



BALLIN'
FOR PEACE



STRATEGIC PLAN

TABLE OF CONTENTS

INTRODUCTION	1
LETTER FROM THE BOARD OF DIRECTORS	1
EXECUTIVE SUMMARY	2
OPPORTUNITY	2
FINANCIAL SUMMARY	3
OPPORTUNITY	4
PROBLEM & SOLUTION	4
MARKET	8
COMPETITION	9
EXECUTION	11
MARKETING	11
ANALYSIS	12
MILESTONES AND GOALS	16
FINANCIAL PLAN	18
FINANCIAL PLAN	18
PROJECTED STATEMENTS	20



INTRODUCTION

LETTER FROM THE BOARD OF DIRECTORS

The Board of Directors for Ballin' For Peace - The New Social Workers wishes to thank you for your interest in our organization. We seek to provide at-risk youth with an alternative to gangs and violence by promoting involvement in extracurricular activities.

Fulfilling the Ballin' For Peace - The New Social Workers mission requires unifying everyone connected to the organization in thought and action. Our strategic plan provides insights into the problems we address, our organization's strengths and weaknesses, and our goals for the near future.

As stakeholders in our organization, we ask you to help Ballin' For Peace - The New Social Workers stay accountable to this plan. As we move beyond the goals set, it's up to all of us to revisit this plan and adapt to our current situation and future priorities.

Thank you, again, for being a crucial part of the Ballin' For Peace - The New Social Workers family. We are grateful for your time, gifts, insight, and support.

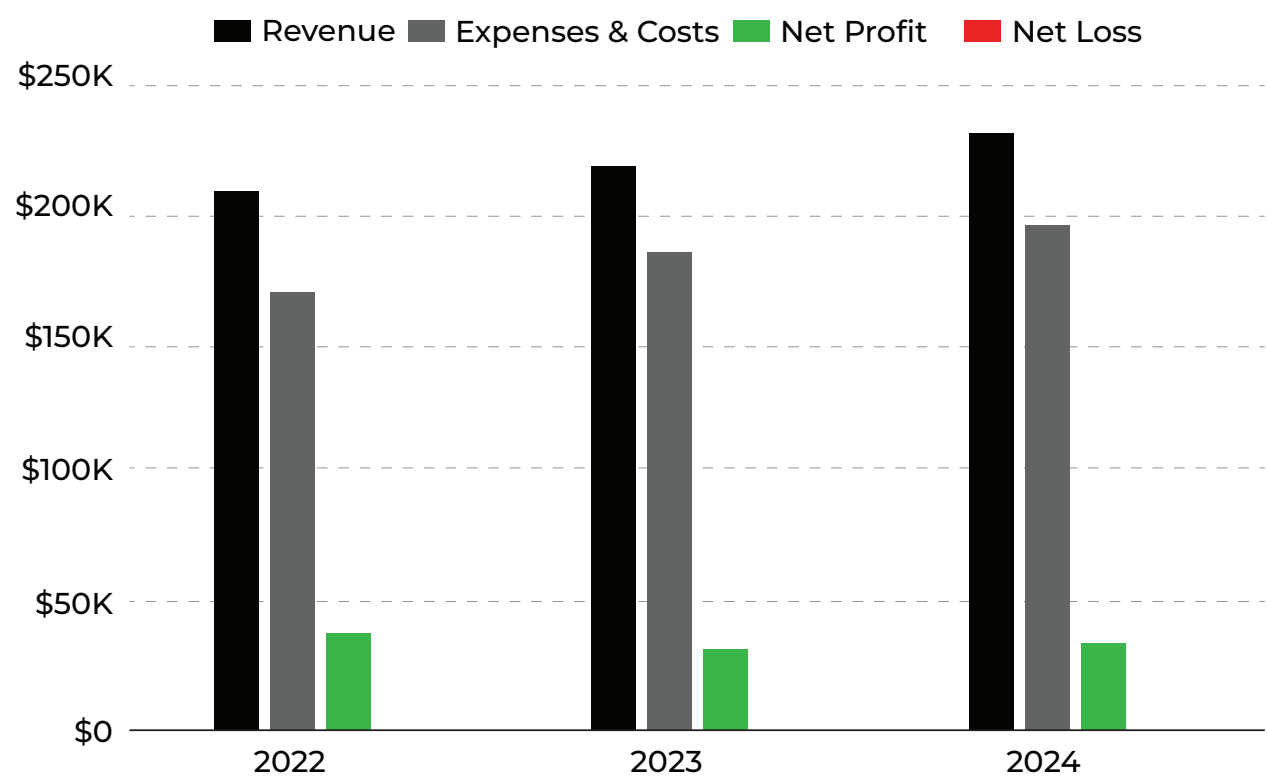
Ryan Hicks

-Ryan Hicks,

on behalf of the Board of Directors for Ballin' For Peace - The New Social Workers



FINANCIAL SUMMARY



OPPORTUNITY

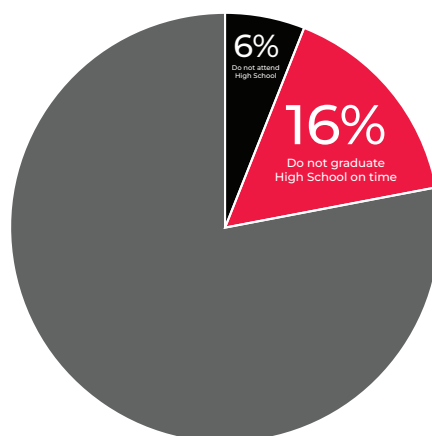
PROBLEM & SOLUTION

PROBLEM WORTH SOLVING

Far too many youth and young adults find themselves without options and attracted to the lure of gang violence.

Violence is the leading cause of death in the United States and leaves lasting health ramifications.¹ A recent study found that targets and perpetrators of violence suffer “increased incidences of depression, anxiety, post-traumatic stress disorder, and suicide; increased risk of cardiovascular disease; and premature mortality.”²

Unfortunately, many California youth are at-risk of entering the cycle of violence. As of 2019 (the most recent data compiled), 6% of Californian youth aged 16-19 do not attend high school and are not employed.³ Further, 16% of Californian youth do not graduate high school on time.⁴ These are key indicators that point to potentially risky behavior.



1 Gorman-Smith, D., PhD. (2021, May 26). The American Journal of Public Health (AJPH) from the American Public Health Association (APHA) publications. American Journal of Public Health. <https://ajph.aphapublications.org/action/cookieAbsent>

2 Rivara, F. (2019, October). The Effects Of Violence On Health. HealthAffairs. <https://www.healthaffairs.org/doi/abs/10.1377/hlthaff.2019.00480>

3 KidsCount. (n.d.). Teens ages 16 to 19 not attending school and not working | KIDS COUNT Data Center. <https://datacenter.kidscount.org/data/tables/7261-teens-ages-16-to-19-not-attending-school-and-not-working?loc=6&loct=2#detailed/2/6/false/1729,37,871,870,573,869,36,868,867,133/any/14311,14312>

4 KidsCount. (n.d.). High school students not graduating on time | KIDS COUNT Data Center. <https://datacenter.kidscount.org/data/tables/9536-high-school-students-not-graduating-on-time?loc=6&loct=2#detailed/2/6/false/1696,1648,1603,1539,1381,1246/any/18709>

5 CDC. (2020, August 20). YRBSS Results | YRBSS | Data | Adolescent and School Health | CDC. <https://www.cdc.gov/healthyyouth/data/yrbs/results.htm>

The CDC's Youth Risk Behavior Surveillance System (YRBSS) surveys youth across the country about potentially harmful behavior. The data reveals concerning insights into the state of California youth:⁵

- 5.8% carried a gun for reasons other than hunting or sport shooting at least once during the 12 months before the survey
- 2.7% carried a weapon to school at least once during the 30 days before the survey
- 12.3% were threatened or injured with a weapon on school property at least once during the 12 months before the survey
- 11.0% did not go to school because they felt unsafe at school or on the way to or from school at least once during the 30 days before the survey
- 19.2% experienced sexual violence by anyone at least once during the 12 months before the survey
- 21.4% currently drink alcohol
- 29.9% used marijuana at least once in their lifetime
- 31.5% were offered, sold, or given an illegal drug on school property during the 12 months before the survey



Risky behaviors are indicators of systemic issues that drive youth and young adults to make unhealthy choices. However, research indicates that “recreation can be used meaningfully in a multiapproach toolkit to address youth gang involvement and violence, and that programs that possess the identified critical components are more likely to have positive impacts on the targeted youth.”⁶

SOLUTION

Ballin’ For Peace - The New Social Workers is a nonprofit organization with a mission to provide at-risk youth with an alternative to gangs and violence by promoting involvement in extracurricular activities.

The organization’s vision is to use recreation, entertainment, and knowledge to positively impact the lives of individuals from all walks of life, with a primary focus on at-risk youth. Ballin’ For Peace - The New Social Workers is committed to showing participants the value of embracing diversity, developing empathy for others, and improving their life outcomes. The organization aims to remove or override negative messages that glorify violence and crime by creating fun activities that inspire and enrich lives while strengthening the community. Community-based events broaden relationships and, in return, create safer, healthier neighborhoods.

Ballin’ For Peace - The New Social Workers operate under the following core values:

HONESTY	INTEGRITY
COURTESY	CARING
SPORTSMANSHIP	RESPECT
RESPONSIBILITY	INCLUSIVENESS
ACCOUNTABILITY	PERSEVERANCE

The primary programming focus of Ballin’ For Peace - The New Social Workers are special events, celebrity basketball games, and concerts. These events showcase the organization’s outreach activities and feature current and former NBA players, streetball legends, influential community members, actors, musicians, and more. The games and

BALLIN' FOR PEACE



SUMMER 2022

www.ballinforpeace.org



PARKS AFTER DARK
COUNTY OF LOS ANGELES DEPARTMENT OF PARKS & RECREATION



showcases are exceptionally entertaining and draw large crowds. During these events, the organization provides information on crime prevention and intervention, free backpack giveaways, food distribution, computer giveaways, connections to colleges, scholarships, and healthcare services (blood drives and health screening information). All events are open to the public and promoted with the help of local radio stations.

Additionally, Ballin' For Peace - The New Social Workers uses these events to connect people with different job resources in the local area. The California Employment Development Department (EDD) and organizations that offer employment services sign up people for job training.

Ballin' For Peace - The New Social Workers regularly plan events. Two events are scheduled in April 2022; one at the Crypto Arena and another at the Barclay Center with the LA Clippers.

As Ballin' For Peace - The New Social Workers seeks to expand its operations, it also endeavors to provide an accelerated program for youth that focuses on e-commerce and entrepreneurship initiatives. Working with Sony and iHeartRadio, the organization seeks to offer internships and tours of Grammy University and ESPN beginning in 2023. This program will show at-risk youth what a career in media and entertainment looks like while providing better options than gang participation.

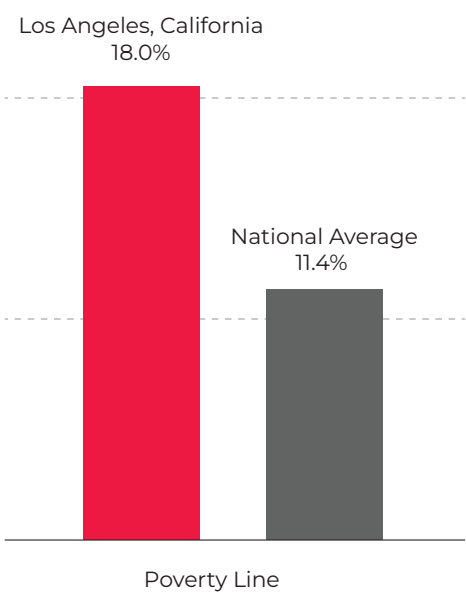
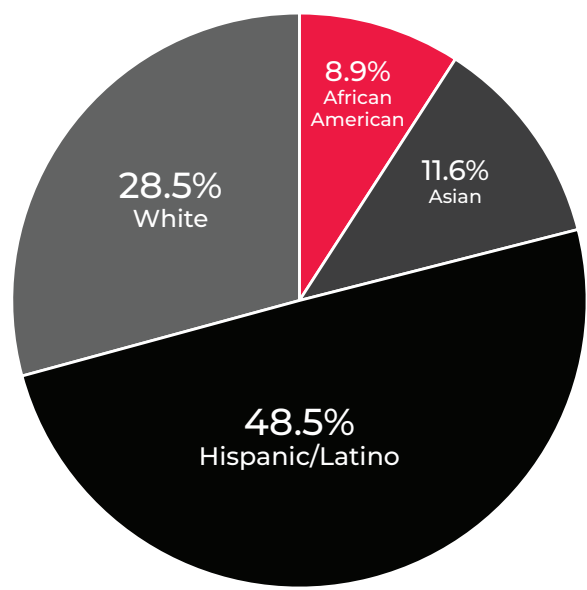
Ballin' For Peace - The New Social Workers also offers workshops and lectures on domestic violence prevention, safety, and teen dating violence. The 52-week program is aimed at people arrested for domestic violence.



MARKET

Ballin’ For Peace - The New Social Workers provides services to youth and young adults between 10 and 25 years old in Los Angeles County and surrounding areas.

Los Angeles, California, is home to 3,898,747 people, 20.7% (807,040) under 18 years old. The area’s population is 8.9% Black or African American, 11.6% Asian, 48.5% Hispanic or Latino, and 28.5% White. The median household income is \$62,142, slightly lower than the \$62,843 national average. 18.0% of Los Angeles, California residents live below the poverty line, higher than the 11.4% national average.



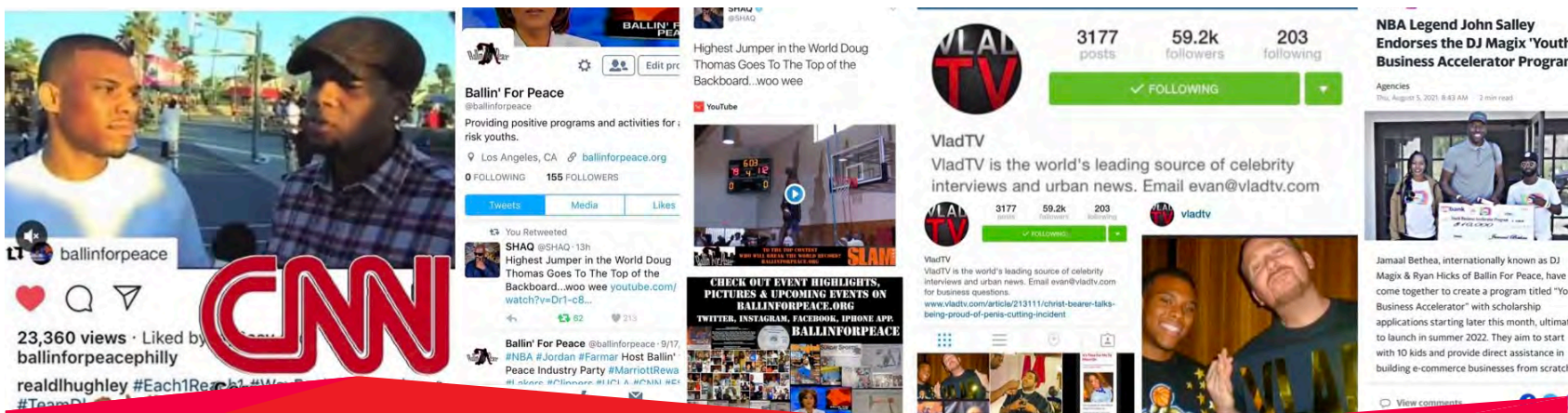
Ballin’ For Peace - The New Social Workers has also held events in Las Vegas, Philadelphia, and Arizona. As the organization grows, it seeks to expand operations to Atlanta and New York City.

COMPETITION

CURRENT ALTERNATIVES

There are other youth and young-adult services organizations with a similar mission to Ballin' For Peace - The New Social Workers. As a result, Ballin' For Peace - The New Social Workers seeks to learn from and, where appropriate, form mutually beneficial partnerships with similarly-focused organizations. This combined approach helps ensure the fulfillment of the organization's mission. A sample of organizations providing similar services is included below.

- **Homeboy Industries:** Homeboy Industries launched in 1988 and is the largest gang rehabilitation and re-entry program in the world. Primarily focused on transitioning youth and adults out of gangs, the organization does offer preventative services and community education. <https://homeboyindustries.org>
- **R.A.C.E.:** Reclaiming American's Communities through Empowerment (R.A.C.E.) began operations in 2010. The organization offers youth an alternative to joining a gang through sports programming and community activities. <https://www.race4communities.org>
- **GRYD:** Gang Reduction & Youth Development (GRYD) is an initiative of the Los Angeles Mayor's Office to address gang violence throughout the city. The initiative's essential program, Summer Night Lights (SNL), provides meals, sports leagues, and community engagement events throughout Los Angeles. <https://www.lagryd.org>



STRATEGIC ADVANTAGE

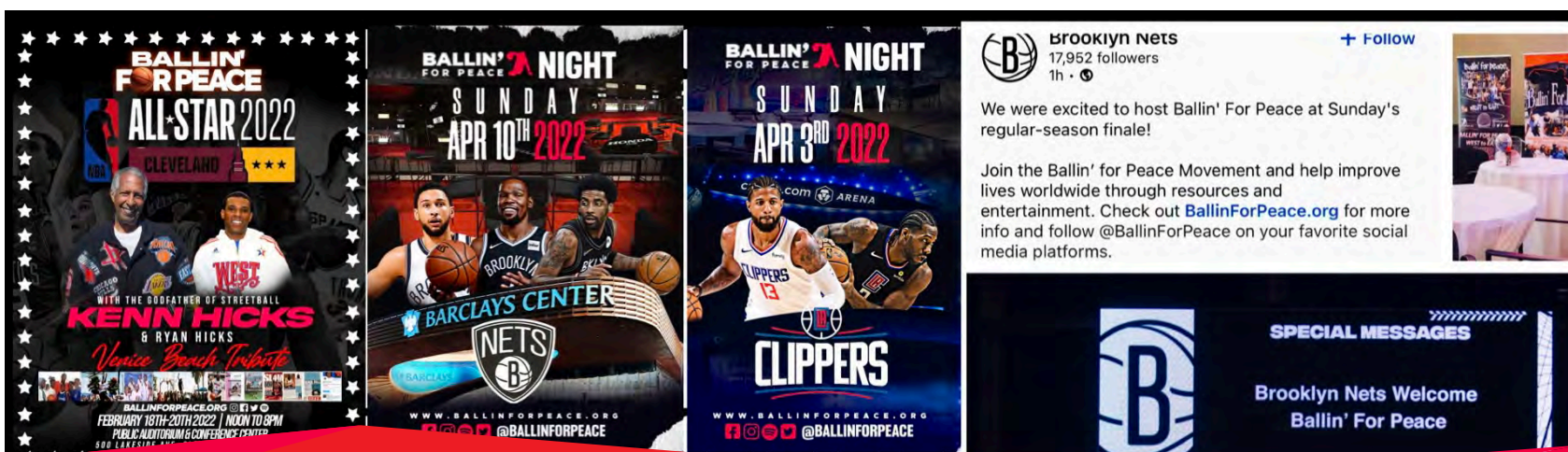
As a unique entry in the youth and young-adult services industry, Ballin' For Peace - The New Social Workers provides a needed service that ensures mission fulfillment for a wide array of clients.

Established in 2007, Ballin' For Peace - The New Social Workers has developed multiple successful corporate and celebrity partners. Throughout the years, the organization's events and programs received recognition from news stations (CNN, ABC, and NBC), national magazines (Sports Illustrated, and SLAM), local newspapers, politicians, the Los Angeles Police Department, and Super Stars (Shaq & D.L Hughley post on Social Media reaching over 9 Million views).

The organization has a successful track record of recognition.

- In 2009, members of the organization received a Certificate of Appreciation from Mayor Villaraigosa at the Staples Center during a Los Angeles Clippers Game for their exemplary work in Southern California.
- In 2015, members of the Ballin' For Peace - The New Social Workers organization received a "Hero Among Us" award and citation from the City Council of Philadelphia at a Philadelphia 76ers home game during Martin Luther King Jr. Weekend.
- In 2016, Philadelphia Mayor Jim Kenney came to the Nicetown Give Back Festival and supported the Ballin' For Peace - The New Social Workers movement.

Additionally, Ballin' For Peace - The New Social Workers has established corporate recognition and event support from ESPN, iHeartRadio, KDAY, Power 99, SLAM Magazine, and Sony.



Brooklyn Nets
17,952 followers
th · 📍

+ Follow

We were excited to host Ballin' For Peace at Sunday's regular-season finale!

Join the Ballin' for Peace Movement and help improve lives worldwide through resources and entertainment. Check out BallinForPeace.org for more info and follow @BallinForPeace on your favorite social media platforms.



EXECUTION

MARKETING

Ballin' For Peace - The New Social Workers exists to provide at-risk youth with an alternative to gangs and violence by promoting involvement in extracurricular activities. Ballin' For Peace - The New Social Workers will diversify its marketing efforts to ensure future clients, donors, and volunteers discover the organization to fulfill this mission. At the same time, intentional marketing will make current stakeholders aware of the organization's successes. The organization will market its services using email, newsletters, press releases, print media, social media, a dedicated website, and word-of-mouth advertising.



ANALYSIS

STAKEHOLDER ANALYSIS

An item critical to the success of any public or nonprofit organization is a proper stakeholder analysis. To succeed at satisfying its constituents, an organization must identify critical stakeholders, note the criteria they judge the organization, and review how they perform against them.

An analysis of the stakeholders for Ballin' For Peace - The New Social Workers follows.

INTERNAL

BOARD OF DIRECTORS

- The Board of Directors comprises passionate and knowledgeable individuals who donate their time and resources to govern the organization. The current Board of Directors includes Kenn Hicks and Ryan Hicks.
- The Board of Directors ensures organizational success, establishes public trust, and guarantees mission fulfillment.

EXECUTIVE DIRECTOR

- The Executive Director should report to the Board of Directors while assuring their organizational recommendations.
- The E.D. achieves success through the organization's current and future accomplishments.

VOLUNTEERS/STAFF

- Volunteers and program staff assist in fundraising activities and facilitation of services.
- Delivering quality services to clients, expanding services available, and reaching more students are marks of achieved goals.

EXTERNAL

CLIENTS

- Ballin' For Peace - The New Social Workers provides services to youth and young adults between 5 and 25 years old.
- Receiving high-quality services and support, the clients are why Ballin' For Peace - The New Social Workers exists.

DONORS

- A diversified mix of donors includes individual donations, corporate sponsorships, service fees, in-kind gifts, and grant funding (where available).
- Donors provide the funding and material resources required for program implementation and expansion.
- Facilitating and establishing donor relationships at all levels of the organization is key to fulfilling the operational budget.

PARTNERS

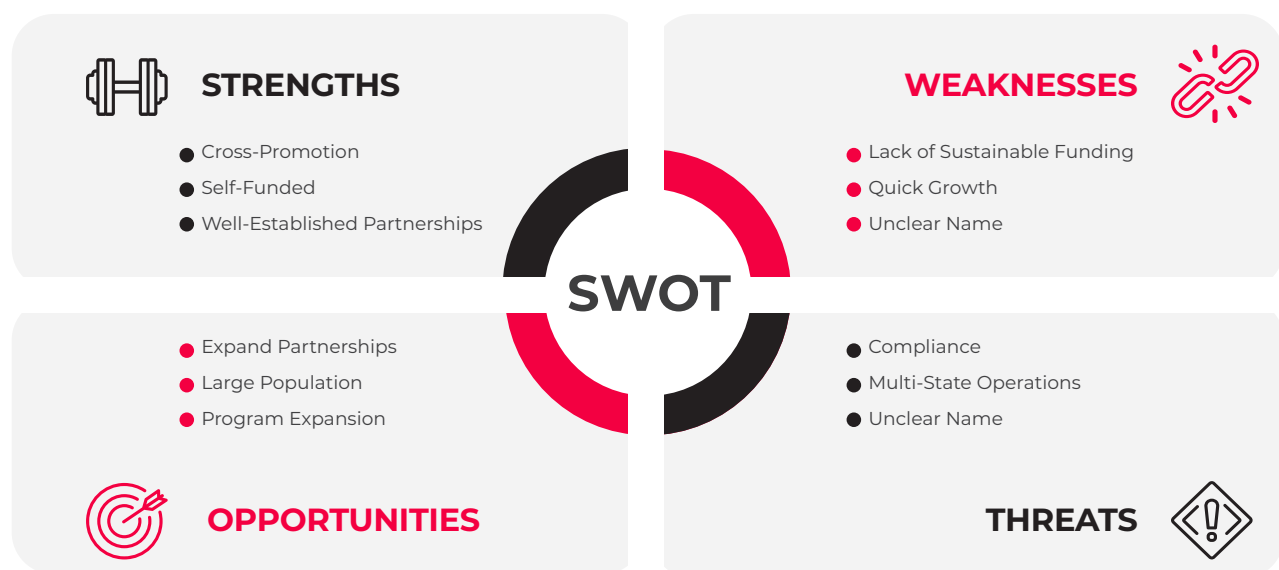
- Establishing solid partnerships with other organizations is essential to meeting a community's needs.
- Successful partnerships include developing mutually beneficial relationships and outcomes.



SWOT ANALYSIS

Organizations today must operate within a world of constant change. Therefore, it is essential to identify the organization's strengths and weaknesses concerning the opportunities and threats it regularly faces. Performing a SWOT analysis allows key stakeholders to remain abreast of the internal and external contexts they operate.

A SWOT analysis of Ballin' For Peace - The New Social Workers follows.



STRENGTHS (INTERNAL)

- **Cross-Promotion:** Ballin' For Peace - The New Social Workers is excellent at connecting with other festivals, community events, and organizations to promote and support its mission. These channels are an effective communication tool and aid in acquiring donations and volunteers.
- **Self-Funded:** Ballin' For Peace - The New Social Workers is currently self-funded by the founder and Board of Directors. This initial funding is a strength as the organization forms and establishes relationships with other potential donors and corporate sponsors.
- **Well-Established Partnerships:** Ballin' For Peace - The New Social Workers has multiple mutually beneficial strategic partnerships. These arrangements enable the organization to serve its clients better.

WEAKNESSES (INTERNAL)

- **Lack of Sustainable Funding:** The organization's long-term success relies on a diversified fundraising plan to meet the goal of raising \$200,000 over the next year. Ballin' For Peace - The New Social Workers must secure more dependable and consistent funding options.
- **Quick Growth:** While the need to provide at-risk youth with an alternative to gangs and violence by promoting involvement in extracurricular activities is significant, Ballin' For Peace - The New Social Workers is currently unable to aid everyone. However, that does not stop the organization from setting goals to expand its operations rapidly. Growing too quickly without a dedicated funding plan can quickly lead to Board, staff, volunteer, and donor burnout.
- **Unclear Name:** The legally registered name of the organization is The New Social Workers. Ballin' For Peace is a program initiative of the organization. However, all community branding and marketing uses the Ballin' For Peace name or the hybrid Ballin' For Peace - The New Social Workers moniker. Unclear names easily confuse the public and can impact donations, volunteers, and name recognition.

OPPORTUNITIES (EXTERNAL)

- **Expand Partnerships:** Expanding existing partnerships and learning from established organizations is an excellent opportunity for the long-term success of Ballin' For Peace - The New Social Workers.
- **Large Population:** Los Angeles, California, is a densely populated and highly diverse metropolitan area. Ballin' For Peace - The New Social Workers is uniquely situated with access to many potential clients and donors.
- **Program Expansion:** Ballin' For Peace - The New Social Workers can expand its client base by broadening the audience the organization serves or expanding outside of Los Angeles, California. Expansion of services requires funding and forethought but provides an opportunity for growth.



THREATS (EXTERNAL)

- **Compliance:** Operating out of compliance with the state and the federal government puts the organization at risk of losing tax-exempt status. Ballin' For Peace - The New Social Workers is currently establishing compliance procedures to ensure all requirements are met.
- **Multi-State Operations:** Operating a nonprofit organization in multiple states requires maintaining compliance with every state. States each have their own rules, requirements, and filing dates. Failure to maintain compliance can lead to administrative dissolution, threatening the organization's operations.
- **Unclear Name:** In addition to name recognition and marketing, operating without a legal d/b/a or under an unregistered name may cause compliance and donation issues.

MILESTONES AND GOALS

ORGANIZATIONAL GOALS

Ballin' For Peace - The New Social Workers is an innovative, growing organization. The Board of Directors has set forth the following goals for the next three to five years. Achieving these goals will help the organization establish itself in the community and reach its target clients:

- **Expand Board of Directors:** Ballin' For Peace - The New Social Workers currently lacks the correct number of board members required by the IRS. A compliant board includes at least three people, with most members unrelated by blood or marriage. The current Board of Directors seeks to expand and recruit new members to return to compliance quickly.
- **Establish Compliance Procedures:** The Board of Directors will establish a process to ensure compliance with all federal, state, and local requirements.
- **Develop Diversified Funding:** A successful nonprofit organization requires funding from a wide range of sources. These include individual donations, corporate sponsorships, service fees, and grant funding (where available). The Ballin' For Peace - The New Social Workers Board of Directors will establish a diversified mixture of opportunities for giving and encourage all stakeholders to do the same.

- **Expand the Team:** To fulfill its mission, Ballin' For Peace - The New Social Workers seeks to build a team of paid employees and volunteers. These individuals will meet with clients, identify what services are needed, and directly address those needs. Within three years, the organization seeks to hire a part-time administrative assistant and, within five years, hire a full-time executive director and program director.
- **Recognize Volunteers:** As volunteers supporting the organization's mission grows, it is critical to recognize and appreciate their service. The Board of Directors will determine appropriate ways to thank and recognize volunteers throughout the year and during National Volunteer Week on the third week of April.
- **Expand Outside Los Angeles, California:** As the organization grows, Ballin' For Peace - The New Social Workers seeks to expand services outside of Los Angeles, California, across the country, and worldwide. Successfully increasing services, clients, and donations will enable the Board of Directors to consider further expanding Ballin' For Peace - The New Social Workers outside the state. In doing so, the Board of Directors will evaluate the compliance requirements for operating a nonprofit organization in multiple locations.
- **Review Strategy:** Mission success depends on continued evaluation and goal setting. All stakeholders must regularly review and evaluate the organization's current state. The Board of Directors will set forth a plan to annually assess and renew strategic plans.



FINANCIAL PLAN

FINANCIAL PLAN

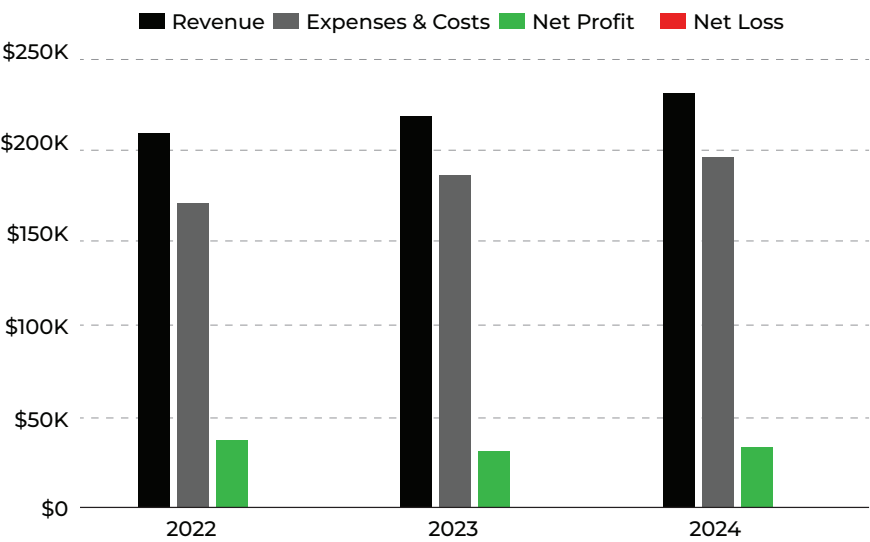
Ballin' For Peace - The New Social Workers operates under the critical assumption that the ongoing need for its services will allow the organization to grow. The Board of Directors anticipates continually raising funds to meet the increasing community need. To fulfill its mission and grow, Ballin' For Peace - The New Social Workers will raise funds using the following methods:

- **Individual Donations:** Receiving individual donations from friends, family, coworkers, and the general public is the primary fundraising method for most 501c3 nonprofit organizations. Ballin' For Peace - The New Social Workers intends to follow this strategy and fund at least 70% of its operating budget with personal donations.
- **Corporate Sponsorships:** The Board of Directors seeks to establish relationships with local businesses that generate corporate gifts to help fund the organization. Initially, the board will target companies that align with its mission.
- **Fundraising Events:** The Board of Directors intends to host special events that raise funds from the general public.
- **Grants:** Foundation and government grants provide a short-term infusion of revenue to launch or expand programming for established nonprofits. Once Ballin' For Peace - The New Social Workers has a successful history of diversified fundraising and sustainable operations, the Board of Directors will apply for appropriate grants related to its mission.

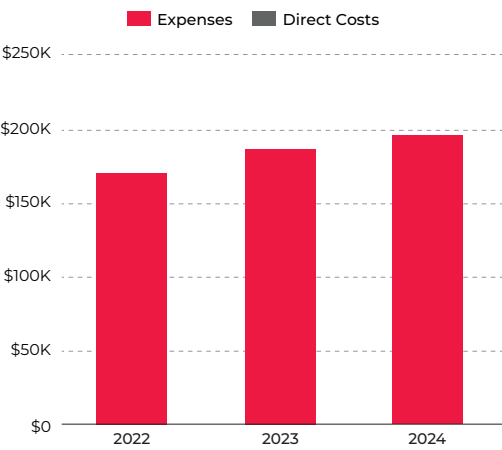
Ballin' For Peace - The New Social Workers will operate in a cost-effective, client-focused manner to ensure mission fulfillment. The organization aims to raise \$200,000 to meet the projected needs over the following year. All fundraising efforts will be led and evaluated by the Board of Directors.

Projected financial statements for the next three years follow on subsequent pages. Depending on the organization's fundraising efforts and operational expenses, projections can and will change.

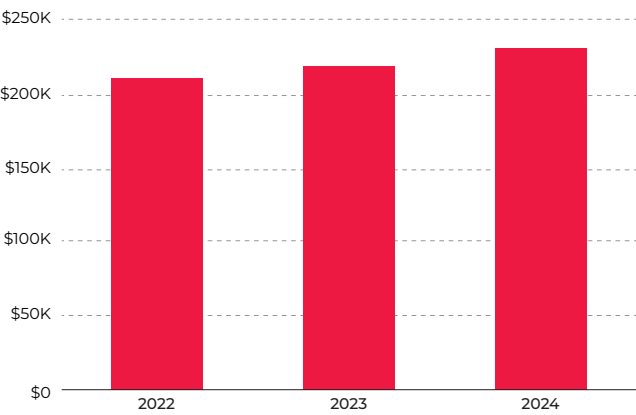
PROJECTED FINANCIAL HIGHLIGHTS BY YEAR



EXPENSES BY YEAR



REVENUE BY YEAR



PROJECTED STATEMENTS

PROJECTED PROFIT AND LOSS

	2022	2023	2024
Revenue	\$210,000	\$220,500	\$231,525
Direct Costs			
Gross Margin	\$210,000	\$220,500	\$231,525
Gross Margin %	100%	100%	100%
Operating Expenses			
Grants and Similar Amounts Paid	\$0	\$0	\$0
Benefits Paid to Members	\$0	\$0	\$0
Salaries, Compensation, and Employee Benefits	\$8,320	\$16,640	\$17,472
Professional Fees	\$2,000	\$2,100	\$2,205
Occupancy, Rent, Utilities, and Maintenance	\$20,000	\$21,000	\$22,050
Printing, Publications, and Postage	\$40,500	\$42,525	\$44,651
Other Expenses, Including Programing Expenses	\$100,000	\$105,000	\$110,250
Total Operating Expenses	\$ 170,820	\$187,265	\$196,628
Operating Income	\$39,180	\$33,235	\$ 34,897
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$0	\$0	\$0
Total Expenses	\$170,820	\$187,265	\$196,628
Net Profit	\$39,180	\$33,235	\$ 34,897
Net Profit / Sales	19%	15%	15%

PROJECTED SURPLUS & DEFICIT

	2022	2023	2024
Revenue	\$210,000	\$220,500	\$231,525
Direct Costs			
Gross Margin	\$210,000	\$220,500	\$231,525
Gross Margin %	100%	100%	100%
Operating Expenses			
Grants and Similar Amounts Paid	\$0	\$0	\$0
Benefits Paid to Members	\$0	\$0	\$0
Salaries, Compensation, and Employee Benefits	\$8,320	\$16,640	\$17,472
Professional Fees	\$2,000	\$2,100	\$2,205
Occupancy, Rent, Utilities, and Maintenance	\$20,000	\$21,000	\$22,050
Printing, Publications, and Postage	\$40,500	\$42,525	\$44,651
Other Expenses, Including Programing Expenses	\$100,000	\$105,000	\$110,250
Total Operating Expenses	\$ 170,820	\$187,265	\$196,628
Operating Income	\$39,180	\$33,235	\$ 34,897
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$0	\$0	\$0
Total Expenses	\$170,820	\$187,265	\$196,628
Net Profit	\$39,180	\$33,235	\$ 34,897
Net Profit / Sales	19%	15%	15%