



BreakAway Plan for Fiscal Year 2017



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Mission- Break Away is a national nonprofit organization that promotes the development of quality alternative break programs through training, assisting, and connecting campuses and communities.



Our Strategic Goals for 2016-2018

Diversity//

Active Citizens//

Impact//Quality//Leader//

Outline of Plan

- BreakAway can only grow so much- We already serve 200 colleges and universities.
- **Peer-to-Peer Fundraising-** \$3,200 on #GivingTuesday 2016 alone
- **Membership/Program Fees-** \$115,000 in program revenue
- Try applying for **Program Grants-** work to get mission out there
- We could try adding **House Parties/Individual Donor** strategies
- Try **Growth**
- Add a part-time development staffer or specific contract work

A classroom scene with three people standing at the front and several students seated at desks. A large text overlay is present in the foreground.

Active citizenship
is *learning*

Current Revenue Against Expenses

	2013	2014
Revenue	\$250,842	\$243,091
Expenses	\$233,696	\$273,778
Net Income/Loss	\$17,146	(\$30,687)

Peer-to-Peer Fundraising- continue-ish

- **Peer-to-Peer** fundraising is super successful for us.
- Easy and cheap to do this with email and social media campaigns
- 25th Anniversary and #GivingTuesday campaigns so far this year

- Still doesn't bring in enough money to be sustainable
- Might want to try bringing in bigger donors- through part-time Development employee

Program and Membership Fees- continue-ish

- I personally wished that we didn't rely on program and membership fees so much.
- But it makes sense in that it's harder for us to get grants for the work that we do since it's such a niche market.
- Could try applying for program grants instead of overall operating expenses grants
- Gotta spread the mission!

House Parties/Individual Donors - start doing

- **House Parties** seem like the next logical step for BreakAway.
- Our board- you all already get together and strategize about what's next for community organizing work- great opportunity to fundraise!
- **House Parties aren't geographically tied**, they can happen anywhere one of the directors lives and works.
- Not great for getting students more students involved.
- Cheap to put on, not super lucrative, but **great for community building!**

Possible Growth

- Partner with **Students Today, Leaders Forever** in the Upper Midwest for an **Active Citizen** training
- They serve **25 chapters** across the midwest and one in Arizona
- Spread our mission
- Offer chapter membership to schools who participate who aren't already involved

Add a Staff Member for Fundraising

- Adding a part-time staff member or hiring contract work for fundraising would help take some of the pressure off of the ED and program staff.
- Could easier try growing a bit, house parties, and applying for grants
- Would be costly, but could be worth it if we can show to be sustainable, if not growing by 2020.

Active citizenship
is *reflecting*



Conclusion ---

- Peer-to-Peer Fundraising
- Require Membership and Program Fees, but try to lower them and supplement with more Grants
- Try House Parties amongst board members/Staff
- Possible growth partnering with STLF
- Add a part-time Development person or contract Development work to help with fundraising.

QUESTIONS? COMMENTS?