



## 2025 Love No Ego Foundation Strategic Plan

### LNE CORE VALUES and GUIDING PRINCIPLES:

INTEGRITY, COURAGE, AND CONTRIBUTION

**MISSION:** The Love No Ego Foundation helps youth and young adults ages 10-18 go beyond egotistical pressures and live with purpose.

<p><b>What LNE does:</b></p>	<ol style="list-style-type: none"> <li>1) Motivational Speaking</li> <li>2) Mentoring</li> <li>3) Events</li> </ol>
<p><b>How LNE will do its work:</b> <i>Cross-Cutting Execution Tactics</i></p>	<ol style="list-style-type: none"> <li>1) <b>Convene and Collaborate:</b> think strategically and act tactically to address the needs of young people ages 10-18.</li> <li>2) <b>Aggressive Marketing</b> to schools with planned timing and precision, including campaigns, social media posts, emails, information rack cards, and in-person contact.</li> <li>3) <b>Relevance and Sustainability:</b> stay relevant through appreciative inquiry, broad engagement, corporate endorsement(s), feedback, trends, and adhering to disciplined financial practices.</li> <li>4) <b>Data-Driven Provisions</b> to provide high-quality impact -to develop and expand resources - to maintain a healthy, vibrant, and exciting community presence and awareness.</li> </ol>

<p><b>Priorities for LNE Staffing, Team, and Organization</b></p>	<ol style="list-style-type: none"> <li>1) Ensure qualified team members and operations are in place to efficiently and effectively perform duties.</li> <li>2) Implement diversity, inclusivity, and equity from the inside out by being well-diversed in staff and by launching broad outreach campaigns that provide access and impact to all youth ages 10-18.</li> <li>3) Achieve long-term financial stability for staff (salaries) by maximizing federal funding opportunities, fundraising efforts, donor engagement, corporate sponsorships, grants, and partnerships.</li> </ol>
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<b>HIGH LEVEL VISION</b>
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<p><b>Securing Salaried Positions (Top Priority)</b></p>	<ul style="list-style-type: none"> <li>● Transition the following key volunteer roles to salaried positions to ensure stability and efficiency in operations:</li> <li>● Executive Director (\$45,000 Salary)</li> <li>● Mentoring Program Coordinator (\$45,000 Salary)</li> <li>● Operations Director (\$45,000 Salary)</li> </ul>
<p><b>Expanding the Youth Mentoring Program</b></p>	<ul style="list-style-type: none"> <li>● Recruit for and retain 10 Youth Mentors, with each mentor mentoring at least 2 mentees (Tier 1, Love Over Ego).</li> </ul>
<p><b>Maximizing Existing Partnerships</b></p>	<ul style="list-style-type: none"> <li>● Deepen engagement with current partners to secure financial and programmatic support.</li> </ul>

## DETAILED EXECUTION

### **Securing Salaried Positions (Top Priority)**

#### **Steps to Achieve:**

- Leverage Existing Partnerships: Approach current partners (i.e. Wegmans, YMCA, DSS offices) for sponsorships and grants aimed at funding full-time salaries.
- Develop Compelling Proposals: Create detailed funding proposals emphasizing the critical need for salaried roles and the transformative impact on LNE operations.
- Fundraising Focus: Allocate specific fundraising campaigns to support the creation of salaried roles.

#### **Priority Roles and Funding Needs:**

- Executive Director: 35 hours/week, \$45,000 annual salary.
- Operations Director: 35 hours/week, \$45,000 annual salary.
- Mentoring Program Coordinator: \$45,000 annual salary
- Mentors: \$40,000 ask with reallocated funds to support higher-tier mentoring systems.

<p><b>Expanding the Youth Mentoring Program</b></p>	<p><b>Steps to Achieve:</b></p> <p><b>Recruit &amp; Train Mentors:</b> Expand the mentor team to meet increasing demand in the Charlottesville/Albemarle, Central Virginia area.</p> <p><b>Increase School Outreach:</b> Strengthen connections with schools and DSS offices to identify and support more youth.</p> <p><b>Refine Program with Feedback:</b> Conduct quarterly surveys with mentees and parents to continuously enhance the "Courage to Be You" program.</p> <p><b>Collaborate with Community Partners:</b> Partner with orgs and offices that serve the underserved population.</p> <p><b>Pilot New Activities:</b> Test new program enhancements based on direct feedback from mentees and their families.</p>
<p><b>Maximizing Existing Partnerships</b></p>	<p><b>Steps to Achieve:</b></p> <p><b>Regular Communication:</b> Provide consistent updates to partners (Wegmans, YMCA, DSS) on LNE's impact and success stories.</p> <p><b>Co-Create Initiatives:</b> Develop joint events and initiatives with partners to align with shared community goals.</p> <p><b>Highlight Contributions:</b> Showcase partner support in marketing materials and public relations campaigns to foster goodwill.</p> <p><b>In-Kind Support Opportunities:</b> Identify ways partners can contribute beyond financial support, such as providing space, marketing assistance, or training resources.</p>

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## Execution Plan

- **Phase 1 (Q1):**
    - Develop a comprehensive funding proposal for salaried positions and begin pitching to current partners and potential new sponsors.
    - Focus on recruiting new mentors and onboarding them to address immediate needs.
    - Conduct outreach to target schools and communities in key cities.
  - **Phase 2 (Q2):**
    - Secure initial funding for at least one salaried position and build momentum for additional roles.
    - Increase program marketing efforts using success stories and data from surveys to highlight impact.
    - Deepen engagement with existing partners through co-branded initiatives or events.
  - **Phase 3 (Q3):**
    - Evaluate progress toward staffing, program growth, and partnership goals.
    - Scale mentoring efforts by onboarding additional mentors and launching in new schools or communities.
    - Solidify long-term funding agreements with key partners to sustain growth.
  - **Phase 4 (Q4):**
    - Finalize plans for additional salaried positions based on funding outcomes.
    - Conduct an annual review of program outcomes, partnerships, and team structure.
    - Set priorities for 2026 based on progress and feedback.
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## Measuring Success

1. **Salaried Positions:**
  - Secure funding for at least two full-time positions by year-end.
  - Transition existing roles (Executive Director, Operations Director, Mentoring Program Coordinator) to salaried positions.
2. **Mentoring Program Growth:**
  - Increase the number of youth served by 20% compared to 2024.
  - Recruit and retain at least five new mentors.
  - Demonstrate improved program satisfaction through quarterly survey results.
3. **Partnership Maximization:**
  - Establish at least two new collaborative initiatives with current partners.
  - Secure renewed or expanded funding commitments from key partners.
  - Develop stronger in-kind support systems (e.g., use of facilities, shared marketing).

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## Key Challenges and Solutions

- - **Challenge:** Limited financial resources.
    - **Solution:** Focus fundraising and sponsorship efforts on salaried positions to free up operational capacity and sustain growth.
  - **Challenge:** Capacity constraints due to reliance on part-time staff.
    - **Solution:** Prioritize funding for salaried roles and allocate resources to streamline mentoring operations.
  - **Challenge:** Meeting increasing program demand.
    - **Solution:** Expand mentor recruitment efforts and deepen collaboration with schools and DSS offices in key cities.
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