



LI'L ABNER  
FOUNDATION

**Li'l Abner Foundation, Inc.**

**Business Plan**

**January 2012**



## Introduction

Li'l Abner Foundation is a small community development organization with a solid set of programs and growing track record of results. Although the organization has expanded greatly the past couple of years, it has remained heavily concentrated in and around its original location.

Li'l Abner Foundation's staff and Directors are ready to accelerate growth. Encouraged by the impact that it is having on the surrounding community, they want to be able to create the first community center for all ages in the City of Sweetwater. While also creating a fund of one million dollars, in which the interest accumulated will continue to pay for the education of the residents of the City of Sweetwater. This growth will evaluate such questions as: How should they grow? With which set of programs? What changes would they have to make to the current structure to accommodate such growth? How much funding do they need and where would it come from?

In order to get this growth plan to fruition, Li'l Abner Foundation's President Raul F. Rodriguez is embarking on a strategic planning process with the assistance of Li'l Abner's staff and volunteers.



## Table of Contents

- Executive Summary
- Li'l Abner Foundation overview
- Growth Strategy
  - Vision
  - Site selection process
  - Rate of growth
  - Scholarship Fund
- Financial implications and fundraising plan
- Organizational Implications



## Executive Summary

- Li'l Abner Mobile Home Park is a community of 908 Mobile Homes with over 3,000 under privileged residents. Seeing the need and wanting never to forget the principles and values that his parents taught him: hard work, kindness, humility and most importantly never to forget where you came from, he decided to name the foundation Li'l Abner.
- The founder and President of the Li'l Abner Foundation Mr. Raul F. Rodriguez, grew up in the City of Sweetwater working at his parents Mobile Home Park, which they have owned for over thirty years. Now in his early thirties with children of his own he realizes the need to help the underserved residents of his families Mobile Home Park and the City of Sweetwater.
- Currently, Li'l Abner Foundation serves over 500 residents within the City of Sweetwater. Yet, there are over 16,000 residents in the City who can benefit from services that the Foundation provides.
- To better meet this demand, Li'l Abner Foundation has analyzed what they currently have:
  - A short, medium and long-term vision for the organization
  - A clear articulation of their theory for change
  - A 1, 5, and 10-year regional growth plan centered on its core programs
  - A streamlined set of metrics to track its progress
  - A plan for a systematic, longitudinal evaluation

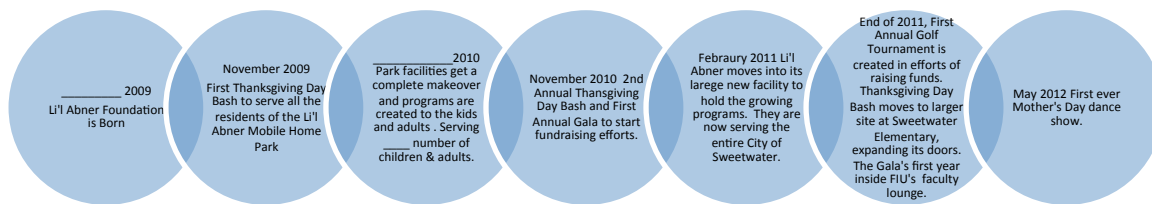


L'I'L ABNER  
FOUNDATION

- The Foundation's goal is to expand its facility size and centralize its location to better suit the City of Sweetwater's growing needs. The ultimate goal is to eventually to franchise this concept in other cities and towns through Miami-Dade County., while also growing its scholarship fund to the point where the interest earned from the principle can pay for a certain amount of scholarships every year and also growing the principle. What this would mean is that every year the fund would be able to give more scholarships, continue to grow and be financially strong to maintain itself through tough times. This strategy is the famous concept of compounding interest.



## Li'l Abner Foundation's history



Li'l Abner Foundation has a strong track record of helping adults and children excel in education as well as keeping them active and healthy.

- In 2010, the Foundation joined with a local high school Florida International University Miami-Dade County Public Schools, & Belen Jesuit Preparatory High School to be able to offer tutoring, English classes, Walking Club, and karate classes.
- According to our analysis, the Foundation has shown that the programs we provide work at improving children's academic and social well-being, the likelihood of adults finding a better job to support their families, and gives seniors the ability to live a healthier lifestyle.
- Since 2010, the Foundation has expanded its programs to include, Dance, wrestling, Art, and more days for tutoring for children. For adults we have citizenship classes, regular health fairs, aerobics, and Krav Maga.



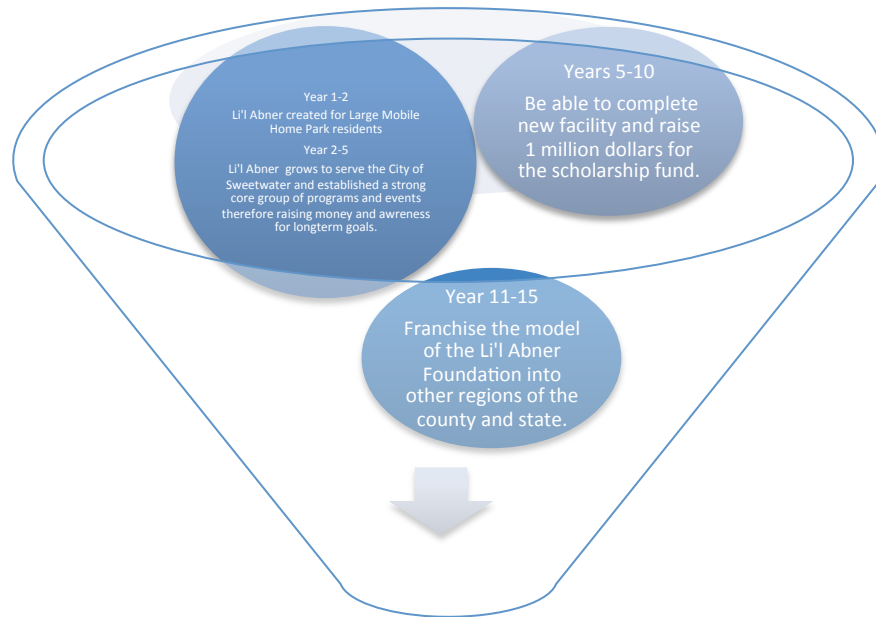
LI'L ABNER  
FOUNDATION

## Li'l Abner Foundation's Theory of Change lays out how it plans on servicing its resident's success throughout life





## A 15-year vision for L'il Abner Foundation



To help achieve this vision, Li'l Abner Foundation screened for potential expansion locations within the City of Sweetwater.

- Two primary considerations for expansion plan are:
  - Ronseli Park
  - The old elderly center lot
- These two locations are centralized so the commute to and from the facility will not hinder participation. Another idea was providing free transportation to the facility since many households have one or no vehicles.
- Opening an account with a trusted and sound brokerage firm and investing only in the best companies that would benefit the Foundation's long term goals.





## Summary of financial plans

- Li'l Abner Foundation has recently run very thin with respect to management and support staff.
- Li'l Abner Foundation must invest in more support staff to keep track of the resident's cases and plans for success. We will be purchasing a new software to keep track of the progress.
- Li'l Abner Foundation must also enhance its existing program model by adding:
  - Job development services to enable youth and adults find career building jobs
  - In-house GED instruction to ensure access to all youth and adults who need it.
  - More programs geared toward the elderly and a healthy lifestyle
- Based on these changes, Li'l Abner Foundation's cost/resident will increase from \$\_\_\_\_\_ to \$\_\_\_\_\_ -still well below comparable services
  - Providers of like services in Sweetwater average \$\_\_\_\_\_ per resident
  - Li'l Abner Foundation still spends over 80% of costs as program costs
- Li'l Abner Foundation plans on doubling its budget for 2012 with series of fundraising events to increase funds and community awareness for the Foundation.

1. The Dolphin Mall 5 K race      10/28/12
2. Thanksgiving Day Bash      11/23/12
3. Golf Tournament      12/01/12
4. Gala      12/07/12



## Strategic Fundraising plan

In order to raise the necessary dollars, Li'l Abner Foundation needs to:

- Strengthen grant and request-for-proposal writing capabilities for foundations and government sources
- Build in capacity to attract corporate dollars by involving community businesses
- Advertise heavily and get community involvement with the main fundraising events 5k Dolphin Mall Run, Thanksgiving Day Bash, Golf Tournament and the Annual Gala.