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## A Battle's Helping Hand: Non-Profit Organization Business Plan

Lasheka Mason

Eastern Kentucky University, lasheka\_mason20@mymail.eku.edu

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A woman with long blonde hair and glasses is looking down at a laptop screen. She is wearing a light-colored jacket. The background is a blurred office or meeting room with other people. The text is overlaid on the image.

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# A BATTLE'S HELPING HAND NON-PROFIT ORGANIZATION

*Business Plan*



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# INTRODUCTION

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*A Battle's Helping Hand* is a program designed by a veteran or veterans that could use a helping hand with the process of exiting military service. This organization has incorporated a few military programs in which some veterans may be familiar with—allows for the veteran to better voice their needs and the needs of their family in a somewhat recognizable setting.

This plan will give detailed ideas of goods and services that will be used to assist all veterans that may be in need. The services offered will included, but are not limited to:

- School Directories and Ratings
- Area Information
- Household Good Assistance
- Food Assistance
- Clothing Assistance
- Veteran Claim Assistance

The services that are currently being offered are services that were identified as a major need of many veterans. Starting here, will give *A Battle's Helping Hand* and solid foundation to meeting all the needs of the veterans in our community.



# 1. EXECUTIVE SUMMARY

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The purpose of *A Battle's Helping Hand* is to provide helpful resources to veterans that have recently discharged from military or are in need of assistance.

These resources will include, but are not limited to, finding housing, lending household items and a food pantry. The goal of *A Battle's Helping Hand* is to change the narrative of veteran feeling inadequately cared for once they have been discharged from service. We want to make every veteran, regardless of their situation, feel that they are still valuable and needed in today's growing society. The help of *A Battle's Helping Hand* will also make a positive impact on veterans that are suffering from mental health issues. By continually identifying the needs of the veterans of our community, this program has the potential to become the best program for veteran support and assistance.



## SOLDIER'S CREED

I am an American Soldier.

I am a warrior and a member of a team.

I serve the people of the United States, and live the Army Values.

I will always place the mission first.

I will never accept defeat.

I will never quit.

I will never leave a fallen comrade.

I am disciplined, physically and mentally tough, trained and proficient in my warrior tasks and drills.

I always maintain my arms, my equipment and myself.

I am an expert and I am a professional.

I stand ready to deploy, engage, and destroy, the enemies of the United States of America in close combat.

I am a guardian of freedom and the American way of life.

I am an American Soldier.



**ARMY VALUES**

[WWW.ARMY.MIL/VALUES](http://WWW.ARMY.MIL/VALUES)

## 2. COMPANY OVERVIEW

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A Battle's Helping Hand is intended to be a help and blessing to those that have served. One being physically out of uniform does not discredit the service that was put in while in uniform. We should still honor the individuals that have served in every way that we possibly can. Without their sacrifice, we would not have the liberties that we have today.

**Company Summary:** Provide a safe place for veterans to ask for help should they be in need of assistance.

**Mission Statement:** "I will never leave a fallen conrad." The primary mission of *A Battle's Helping Hand* is to make it known to other all veterans that we will "cover you while you move."

**Company history:** This would be the first that this company has ever attempted to complete such a humbling task. However, the future of this company is what is much more important. With the new innovated ideas and technology, we can assure to reach as many veterans as humanly possible.

**Operational structure:** Currently, there is only one employee assigned to the duties of getting this company started. As the company grows, we plan to have a full staff of at least 10-15 employees to help manage the mission and operations of the company.

**Financial goals:** the goal of this organization is to receive funding from the community and have the community take care of its own veterans. Multiple ways of fund raising, and donation process will be the major source.



### 3. NEEDS ASSESMENT

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Some veterans leave military service and move to areas where there is no military base or family members around. They move to unknown areas either for a new start or for a job that they were offered. Some veterans are left to maneuver and acclimate to change alone. Going through such a move on your own or even with your family can be quite overwhelming. This is where *A Battle's Helping Hand* comes in to play.

When a service member leaves service, it can take a while for the families to receive their household goods. Household goods are described as clothes, furniture, and cookware. Having to move can already be a hassle and not having the supplies needed for your daily routine can make it that much more stressful.

- **Opportunity:** *A Battle's Helping Hand* will have a lending closet for veterans. The lending closet will include household goods such as furniture and cookware. The items can be lent to service members for a maximum period of 30 days with the option to extend should circumstances allow. Veterans will also have the opportunity to request donated clothing which they can have. There will also be a food pantry of non-perishable goods to assist the veteran in cutting down the cost of food.
- **Key participants:** The key participants in this mission will be the staff, sponsors, and donators. The staff will be responsible for day-to-day operation and keeping the office files of each veteran organized and up to date. The sponsors will give as much as their individual companies will allow. The donators will come from the community.
- **Pricing:** The only pricing that will be needed for this task are the quotes used to acquire office equipment and office space.



## 4. MARKET ANALYSIS

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After review of the market of non-profit organizations, the following assessments have been determined to assist in the operations of *A Battle's Helping Hand*:

- **Industry type:** The industry classification of A Battle's Helping Hand is non-profit.
- **Target Audience:** The suggested target audience for this project are as follows:
  - Recently Separated Veterans
  - Homeless Veterans
  - Active Service Members
  - Reservist and National Guard
  - Schools
  - Food Pantries
  - Employment Offices
  - Mental Health Facilities
  - Military Dependents
  - Community Organizations
- **Competition:** To maintain visibility on market competition within the industry, in order to vie for a larger market share and/or competitive advantage within the industry, we should be cognizant of a few of the following non-profit organizations.
  - Fisher House Foundation
  - Wounded Warrior Project
  - Disable American Veterans
  - Operation Homefront



## 5. OPERATING PLAN

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A Battle's Helping Hand will maintain operations by continually using a physical presence within the local communities. We will strive to maintain accountability of all inventories for the veterans so that we can identify any necessary needs. We will establish a solid foundation with other community organizations to identify other needs for our veterans in our community. We will also maintain the following for successful sustainment:

- **Order fulfillment:** Office supplies will be ordered through Uline as there is already a stable working relationship with this company from previous networking. Supplies will be delivered to the designated office space
- **Technology:** If technology is critical to the business, whether it is part of the service offering or is fundamental to delivering a service, describe the key technologies used that are proprietary. If the business data (company or customer) is at risk, describe the data security plan in place, as well as any backup or recovery in the case of a disaster or outage.
- **Key customers:** The key customers that are viable to this mission are our veteran.

Our marketing strategies will be incorporated into our operational plan. Along with our community presence, we intend to keep up a strong social media presence as well. The following platforms that will be used are listed below:

- Facebook
- Instagram
- Twitter
- Tiktok
- Twitch
- Social Media Live Streams



# 6. FINANCIAL PLAN

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The budget is as follows for the first year of business:

<b>Expenses</b>	<b>Amount</b>	<b>Total</b>
Rent	\$700.00	\$8,400.00
Utilities	\$250.00	\$3,000.00
Insurance	\$300.00	\$3,600.00
Transportation	\$300.00	\$3,600.00
Supplies	\$850.00	\$10,200.00
Storage	\$150.00	\$1,800.00
<b>Total Start Up</b>		<b>\$30,600.00</b>

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