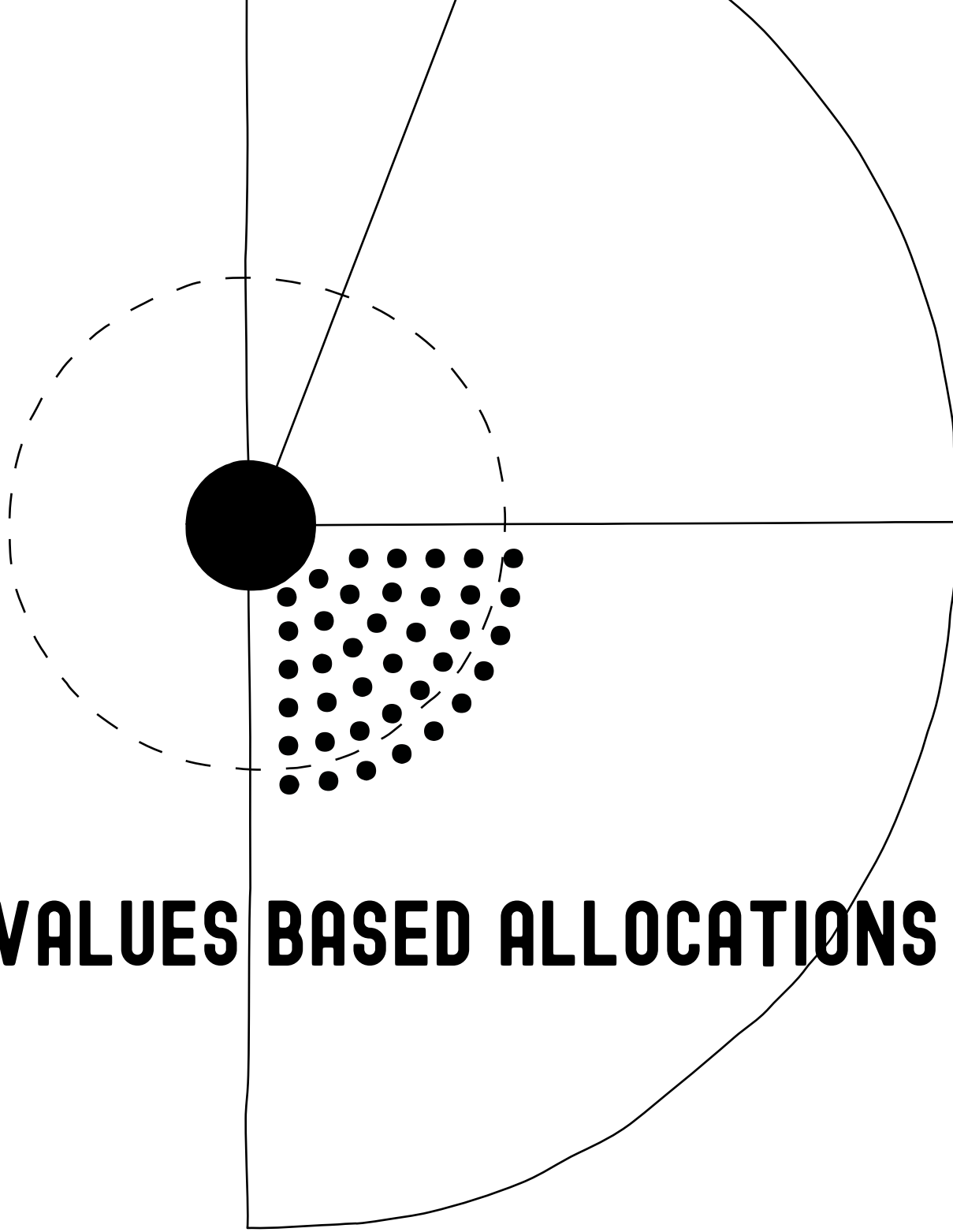


# THE NUMBERS



# VALUES BASED ALLOCATIONS

<b>CONVERSATION</b>	<b>RESEARCH</b>	<b>AMPLIFICATION</b>	<b>ORGANIZATION</b>	<b>FUNDING NEEDS</b>
<b>CONCENTRIC CIRCLE SERIES</b>	<b>PEER REVIEWED AND PUBLISHED</b>	<b>EDUCATIONAL MULTIMEDIA</b>	<b>ADMINISTRATION AND STAFFING</b>	<b>5 YR OPERATIONAL PROJECTIONS</b>
<b>\$ 1,684,450</b>	<b>\$ 343,513</b>	<b>\$ 368,000</b>	<b>\$ 2,669,264</b>	<b>\$ 5,065,227</b>

## **REDISTRIBUTION OF RESOURCES TO PARTNERS + THEIR COMMUNITIES**

We honor the collaborative energy our partners invest in us. Rather than approach our partner orgs with a prescribed program or activity, we partner with community coalitions to customize learning experiences, outreach materials, support staff and venues that align with the needs of their clients and community. Our partner stipend covers the collaborative time of their staff for preparation, design and facilitation and can be further invested in their work or deepened extension of our work together. We believe everyone should be compensated for this powerful and taxing work for social change.

## **AN INVESTMENT IN EDUCATIONAL MEDIA PRODUCTION**

We invest more on our media, marketing and communications than the average non-profit, not to advertise ourselves, but to amplify those we typically don't get to hear from. In addition to elevating survivor voices, opinions, experiences and demands, we create educational content on emerging research, trauma science, healing justice and how-got-here histories, content that serves as learning material to help shift narratives, ideologies and behavior around sexual violence & intimate harm.

## **OFFERING FREE SERVICES AT A FRACTION OF THE COSTS OF THEIR ALTERNATIVES**

Rather than charging victims for their own recovery, we offer our services for free, and as a result, potentially reduce further costs incurred in the typical course of long term mitigation, such as medical and therapeutic costs for victims, legal expenses and criminal proceedings. We think it's time for victims to not be the only ones shouldering the burden.

## **LONG TERM INVESTMENT TO BUILD GOOD RELATION**

None of our work is one and done. We value the creation of long term relationships and long term data, and deepen our relationships with existing regions and partners year to year as we also expand our reach.

## **STRIVING FOR IMPACT AND EFFICIENCY**

We don't have the overhead of a building or a center, our team all works remotely, and we group Concentric Circles and content creation by region to reduce expenses and deepen relationships. Our dollars go to people, not places.

## **EXCEEDING PROJECTIONS**

While there is profound value in hosting conversations and interviews in person, we've had enormous success with web based platforms, which use less resources and can include more geographically diverse community members. We want to maximize SROI, while focusing on serving communities with the methods and channels that feel right for them.

## **CALIBRATING COURSE, INTEGRATING FEEDBACK**

We have proposed our allocations with a baseline in mind, but in our pilot experiences we've found that new collaboration opportunities with partners arise that best build health and relation for their community. After our partner conversation with Woman Inc in english and espanol, we developed a program for their advocate training program. The flexibility of our model allows us to be extremely responsive to the landscape of needs before us.

# CONVERSATION

INCLUDES STAFFING AND TRAVEL; EVALUATION AND ASSESSMENT; PARTNERSHIP INVESTMENT AND FACILITATORS STIPEND; FACILITIES, EQUIPMENT, PLATFORMS; PROMOTION AND LIVE CAPTURE.

	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE	TOTAL	% OF TOTAL BUDGET
PARTNERS/REGIONS	3	5	7	9	11	11	
CONVERSATION GROUPS	15	25	35	45	55	175	
INVESTMENT	\$116,850	\$199,868	\$290,895	\$478,025	\$598,813	\$1,684,450	33%

# RESEARCH

INCLUDES LITERATURE REVIEW; HEALING MODALITY MATRIX CREATION; FOCUS GROUP INVESTMENT INCLUDES: VENUE; FACILITATOR; NOTETAKER; SUPPLIES; TRANSCRIPTION, CODING, AND DATA ANALYSIS.

	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE	TOTAL	% OF TOTAL BUDGET
FOCUS GROUPS	6	7	9	11	13	46	
INVESTMENT	\$48,953	\$51,548	\$66,276	\$81,004	\$95,732	\$343,513	7%

# AMPLIFICATION

INCLUDES CONCENTRIC CIRCLES COVERAGE AND AMPLIFICATION; CAMPAIGN CONTENT PRODUCTION FOR RESEARCH, MYTH BUSTING, TRAUMA SCIENCE; PODCASTS (YEAR TWO +); EXPANDED CONTENT AND COLLABORATORS (YEAR THREE +).

	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE	TOTAL	% OF TOTAL BUDGET
INVESTMENT	\$54,000	\$66,000	\$76,000	\$86,000	\$86,000	\$368,000	7%

# ORGANIZATION

REPRESENTATIVE OF INVESTMENT IN BUILDING A HIGH PERFORMANCE TEAM, USING A STAGED APPROACH, WITH BOTH FULL FTES (\*\*\*\*) AND PARTIAL FTES; BACK-END AND TECHNOLOGY EXPENSES FOR FUNCTIONALITY, VISIBILITY, AND RISK MANAGEMENT.

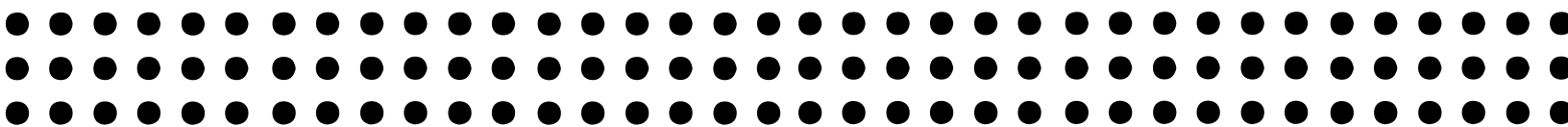
	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE	TOTAL	% OF TOTAL BUDGET
FOUNDER / PROGRAM DIRECTOR	****	****	****	****	****		
ADMINISTRATIVE	****	****	****	****	****		
CHIEF MARKETING OFFICER	***	***	***	***	***		
RESEARCH DIRECTOR	*	**	**	**	**		
GRAPHIC DESIGNER	**	**	**	**	**		
IT DIRECTOR	**	**	**	**	**		
SOCIAL MEDIA	*	*	*	*	*		
DEVELOPMENT DIRECTOR		**	****	****	****		
PR MANAGER		*	*	*	*		
PROGRAM MANAGER 2				****	****		
WEBSITE	*	*	*	*	Expand		
PRINTING, DOMAINS, TECH, CRM	*	*	*	*	*		
COWORKING SPACES			*	*	*		
INSURANCE & PROFESSIONAL SERVICES	*	*	*	*	*		
PRESENTATIONS AND CONFERENCES	*	*	*	*	*		
TEAM TRAVEL	*	*	*	*	*		
INVESTMENT	\$374,600	\$453,283	\$532,980	\$633,042	\$675,360	\$2,669,264	53%

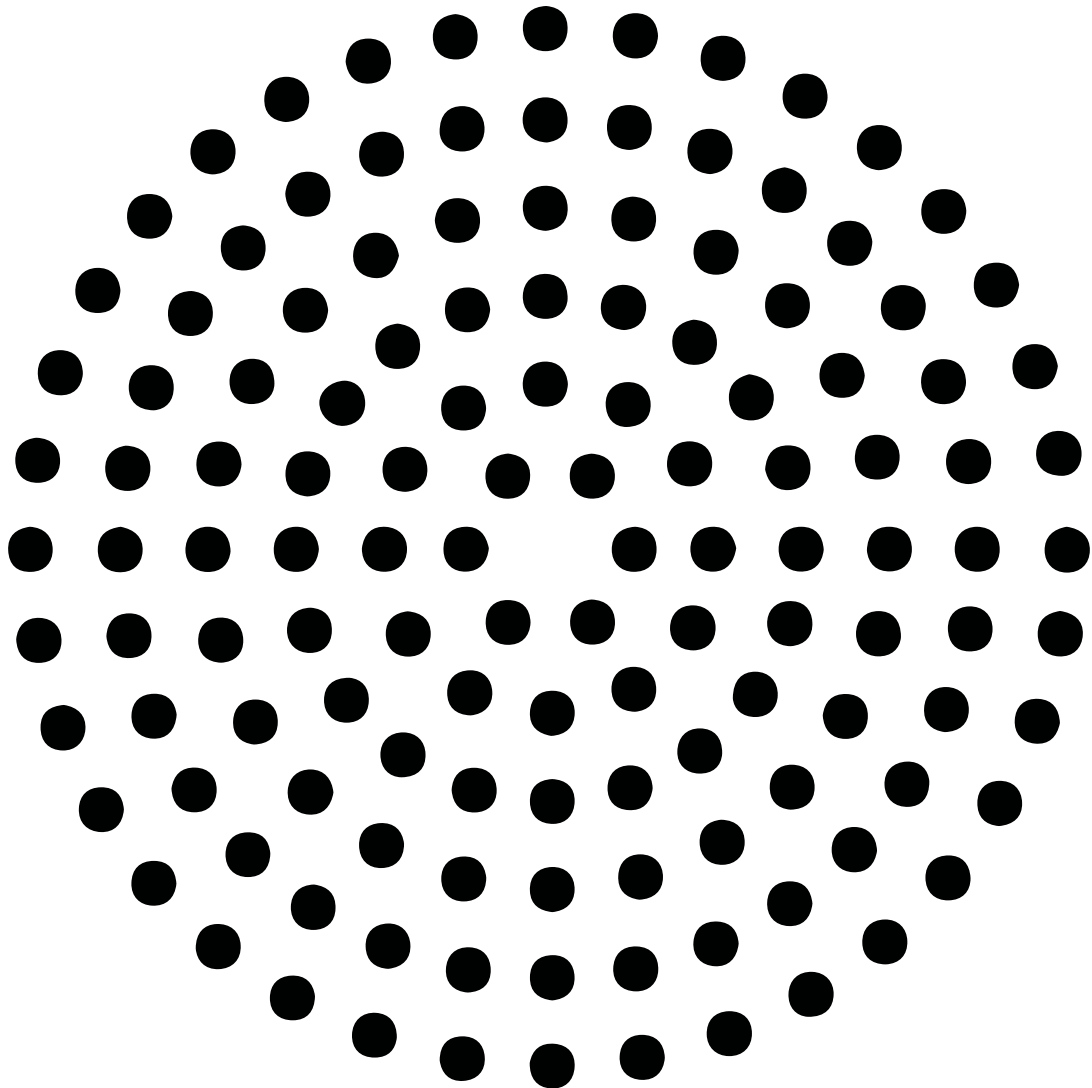
**WE SEEK FUNDING FOR  
THE NEXT 5 YEARS OF  
INTIMATE DISCUSSIONS,  
EDUCATION, RESEARCH AND MEDIA**

**HELP US CHANGE THE  
CONVERSATION**

## **FIVE YEAR NEED PROJECTION SUMMARY**

	<b>YEAR ONE</b>	<b>YEAR TWO</b>	<b>YEAR THREE</b>	<b>YEAR FOUR</b>	<b>YEAR FIVE</b>	<b>TOTAL</b>	<b>% OF BUDGET</b>
<b>CONVERSATION</b>	\$116,850	\$199,868	\$290,895	\$478,025	\$598,813	\$1,684,450	33%
<b>RESEARCH</b>	\$48,953	\$51,548	\$66,276	\$81,004	\$95,732	\$343,513	7%
<b>AMPLIFICATION</b>	\$54,000	\$66,000	\$76,000	\$86,000	\$86,000	\$368,000	7%
<b>ORGANIZATION</b>	\$374,600	\$453,283	\$532,980	\$633,042	\$675,360	\$2,669,264	53%
<b>TOTAL</b>	\$594,403	\$770,698	\$966,151	\$1,278,071	\$1,455,904	\$5,065,227	100%
	12%	15%	19%	25%	29%	100%	





Change the shape, change the culture, change the conversation.  
Become a participant, partner or patron.

**VISIT US AT [HEALINGCOURAGE.ORG](https://HEALINGCOURAGE.ORG)**  
**REACH OUT TO [INFO@HEALINGCOURAGE.ORG](mailto:INFO@HEALINGCOURAGE.ORG)**