships** Multiple organizations and individuals provide funding opportunities to learn from and partner with established organizations and building opportunities for the long-term success of The Happiness Project.
- **Expand Marketing** Currently, The Happiness Project attempts to be more using social connections, word of mouth, a blog, and social media. More results including the type and frequency of marketing will help The Happiness Project become an established name throughout Alaska through.
- **Large Population** Alaska is a densely populated and highly diverse metropolitan area. The Happiness Project is currently situated in a state with many potential clients and donors.

## Threats (External)

- **Government Funding cut** The Happiness Project relies on the state and the federal government with the possibility of cut of funding from that source. The Happiness Project is establishing some partnerships to ensure that funding is not lost.
- **Economic Recession** The Happiness Project is at risk of losing funding due to economic fluctuations. Without a diversified mix of funding opportunities, the organization may need to adjust operations in times of weak donations.
- **Mission Drift** With such a broad focus, The Happiness Project faces the threat of a drifting and unfocused mission. Mission drift may make raising funds difficult since donors are unsure precisely what programs they are funding. Narrowing the organization's focus will help The Happiness Project avoid mission drift.

# Milestones and Goals

## Organizational Goals

The Happiness Project is a new and growing organization. The Board of Directors has set forth the following goals for the next three to five years. Achieving these goals will help the organization establish itself in the community and reach its long-term goals.

- **Establish Compliance Procedures:** The Board of Directors will ensure the organization is in compliance with all federal, state, and local requirements. The organization will include filing the annual 990 tax return, beginning with a report after the first year.
- **Develop Diversified Funding:** A successful nonprofit organization requires funding from various sources. These include individual donors, foundations, grants, fees, and grant funding sources available. The Happiness Project's Board of Directors will establish a diversified network of opportunities for grant and fee income to do the work.
- **Create a Marketing Plan:** Ensuring the organization's goals and vision of the organization become visible and attainable requires a plan of action. The organization will develop a plan to share the Happiness Project's vision and work with the community, press releases, and to sponsor events within the community.
- **Establish Programming:** The Happiness Project will develop and launch services to clients. The organization will identify the opportunities with the mission and implement the clients to succeed.
- **Establish Partnerships:** Establishing partnerships is critical to providing human services to clients. The Happiness Project will establish mutually beneficial partnerships with community organizations and the organization fulfill its mission while serving the community.
- **Expand the Team:** The Happiness Project needs to build a team of paid employees and volunteers that fulfill its mission. The organization will meet with clients, identify needed services, and directly address those needs.
- **Review Strategy:** Human service depends on continual evaluation and goal setting. All stakeholders must regularly review and evaluate the organization's current state. The Board of Directors will work with key stakeholders to annually review and review the strategic plan.



# Financial Plan

## Financial Plan

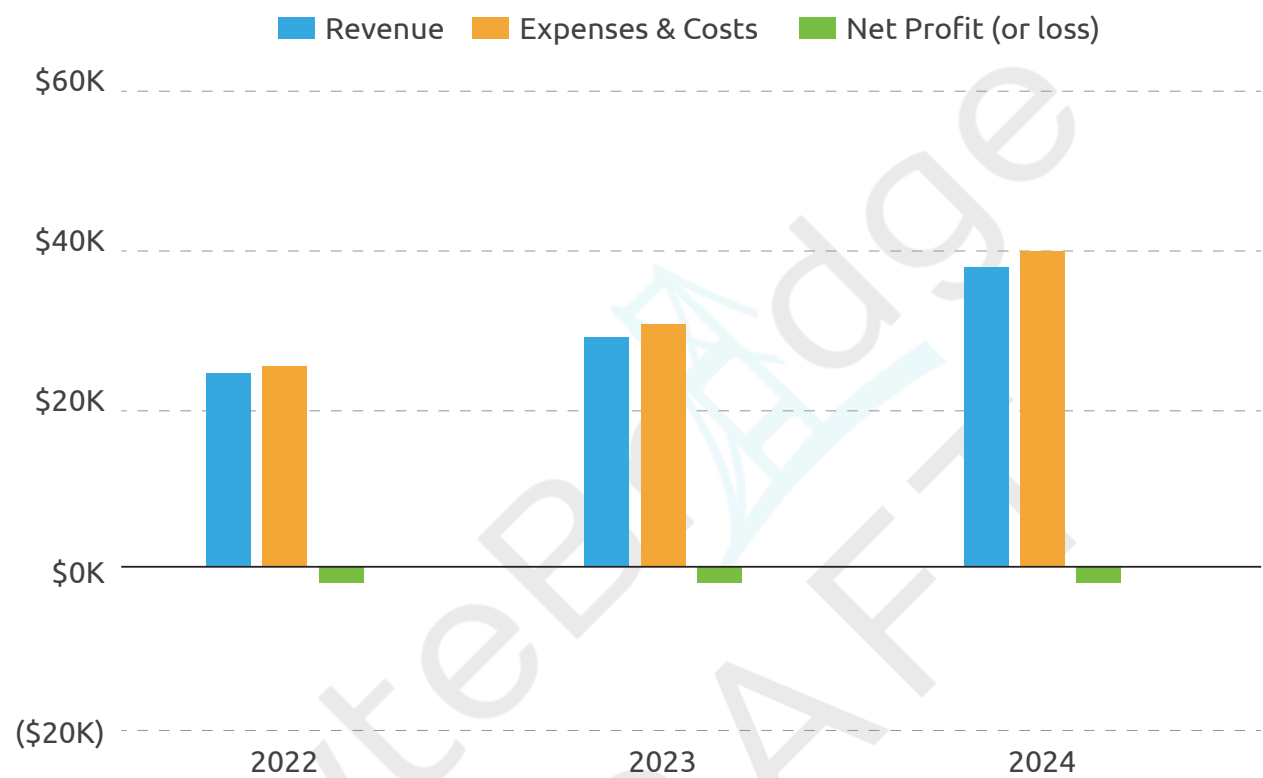
The Happiness Project understands the importance of diverse revenue streams that fund our work and support organizational growth. While development is ultimately the responsibility of the Board, all stakeholders should be committed to fundraising efforts and providing opportunities to potential community donors. To fulfill its mission and grow, the Happiness Project will raise funds using the following methods:

- 1. **Individual Donations:** Encouraging individual donors, such as family, members, and the general public, is the primary fundraising strategy. The Happiness Project will accept corporate contributions. The Happiness Project intends to follow the guidelines set forth in its operating budget with personal donations.
- 2. **Program Fees:** The Happiness Project will charge fees for some of the organization's services. The Board of Directors will determine whether the costs to deliver affect the intended fees.
- 3. **Corporate Sponsorships:** The Board of Directors seeks to establish relationships with local businesses that provide services to help fulfill the organization's mission. Ideally, the board will target companies that share our values.
- 4. **Fundraising Events:** The Board of Directors intends to host special events that raise funds from the general public.
- 5. **Grants:** The state and government agencies provide a significant source of revenue to the organization. The Happiness Project will continue to seek grants from the state and federal government. In addition, the Board of Directors will seek out corporate grants to support its mission.

The Happiness Project will operate in a cost-effective, client-focused manner to ensure mission fulfillment. The organization aims to use 100,000 to meet the projected needs over the following year. All fundraising efforts will be set and evaluated by the Board of Directors.

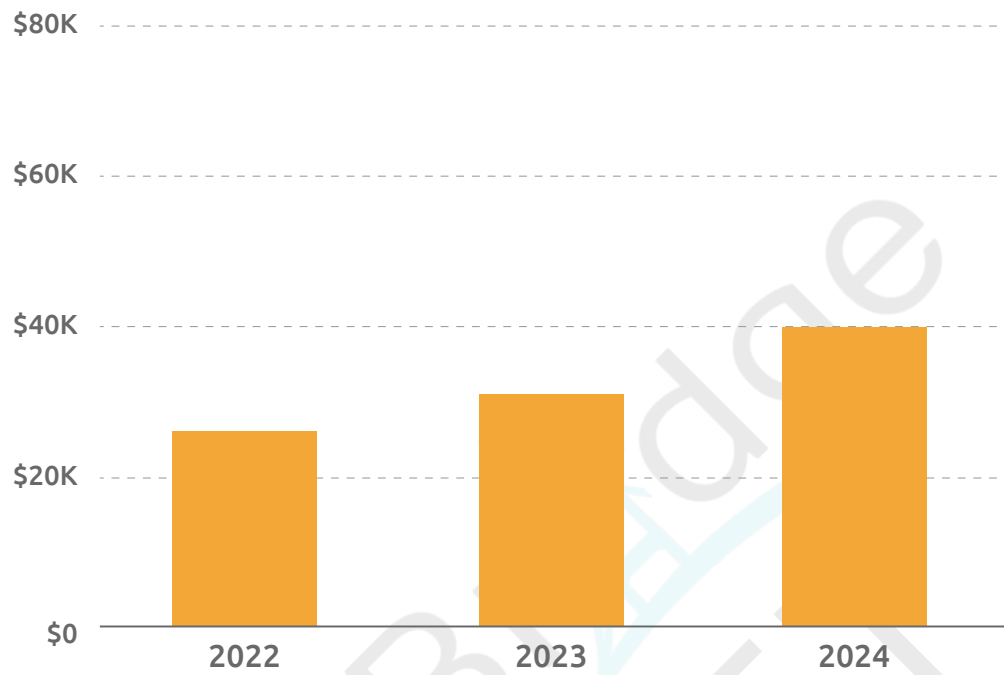
Proposed financial statements for the next three years follow on subsequent pages. Projections can and will change depending on the organization's fundraising efforts and operational expenses.

# Projected Financial Highlights by Year

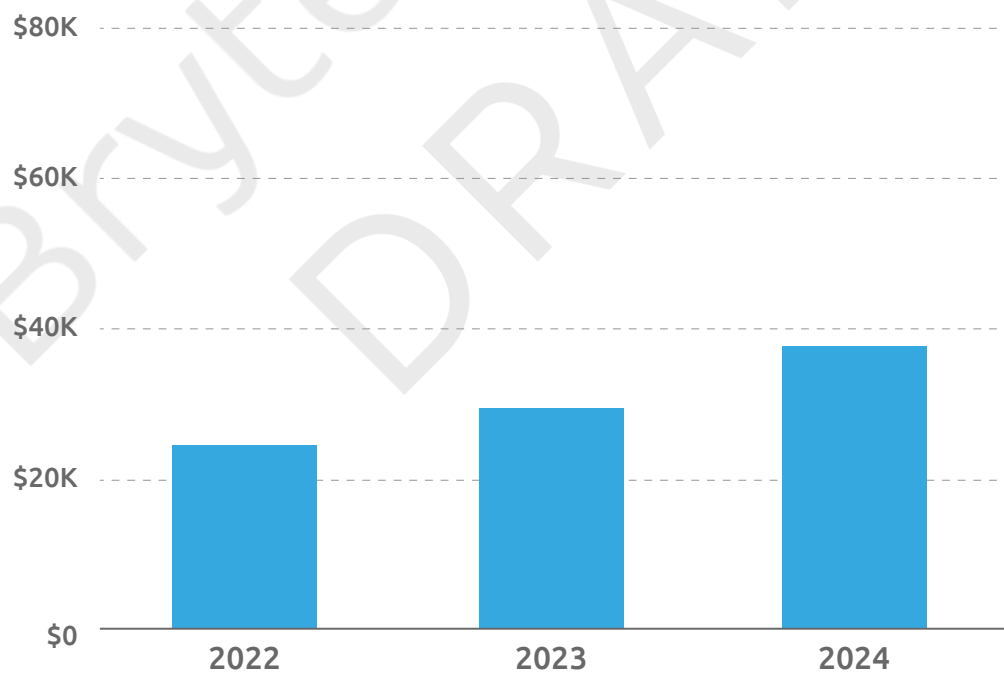




## Expenses by Year



## Revenue by Year



# Projected Statements

## Projected Profit and Loss

	2022	2023	2024
<b>Revenue</b>	<b>\$25,000</b>	<b>\$29,750</b>	<b>\$38,500</b>
<b>Direct Costs</b>			
Gross Margin	\$25,000	\$29,750	\$38,500
<b>Gross Margin %</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Operating Expenses</b>			
Grants and Similar Amounts Paid	\$0	\$0	\$0
Benefits Paid to Members	\$0	\$0	\$0
Salaries, Compensation, and Employee Benefits	\$0	\$0	\$0
Professional Fees	\$2,500	\$2,975	\$3,850
Occupancy, Rent, Utilities, and Maintenance	\$2,500	\$2,975	\$3,850
Printing, Publications, and Postage	\$3,750	\$4,463	\$5,775
Other Expenses, Including Programing Expenses	\$17,500	\$20,825	\$26,950
<b>Total Operating Expenses</b>	<b>\$26,250</b>	<b>\$31,238</b>	<b>\$40,425</b>
<b>Operating Income</b>	<b>(\$1,250)</b>	<b>(\$1,488)</b>	<b>(\$1,925)</b>
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$0	\$0	\$0
<b>Total Expenses</b>	<b>\$26,250</b>	<b>\$31,238</b>	<b>\$40,425</b>
<b>Net Profit</b>	<b>(\$1,250)</b>	<b>(\$1,488)</b>	<b>(\$1,925)</b>
<b>Net Profit / Sales</b>	<b>(5%)</b>	<b>(5%)</b>	<b>(5%)</b>

## Projected Surplus & Deficit

	2022	2023	2024
<b>Revenue</b>	<b>\$25,000</b>	<b>\$29,750</b>	<b>\$38,500</b>
<b>Direct Costs</b>			
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