

Business Plan

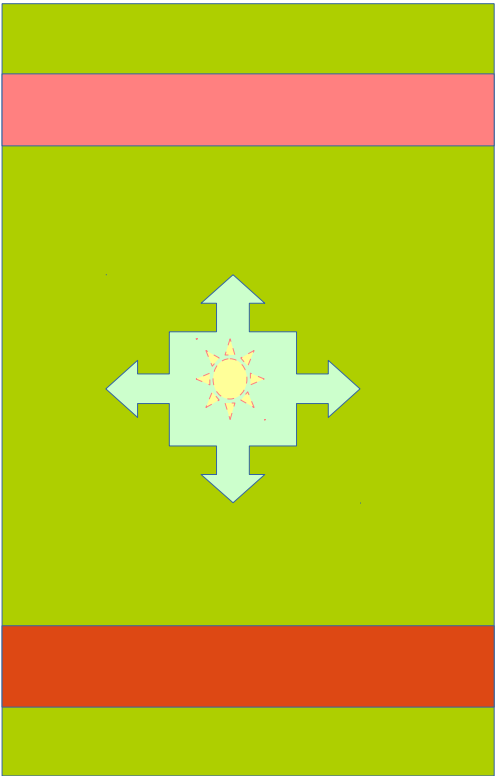
[Not For Profit]



This handbook is for informational purposes only. The information given in this book is merely for reference and must not be taken as binding in any way. This Manual is intended to provide guidance to the readers, but cannot be a substitute for the Act and the Rules made thereunder. If any comments or suggestions please connect us at: contact@citizensupport.in

A Citizensupport Initiative

www.citizensupport.in



Director board

Cover Page

plan name

Organisation name

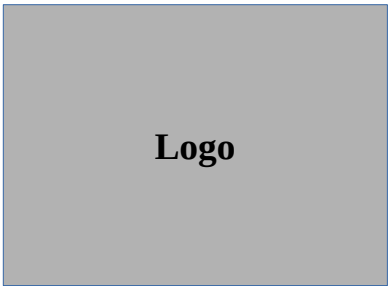
Address

phone and fax

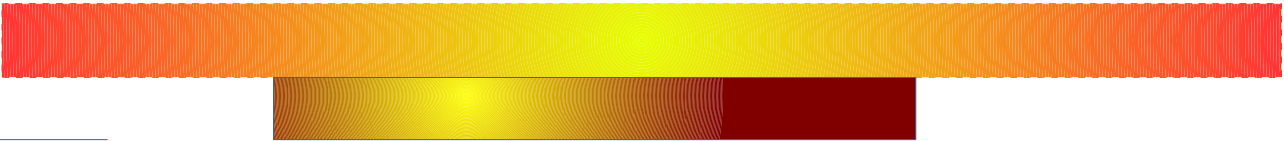
email address

Website

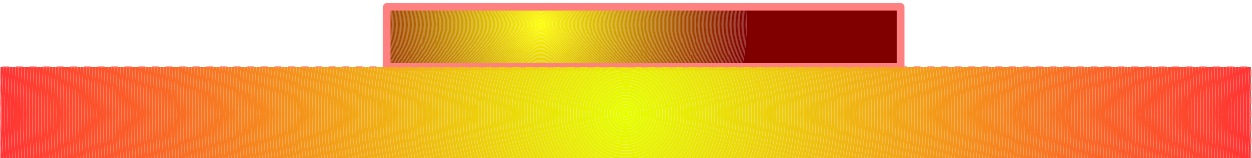
Chairman



Chief Officials



Most among Non-Profits are facing difficult cluts. World wide NGO system is almost outdated and its effectiveness in the society is at decreasing. It is a basic question to ask themselves that how long be move with existing strategies and patterns. We believe Non-profits should change thier startegy and approach platform for the sustainable intimidation in the society. Nobody gives trust nowadays free radicals provided by the non-profits. To stem the field, we launching a business plan which focuses on strategy, goals and approach based on goodwill.



For the time being, it is essential to keep effective Business Plans through out the life of Non-Profit organisations. Without proper planning and strategy it would be more difficult to maintain organisation flow and sustainability. Formats for non profits may vary according to the type of organisation and its focus. Here provided a common show up for the understanding purpose.

Executive Summary

This is a concise overview of your entire business plan. Make it interesting enough to keep the reader engaged. Describe your nonprofit's mission, its history, your unique strengths and assets, provide a list of your products, services, or programs. Don't forget your marketing plans and how you will finance your organization both in the short and long term.

1.1 Objectives

Explain your Objectives to run this particular Non-Profit organisation. Specify the importance and need of this platform in the society and how it bring a change.

1.2 Mission

The mission of this organisation is the pursuit of the following principles:

- Commitment:** Our organisation wants to inspire pro-social friendships, strong interpersonal skills, and instill a sense of hope in the future.
- Responsibility:** The focus of this organisation is to empower society in establishing goals and following through on commitments.
- Possibility:** This organisation wants to expand the perspective of young people to make them aware of life's possibilities.
- Support:** An individual is dramatically influenced by their support system. Institution wants to surround young people in a caring, inclusive learning environment.

1.3 Keys to Success

- Establish a strong network of support with the IT systems and the cloud

based upgradation system.

- Launch a series of fundraising activities that will successfully fund the expanding program.
- Establish an effective training program for mentors that will increase their ability to be successful communicators.
- Establish an effective monitoring system to protect both the youth and the mentor.

Organizational Structure

Describe how your nonprofit is organized, from board to staff. Describe any subsidiaries, the stage of maturity your organization has reached, your objectives, plans to scale (or grow), and list a few of the trends in your specific nonprofit area.

- Organization Summary**
- **Start-up Summary**
- Start up requirements**
- Startup cost**
- Legal entity**

Products, Programs or Services

List and describe what products you may produce or distribute, what programs you will offer, and/or services you plan to provide. Include special features such as delivery processes, sources of products, the benefits of what you offer and what your future development plans are. Provide information on any copyrights, trademarks or patents your organization has protected. Explain any new products and services you will eventually launch.

Marketing Plan

Who are you trying to reach? How will you reach them? Describe the constituencies you serve. What are the subcategories of your constituency?

Explain the trends in your market, the need for your nonprofit's services, and what other organizations are competitors or possible collaborators. Detail your promotional efforts, market research, media outreach, communication channels. Include examples of your promotional material in the appendix.

•Market Analysis Summary

1.1 Market Segmentation

1.2 Operational Plan

How do you plan to deliver your services? Where will your facility be located? Do you have equipment and/or inventory? Explain how you plan to maintain your operation and how you will evaluate the efficacy of your programs and services.

1.3 Strategy and Implementation Summary

There are three focuses to organisational program implementation:

- First is the creation of a network of contacts
- The second is the recruiting and training of mentors.
- The third is the development of fundraising strategies.

Management and Organizational Team

Who is on your management team? Provide information about key management staff and their expertise. List the members of your board and of any advisory board. Detail their expertise. List financial sponsors. Include an organizational chart. Explain lines of responsibility. Provide an assessment of current and future staffing needs.

Capitalization

Explain your organization's capital structure. Detail outstanding loans, debts, holdings, bonds and endowments. If there are subsidiaries, detail how they relate to the primary organization.

1.1 Fundraising Strategy

Our organisation's funding sources include private donations, federal and state contracts, grants from private foundations, Corporate Social Responsibility etc. The program's fundraising Coordinator has established a number of contribution options that a supporter can select from.

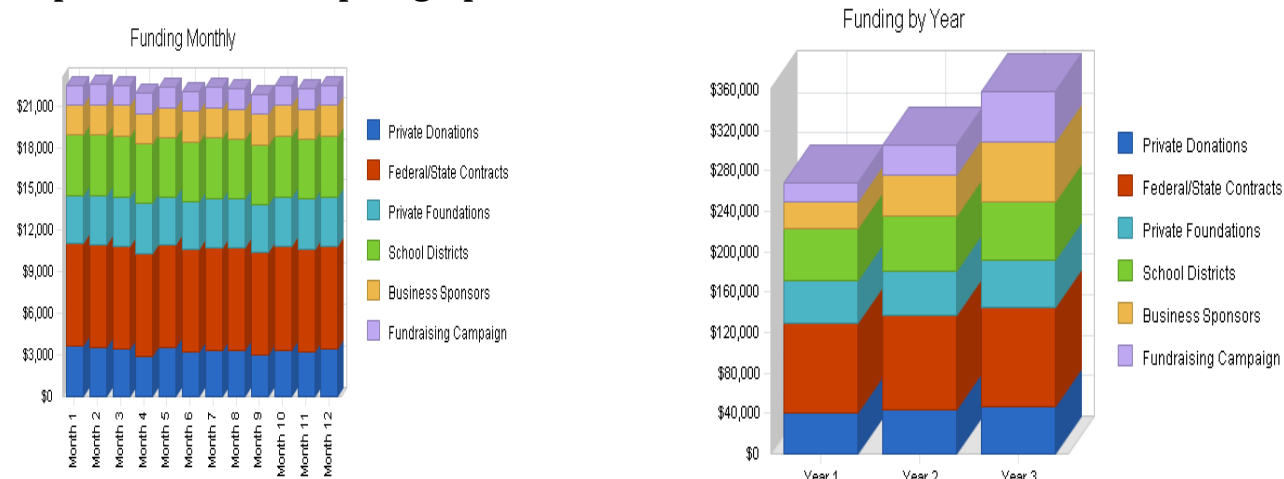
- Cash Donation
- Gift of Appreciated Stock
- Legacy Gifts
- Corporate Giving and Sponsorship
- Food Store Community Partnership Program

SWOT analysis

Strength	Weakness
Opportunities	Threats

1.2 Funding Forecast

Explain With the help of graphs and charts



Financial Plan

What is your nonprofit's current and projected financial status? What are your sources of income? Consider including an income statement, balance sheet, cash flow statement, and financial projections. Explain any need for financing. List grant awards, major contributions, and in-kind support. Include your fundraising plan.

Organisation will build funding support from businesses and private donors in the community at an aggressive rate of growth. Yet it will take five years before funding from these sources becomes strong enough to expand the program. The primary expenditures for the program are for the training and managing of mentors and the program activities for youth and mentors. Therefore it is essential that due diligence is applied to fund allocation for these critical program responsibilities. An effective communication system will be established to report fiscal data to the Board of Directors so adjustment can be made quickly to assure the health of the program.

We are also assuming beginning cash reserves on October 1st of INR 71,500 according to the treasurer.

1.1 Personnel Plan

The following table summarizes our personnel expenditures for the first three years. Organisation will have the following staff.

- Fundraising/grant coordinator;
- Mentor recruitment/training coordinator;
- Youth referral coordinator;
- Office manager.

1.2 Important Assumptions

The financial plan depends on important assumptions, most of which are shown in the following table. The key underlying assumptions are:

- We assume a slow-growth economy, without major recession.
- We assume that there are no unforeseen changes in central grant funding availability.
- We assume a continued need for services by at-risk youths.
- We assume broad community support for mentoring

1.3 Projected Surplus or Deficit

1.4 Projected Cash Flow

The monthly cash flow is shown in the illustration, with one bar representing the cash flow per month, and the other the monthly cash balance. The annual cash flow figures are included here and the more important detailed monthly numbers are included in the appendix.

1.5 Projected Balance Sheet

The balance sheet in the following table shows managed but sufficient growth of net worth, and a sufficiently healthy financial position. The monthly estimates are included in the appendix.

1.6 Considerations

Articulate the organization's request or needs for financing, board member and advisory board expertise and active grant awards, major contributions, in-kind support and so on.

Appendix

Often included here are resumes of key staff, board member lists, pertinent charts and graphs, promotional material, strategic plan, and annual report.