NONPROFIT BUSINESS PLAN TEMPLATE

NONPROFIT BUSINESS PLAN

Neuroguidance

DATE PREPARED

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1. SUMMARY

NeuroGuidance is a nonprofit organization that supports neurodivergent students from elementary through high school by providing job and internship opportunities and workshops and neurodivergent support events to foster academic and personal growth.

The mission of NeuroGuidance is to bridge the gap for neurodivergent students, helping them navigate challenges and access the tools they need for success. Through partnerships with schools, organizations, and community leaders, the organization seeks to create a more inclusive and supportive environment for neurodivergent individuals. The nonprofit aims to increase awareness, provide advocacy, and offer services that empower students in their educational journey.

2. ORGANIZATION OVERVIEW

2.1 ORGANIZATION BACKGROUND

NeuroGuidance is a nonprofit organization dedicated to empowering neurodivergent students by connecting them with job and internship opportunities while organizing workshops and large-scale events that foster professional growth and community engagement. Our mission is to bridge the gap between neurodivergent individuals and the professional world by creating an inclusive platform where talents are recognized, celebrated, and nurtured.

Through carefully curated programs, NeuroGuidance equips students with the tools they need to succeed in their careers. By partnering with employers, educational institutions, and advocacy groups, the organization ensures that neurodivergent students are supported as they navigate the transition from education to employment. Additionally, workshops and events are designed to build skills, spread awareness, and create a network of support that champions neurodiversity in all aspects of life.

2.2 MANAGEMENT TEAM AND KEY PERSONNEL

The table below shows the organization's lead team members and the function of each member.

TABLE: LEAD TEAM MEMBERS

TEAM MEMBER	FUNCTION
Sriyan Daggubati	CEO/Founder - set goals, timelines, and help other managers/leaders
Anderson Shao	Social Media Manager (website, YouTube, Instagram…)
Ayush Rane	Job/Internship Manager (finding local student opportunities, talking to schools, websites…)
Aarav Rishi	Event Coordinator (someone who organizes significant events, talking to schools, businesses, etc.)
Ethan Klets	Finance/Donation Manager

2.3 PROGRAM OFFERINGS

NeuroGuidance offers two core programs to empower neurodivergent students and foster career readiness:

1. Job and Internship Placement
We connect neurodivergent students with inclusive employers and meaningful internship opportunities that align with their unique skills and career goals. By collaborating with partner organizations, companies, and professionals, NeuroGuidance ensures students gain hands-on experience and build confidence in the workplace.

2. Workshops and Events
NeuroGuidance organizes skill-building workshops and large-scale events that focus on professional development, career readiness, and advocacy. These events bring together neurodivergent students, employers, educators, and advocates to create a supportive community and promote awareness of the value of neurodiversity in the workforce.

2.4 ORGANIZATION OBJECTIVES AND SUCCESS INDICATORS

Objective Markers and Deadlines\

TABLE: GOALS AND SUCCESS INDICATORS

KEY GOAL / OBJECTIVE	SUCCESS INDICATOR

3. MARKET AND INDUSTRY ANALYSIS

NeuroGuidance can draw valuable insights from other organizations offering similar services to neurodivergent individuals. These organizations provide mentorship, job placement, and training opportunities that can help enhance NeuroGuidance's approach. Below are examples of relevant organizations:

1. BroadFutures
BroadFutures is a nonprofit that provides training, mentoring, and paid internships for neurodivergent individuals aged 18-26. Their programs focus on building skills and confidence to enhance employability, which can benefit students transitioning from education to the workforce.
A key takeaway for NeuroGuidance: Developing mentorship and internship programs focusing on skill-building and confidence can better prepare students for employment opportunities.

2. Mentra
Mentra is an online platform that connects neurodivergent job seekers with employers seeking diverse talent. Mentra emphasizes matching individuals with roles that align with their unique skills and preferences, ensuring that both the employee and employer benefit from the arrangement.
Key takeaway for NeuroGuidance: Partnering with employers to create roles that align with neurodivergent individuals' strengths will improve job placement outcomes. This also highlights the importance of creating a tailored approach to job matching.

3. Neurodiversity Hub
Neurodiversity Hub promotes a community of practice for universities, colleges, and employers to support neurodivergent students in becoming work-ready. They offer training programs, academic accommodations, and flexible study arrangements for students with neurodivergence.
Key takeaway for NeuroGuidance: Fostering a community that includes neurodivergent students, employers, and educational institutions is essential for creating an inclusive environment that supports students in their transition to the workplace.

TABLE: TARGET MARKET SEGMENTS

SEGMENT 1		**SEGMENT 2**	
GENDER		GENDER	
AGE		AGE	
EDUCATION LEVEL		EDUCATIO N LEVEL	

INCOME LEVEL		INCOME LEVEL	
INTERESTS		INTERESTS	
BEHAVIORS		BEHAVIORS	

4. MARKETING PLAN

What your chief outreach officer is going to do. Specificity

TABLE: MARKETING GOALS AND TIMELINE

MARKETING INITIATIVE	GOAL	DUE BY

5. OPERATIONS PLAN

5.1 SHORT-TERM PLAN

Week 1 (Jan 1-7):

1. **Finalize Chapter Framework:**
    - Create a clear structure for chapters, including roles and responsibilities for student leaders.
    - Draft guidelines on how chapters can operate independently while aligning with NeuroGuidance's mission.
2. **Develop Outreach Materials:**
    - Design flyers, social media posts, and email templates to introduce NeuroGuidance to schools and students.
3. **Advertise Leadership Roles:**
    - Post announcements on school bulletin boards, websites, and social media about open leadership positions for school chapters and the core team.

Success Indicators:

- Framework document finalized and shared.
- Outreach materials completed and distributed.
- At least 5 applications received for leadership positions.

Week 2 (Jan 8-14):

1. **Host Informational Meetings:**
    - Schedule and host meetings at your school to explain the goals of NeuroGuidance and encourage participation.
    - Reach out to neighboring schools to schedule similar meetings.
2. **Recruit Chapter Leads:**
    - Identify and confirm student leaders for chapters in at least 50% of schools in your district.
    - Begin recruiting volunteers to help organize workshops and events within your own school.
3. **Conduct Core Team Interviews:**
    - Interview and select candidates for Social Media Manager, Job/Internship Manager, Event Coordinator, and Finance/Donation Manager roles.

Success Indicators:

- Informational meetings held at your school and scheduled for 2-3 neighboring schools.
- Chapter leads confirmed for at least 50% of district schools.

- Interviews conducted for at least 3 key team roles.

Week 3 (Jan 15-21):

1. **Launch School Chapters:**
    - Hold the first official meeting for NeuroGuidance at your school to set goals and action plans.
    - Assist other schools in holding their initial chapter meetings.
2. **Finalize Team Hiring:**
    - Onboard the Social Media Manager, Job/Internship Manager, Event Coordinator, and Finance/Donation Manager.
    - Provide role-specific training and set short-term goals for each team member.
3. **Expand School Presence:**
    - Begin outreach to clubs, teachers, and counselors within your school to gain more support and visibility for NeuroGuidance.

Success Indicators:

- First chapter meetings held in your school and at least 3 other district schools.
- Core team fully onboarded and trained.
- Partnerships formed with at least 2 clubs or teachers within your school.

Week 4 (Jan 22-31):

1. **District-Wide Expansion:**
    - Confirm chapter leads for all schools in your district.
    - Schedule and host a district-wide meeting with chapter leads to coordinate efforts and share best practices.
2. **Plan February Workshops:**
    - Work with the Event Coordinator to outline the first major workshop for February.
    - Identify potential guest speakers or organizations to collaborate with.
3. **Evaluate January Progress:**
    - Review goals and success indicators to measure January's progress.
    - Adjust February goals based on feedback and challenges faced during the month.

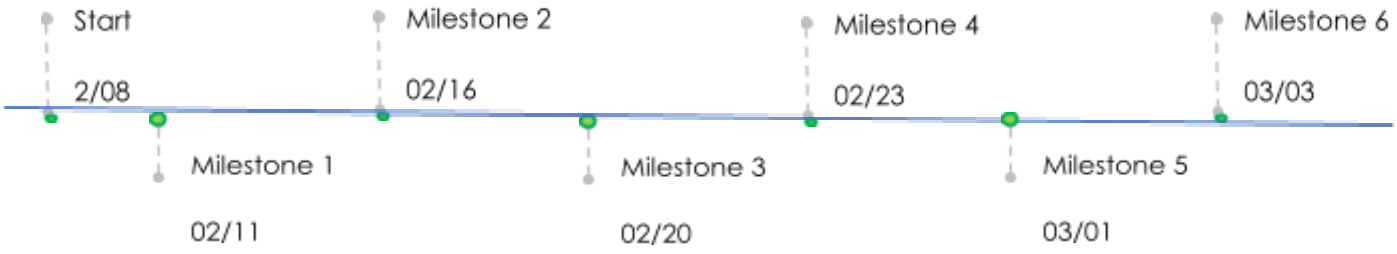
Success Indicators:

- Chapters established in 100% of district schools.
- District-wide meeting attended by all chapter leads.
- Workshop plan for February finalized.
- January review completed with clear action steps for February.

5.2 LONG-TERM PLAN

Here is a visual timeline of milestones for our long-term plan:

TABLE: TIMELINE OF MILESTONES



6. FINANCIAL PLAN

6.1 ASSUMPTIONS

6.2 FINANCING AND INVESTMENTS

TABLE: PLEDGES GRANTED

ORGANIZATION NAME	SPONSORSHIP / PLEDGE AMOUNT
	$0.00
	$0.00
	$0.00
	$0.00
TOTAL AMOUNT	**$0.00**

6.3 FUNDRAISING

TABLE: FUNDRAISING

EVENT TYPE	ANTICIPATED AMOUNT RAISED
	$0.00
	$0.00
	$0.00
	$0.00
TOTAL AMOUNT	**$0.00**

6.4 FUNDING

TABLE: FUNDING SOURCE AND USE OF FUNDS

SOURCES OF FUNDING	USE OF FUNDS

7. FINANCIAL STATEMENTS

7.1 PROJECTED EXPENSES - Worry about this later

TABLE: PROJECTED EXPENSES

EXPENSE	QTY	COST	AMOUNT
CATEGORY 1			
CATEGORY 2			
CATEGORY 3			
		TOTAL	

7.2 PROJECTED CASH FLOW STATEMENT

TABLE: PROJECTED CASH FLOW STATEMENT

CATEGORY / TYPE	PERIOD 1	PERIOD 2	PERIOD 3
OPERATING ACTIVITIES			
TOTAL CASH FLOW FROM OPERATING ACTIVITIES			
INVESTING ACTIVITIES			
TOTAL CASH FLOW FROM INVESTING ACTIVITIES			
FINANCING ACTIVITIES			
TOTAL CASH FLOW FROM FINANCING ACTIVITIES			
TOTALS			

NET CASH FLOW			
STARTING CASH BALANCE			
ENDING CASH BALANCE			

7.3 BALANCE SHEET

TABLE: BALANCE SHEET

CATEGORY / TYPE	PERIOD 1	PERIOD 2	PERIOD 3
ASSETS			
TOTAL ASSETS			
LIABILITIES			
TOTAL LIABILITIES			
EQUITY			
TOTAL EQUITY			

TOTAL ASSETS			
TOTAL LIABILITIES AND EQUITY			

8. APPENDIX

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