

HOT'S VISION/TRACTION ORGANIZER

VISION

Last Updated: 12/05/2022

<p>CORE VALUES</p>	<ol style="list-style-type: none"> 1. Have passion for our community 2. Encourage honesty and integrity 3. Love what we are doing 4. Perform in a fiscally responsible manner 		<p style="text-align: center;">3-YEAR PICTURE</p> <p>Future Date: 12/31/2024 Annual Contributions to West Valley: \$120,000 Kids Supported: 300 QCO Expenses: 58%</p>
<p>CORE FOCUS</p>	<p>Passion: To bring people together to provide help and hope for struggling children and families in the West Valley</p> <p>Our Niche: Organizing quality events</p>		
<p>10-YEAR TARGET (JUNE 2033)</p>	<p>Contribute \$500,000 back to the West Valley</p>		
<p>MARKETING STRATEGY</p>	<p>CONTRIBUTORS</p>	<p>Target Market: Residents and businesses of the West Valley</p> <p>Three Uniques:</p> <ol style="list-style-type: none"> 1. Arizona QCO 2. Donations stay in the West Valley 3. <p>Guarantee: Donations will be given only to families in the West Valley</p>	<p>Future Date: 6/30/2025</p> <p>Committee & Team Members:</p> <p><u>What does it look like?</u></p> <ul style="list-style-type: none"> ● Signature events are defined and repeatable ● More than 150 volunteers who are not from Victory or Verrado ● Sponsorship base has grown by 50% ● Grant process is defined, and grants are being routinely submitted ● SPF process is well defined and positioned to support our long-term growth projections ● Stabilized ● Finely tuned relationship with key marketing partners
	<p>RECIPIENTS</p>	<p>Target Market: QCO Qualified children and families in the West Valley</p> <p>Three Uniques:</p> <ol style="list-style-type: none"> 1. Children and families engage directly with our volunteers 2. Children receive unique gifts that align with their likes 3. <p>Guarantee: Recipients will be showered with gifts during the holidays</p>	
	<p>VOLUNTEERS</p>	<p>Target Market: Residents and businesses of the West Valley</p> <p>Three Uniques:</p> <ol style="list-style-type: none"> 1. 100% volunteer run organization 2. Volunteers engage directly with the children and families 3. <p>Guarantee: Well organized and focused, putting your time to good use</p>	

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TRACTION

Last Updated: 01/14/2023

1-YEAR PLAN	ROCKS	ISSUES LIST																																								
<p>Future Date: 12/31/2022 Annual Contributions to West Valley: \$100,000 QCO Expenses: 55%</p> <p>Future Date: 6/30/2023 Committee & Team Members: 100</p> <p>Objectives/Goals for the Year:</p> <table border="1" data-bbox="75 748 701 1040"> <tr> <td>1.</td> <td>Configure Salesforce to support 90% of the Recipient, Events, and Volunteer activities</td> </tr> <tr> <td>2.</td> <td>Increase number of Committee and Team Members by 50%</td> </tr> <tr> <td>3.</td> <td>Host a signature event that generates \$75k in profit</td> </tr> <tr> <td>4.</td> <td>Have 90% of volunteers willing to volunteer again</td> </tr> </table>	1.	Configure Salesforce to support 90% of the Recipient, Events, and Volunteer activities	2.	Increase number of Committee and Team Members by 50%	3.	Host a signature event that generates \$75k in profit	4.	Have 90% of volunteers willing to volunteer again	<p>Future Date: 3/31/2023 Rocks for the Quarter:</p> <table border="1" data-bbox="737 485 1360 699"> <thead> <tr> <th></th> <th></th> <th>Lead</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Execute a flawless PWP that meets or exceeds expectations</td> <td>Beth</td> </tr> <tr> <td>2.</td> <td>Build out the VOL Committee</td> <td>Beth</td> </tr> <tr> <td>3.</td> <td>Complete acknowledgements for SPF 2022</td> <td>Becca</td> </tr> </tbody> </table>			Lead	1.	Execute a flawless PWP that meets or exceeds expectations	Beth	2.	Build out the VOL Committee	Beth	3.	Complete acknowledgements for SPF 2022	Becca	<table border="1" data-bbox="1402 427 2024 1203"> <tbody> <tr> <td>1.</td> <td>Volunteer management platform other than Team App</td> </tr> <tr> <td>2.</td> <td>Ability to measure success and impact of Sugar Plum Fairies</td> </tr> <tr> <td>3.</td> <td>Ability to measure success and impact of volunteer activities</td> </tr> <tr> <td>4.</td> <td>Process for following through on Rocks</td> </tr> <tr> <td>5.</td> <td>Procedures for the VOL Committee</td> </tr> <tr> <td>6.</td> <td>Reoccurring donations via website</td> </tr> <tr> <td>7.</td> <td>Ability to have donor pay for processing fees on website</td> </tr> <tr> <td>8.</td> <td>Filling team captain positions</td> </tr> <tr> <td>9.</td> <td></td> </tr> <tr> <td>10.</td> <td></td> </tr> </tbody> </table>	1.	Volunteer management platform other than Team App	2.	Ability to measure success and impact of Sugar Plum Fairies	3.	Ability to measure success and impact of volunteer activities	4.	Process for following through on Rocks	5.	Procedures for the VOL Committee	6.	Reoccurring donations via website	7.	Ability to have donor pay for processing fees on website	8.	Filling team captain positions	9.		10.	
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HOT Community Foundation - Committee Rocks

Contributors - Becky

Rock	Due	Status
Submit 3 grant applications	31-Mar	
Develop a plan for corporate affiliations	31-Mar	
Fill CON Team Lead positions for next year and begin transition	31-Mar	

Events - Beth

Rock	Due	Status
Execute a flawless PWP that meets or exceeds expectations	28-Feb	
Gather PWP participant/sponsor feedback	31-Mar	
Get Board approval for the 2024 signature event plan	31-Mar	
Upload tasks for ALE 2023	31-Jan	
Secure a venue for the 2024 Signature Event	31-Mar	

Finance - Wendy

Rock	Due	Status
Secure necessary insurance	31-Mar	
File 990	31-Mar	

Marketing - Carrie

Rock	Due	Status
Have a regular cadence to social media posts (at least one post every 2 weeks)	31-Mar	
Promote PWP success with at least 2 posts	31-Mar	
Package auction team tasks and materials for hand off	31-Mar	

Programs - Carol

Rock	Due	Status
Host a SPF meeting to determine SPF activities in the next 6 months	31-Mar	
Review and digest lessons learned from SPF 2022	31-Mar	
Identify PGM team leads	31-Mar	

Recipients - Sloan

Rock	Due	Status
Create teams for next year and identify team captains	31-Mar	
Evaluate Articles of Incorporation, Bylaws, and Conflict of Interest Policy to determine needed updates	31-Mar	
Create all elementary schools in the West Valley in SF	31-Mar	

Technology - Becca

Rock	Due	Status
Complete Acknowledgements for SPF	31-Jan	
Start best practices document for Jira	31-Mar	
Develop process for updating SF	31-Mar	
Redesign opportunity acknowledgement process in SF	31-Mar	
Start a procedures team with at least 1 team member	31-Mar	

Volunteers - Beth (INT)

Rock	Due	Status
Build out VOL Committee	31-Mar	