

Strategic 2022– 2024 Plan



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Letter from the Founder and Executive Director

The LIME Foundation is the embodiment of my lifelong dream to help others succeed. We do this by providing educational resources, mentorship, and career exploration in a variety of fields in which individuals can inspire their communities, such as music, performing arts, construction, technology, and health.

Since our inception in 2015, we've advanced our mission and built resources to serve three focuses in Sonoma County: education (especially music education), vocational training in the construction trades, and assistance to seniors. We've offered twenty-eight program series, three talent shows, and five music scholarships that have reached 417 youth, young adults and seniors in our community.

It is an exciting time of growth at The LIME Foundation.

Our NextGen Trades Academy program continues to provide vocational construction training and work/life skills to underrepresented youth (ages 16-24) who may not have the opportunity to attend college. Each student explores construction trades and learns life skills, culminating in eligibility for paid apprenticeships and employment to help kick off a successful career in the trades. NextGen Trades Academy has a network of professional contractors, each with a high need for new apprentices in construction careers throughout Sonoma County and beyond. Students who graduate from the NextGen Trades Academy have a leg up on their resumes, their ability to find work, and their ability to adapt to a new career.

The following strategic plan highlights our priorities to design and implement a set of simple and effective processes across the organization.

Over the next two years we are committed to deepening the relevancy, credibility, and effectiveness of our programs. We look forward to expanding the NextGen Trades Academy and offering it in multiple locations. Additionally, we will work internally to develop a replicable fund development strategy and strengthen our operational processes to build capacity for future growth.

We are passionate, energetic advocates for the disadvantaged in our community and our work is gaining national attention through television shows such as *The Kelly Clarkson Show* and *Returning the Favor* with Mike Rowe.

We recognize that there is still much work to be done and we need your support.

You can make a difference and help the people we serve learn life-changing skills to harness their full potential. We are actively looking for donors, volunteers, mentors for our NextGen Trades Academy, and multi-year partnerships. Learn more about donating your time at thelimefoundation.org/volunteer or providing a monetary gift at thelimefoundation.org/donate.

Thank you for your interest, support, and partnership.



Letitia Hanke
Founder and Executive Director



Executive Summary

The LIME Foundation uses strategic planning to build and strengthen our organizational culture, develop capacity, and guide key decisions. Our strategic approach ensures that our programs effectively support our mission to provide educational resources, mentorship, and career exploration.

In early 2022 our staff, board, and consulting team took an introspective journey to create a two-year plan. By using a data-driven approach to the strategic planning process, we view our plan as a cycle and not a one-time event. We identified members of our team to champion the planning process. With valuable feedback collected from key stakeholders, we documented focus areas and goals, some of which will be highlighted in more detail throughout this document.

The following strategic priorities were identified in this cycle:

- 1.** Strengthen operational and programmatic processes
- 2.** Develop and implement an organization-wide fund development plan
- 3.** Expand program access to high-need communities

Our team is using strategic planning software specifically designed for small nonprofits enabling us to update, measure, and communicate our progress toward our goals on a regular basis. This technology helps us stay engaged in the process, on track, and accountable.

Our strategic plan ensures that our resources are leveraged effectively and efficiently. We share this plan as a key communication tool for our stakeholders and as a commitment to transparency.

Mission

The LIME Foundation provides educational resources, mentorship, and career exploration in order to develop sustainable empowerment among our diverse communities. Those served by The LIME Foundation will learn life-changing skills to harness their potential in music, performing arts, construction careers, technology, and health, encouraging all individuals to inspire their communities.

Values

- Empowerment
- Diversity
- Community
- Inclusivity
- Life-changing

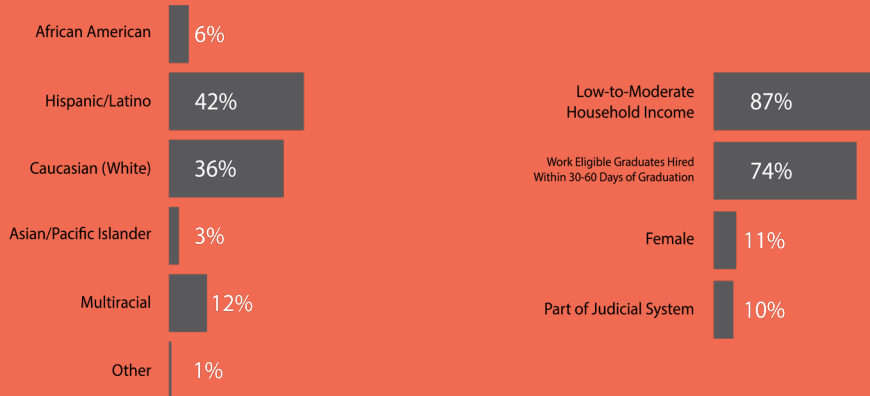
Diversity, Equity, Inclusion

The LIME Foundation (LIME) is dedicated to providing equity for all members, program educators, students and staff of the Foundation. LIME is committed to diversity where people of all genders, gender identification, age, religion, culture, race and socioeconomic levels are invited and included to be a part of the LIME Foundation's programs, activities and governance. Inclusion is evident in the active invitation and engagement of contribution and participation of diverse people.

The LIME Foundation provides a level playing field for a diverse body of students, instructors and educators, where all are encouraged to participate and engage peacefully.



Program Statistics



Focus Area: **Programming**

Long-Term Vision:

Strategy: The NextGen Trades Academy will be the single focus of LIME's programmatic efforts.

Industry: We will be positioned as a leading industry-certified vocational trades program in northern California.

Expansion: NextGen will expand in at least ten new locations across the region/country.



Goals:

- 1. Participant Journey:** Document the start-to-finish journey of a NextGen participant from recruitment through job placement.
- 2. Program Tracking:** Implement a single platform for program tracking.
- 3. Program Assessment:** Document targeted outcomes and impact of our programs.
- 4. Partnerships:** Expand community partnerships and develop contractor relationships.



Focus Area: **Fund Development**

Long-Term Vision:

Strategy: We will have successfully developed strategies for grant acquisition, reporting, and targeted events.

Data: We will have installed and use a reliable donor database.

Fundraising: We will have a successful major gifts program and significantly expanded the base of individual and family donors.

Goals:

- 1. Projections:** Draft multi year budget projections based on franchise and expansion plans.
- 2. Development Initiatives:** Launch a major donors club and solicit members, adopt a gift acceptance policy, initiate a portfolio process.
- 3. Outreach:** Develop a comprehensive donor database to support ongoing donor communications about program highlights and achievements.



Focus Area: **Staffing & Operations**

Long-Term Vision:

Development: We will strengthen our leadership team and staff members through strategic training and development.

Strategic Planning: We will have an annual strategic planning cycle including quarterly reviews.

Systems: We will utilize enhanced communication tools and staffing resources to support performance management.

Goals:

- 1. Vision and Values:** Clearly define and develop LIME's vision and values.
- 2. Operations Manual:** Create and communicate LIME's operations manual, including program processes.
- 3. Culture:** Explore opportunities to enhance our work culture through professional development, workshops, and coaching.



Focus Area: **Board Engagement**

Long-Term Vision:

Donor Stewardship: Develop donor relationships with new and existing community supporters.

Committees: We will have a committee-based board model and will strengthen our committee effectiveness in the following areas: executive, finance, governance, program, and event.

Strategy: Our board will participate in semi-annual strategic planning and development meetings.

Goals:

- 1. Processes:** Develop effective board processes such as onboarding and executive review.
- 2. Fund Development Support:** Continue board contributions. Implement programs for thanking donors, a portfolio program, a gift acceptance policy, and open houses.
- 3. Advisory Board:** Plan and recruit a 6-member advisory board.



Focus Area: **Marketing**

Long-Term Vision:

Strategy: We will have created and implemented a comprehensive marketing plan.

Guidelines: We will have documented our brand guidelines.

Social Media: We will have documented and refined our social media strategy.

Goals:

1. **Plan:** Draft a simple and focused marketing plan that addresses both NextGen participants and donors.
2. **Branding and Messaging:** Analyze various marketing platforms to ensure consistent branding.
3. **Social Media:** Secure a social media firm to fulfill marketing strategies that attract new donors and participants.



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