

# Black Diamond Community Foundation Impact Plan



## Presentation 2024

<b>LEGAL NAME</b>	Black Diamond Studio Nonprofit, Inc
<b>DOING BUSINESS AS</b>	Black Diamond Community Foundation
<b>FOUNDED IN</b>	2023
<b>ADDRESS</b>	68 Black Road, Conway, Arkansas 72032
<b>LEGAL ORGANIZATION STATUS</b>	501(c)3 Nonprofit
<b>LOCATIONS</b>	Arkansas



**BLACK DIAMOND**



**COMMUNITY FOUNDATION**

"Active Youth Today for Brighter Youth Tomorrow"

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## MISSION

Our mission is to bridge the gap between children with limited resources and the opportunities they need to succeed, providing access to higher education and health resources to empower them to pursue their aspirations with confidence and dedication.

## OUR VISION

Empowering underserved minority to actively participate in enriching afterschool extracurricular activities by removing financial barriers and fostering strong mentorship from dedicated community leaders. We envision a future where every young person in our community has the opportunity to explore their passions, develop their skills and contribute to a vibrant, healthy and inclusive society.

## WHO WE SERVE

Underserved minority youth in our community. This group includes, children, teenagers from minority backgrounds who face barriers that limit their access to after-school, extracurricular activities. Families of these youth, who may struggle to afford fees and equipment for such activities. The broader community, by fostering a more inclusive and supportive environment that benefits everyone.

## OUR TOP 10 VALUES

INCLUSITIVITY

EMPOWERMENT

ACCESSIBILITY

COMMUNITY  
ENGAGEMENT

MENTORSHIP

LEADERSHIP  
DEVELOPMENT

HEALTH  
&  
WELL-BEING

DIVERSITY

RESILIENCE

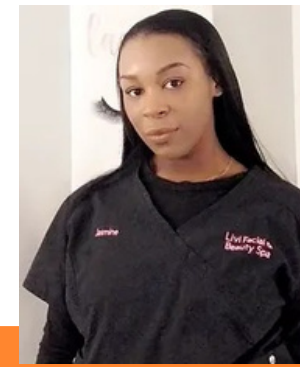
COLLABORATION

## Internal Stakeholders

**NAME**



**MarKiba Johnson**



**Jasmine Wright**



**Princess Johnson**

**Why do they believe in us?**

As the founder, MarKiba wholeheartedly believes in the mission of BDCF. She feels that to make a difference in the minority community, we need to begin somewhere, and that start can be with BDCF.

As a Board Member, Jasmine believes that BDCF can empower minority community youth to become more engaged and guide them on the path to success.

As a Board Member, Princess believes that every youth, regardless of socioeconomic and racial background, should have the opportunity to succeed. She joined BDCF to support the positive changes the foundation can bring to the community.

**What do we need them for?**

MarKiba brings 20 years of experience in General Management, Real Estate, and Community Leadership, along with a robust background in business leadership that began with her involvement in a city-sponsored organization as a teen mom. We need her tenacity and willingness to go the extra mile.

We need Jasmine for her extensive role in PR for BDCF. Her expertise in advertising, promoting, and content creation, along with her generous funding, is invaluable. She has also been at the forefront of public interactions.

We need Princess for her valuable expertise and dedication. With a degree in psychology and over a decade of experience as a counselor working with youth in the nonprofit sector, she brings significant value to BDCF's mission.

**Why do we believe in them?**

We believe in MarKiba because she has demonstrated exceptional leadership and a strong voice where our presence is crucial. She is willing to make tough decisions and has met with city and county officials on our behalf, making her invaluable to our mission.

We believe in Jasmine because she takes initiative without hesitation. She has proactively met with other organizations to establish affiliations, and we are confident she will bring the exposure and partnerships that BDCF is striving to achieve.

We believe Princess's skills are a tremendous asset to BDCF's mission.

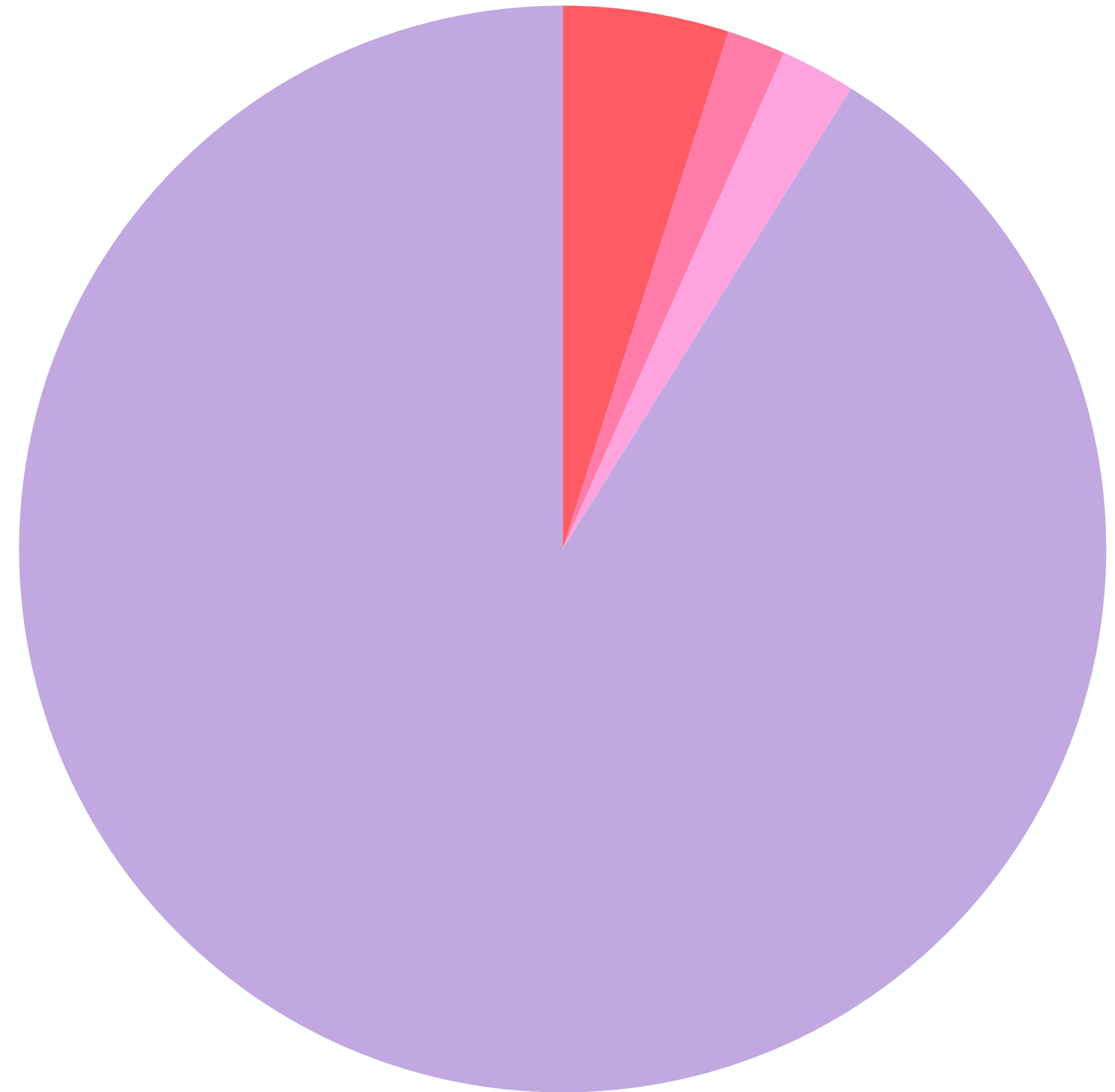
## External Stakeholders

NAME	Black Diamond Studio, LLC		
Why do they believe in us?	Black Diamond Studio, LLC a music recording studio for the minority community believe in the mission of BDCF because there's no other organization in the area that serves the minority youth active participants and there is a need.		
What do we need them for?	BDS provides the space BDCF need to host special events and activities for the foundation. They also provide a financial source for sustainability of BDCF.		
Why do we believe in them?	Since 2016, BDS has served the minority community in the music industry and has grown year over year. The community is in high anticipation of the official opening of the community center.		

# Funding Source

Our financial background

- \* Founder Investment
- \* Board
- \* Fundraising
- \* Grants



# Financial Background

**Annual Net Assets:** \$260,000

**Target Demographic:** Minority Youth Ages 5-18

**Organization Size:** 6

Funding Source	% of total annual budget in 2023	% of total annual budget 2024	Comments
Government	0	0	N/A
Board	0	4.9	Jasmine Wright, Rico Perkins
Grants	0	1.7	Spark Goods, Urban Awareness, 4Imprint, Target
Fundraising	0	2.3	Text-to-Give, Kroger Rewards, Paypal Giving Fund
Program Revenue	0	0	N/A
Founder Investment, Loans, Credit	100	91.1	MarKiba Johnson

# SMART Objectives

Mission & Vision

## SPECIFIC - MEASURABLE - ACHIEVABLE - REALISTIC - TIME BOUND

### Objective for Strengthening Organizational Foundations:

**Specific:** Complete construction of the physical community center and equip it with necessary facilities for operation.

**Measurable:** Achieve 100% completion of construction and installation of required amenities.

**Achievable:** Complete necessary building regulations and code requirements within the next 3 months.

**Realistic:** Given available resources and timeline constraints, completing construction within 4 months is feasible.

**Time-bound:** Complete construction and facility setup by September 1, 2024.

### Objective for Expanding Program Impact and Reach:

**Specific:** Launch two new branches of existing programs tailored to address specific community needs.

**Measurable:** Serve an additional 500 individuals annually through the new program branches.

**Achievable:** Identify suitable programs, secure funding, and recruit necessary leaders within the next six months.

**Realistic:** With proper planning and resource allocation, launching two new programs within 12 months is realistic.

**Time-bound:** Launch both new programs within the next 12 months.

### Objective for Adaptability and Risk Management:

**Specific:** Develop and implement a contingency plan to address potential funding fluctuations.

**Measurable:** Maintain a reserve fund equivalent to three months of operating expenses to mitigate financial risks.

**Achievable:** Allocate a portion of fundraising efforts to building the reserve fund over the next 24 months.

**Realistic:** Building a reserve fund equivalent to three months of expenses over 24 months aligns with available resources.

**Time-bound:** Establish the reserve fund equivalent to three months of operating expenses within the next 12 months.

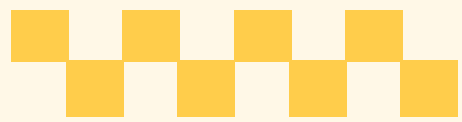
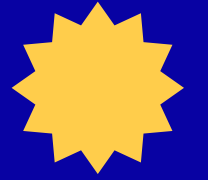
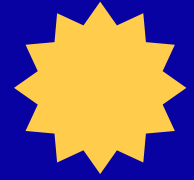


# Our Strategic Priorities



- Complete the physical community center to enhance service delivery and community engagement.
  - Modernize fundraising platforms to diversify funding sources and increase financial sustainability.
  - Invest in data collection and impact measurement to demonstrate effectiveness and attract funding opportunities.
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- Develop new branches of existing programs to meet growing community needs and increase impact.
  - Forge strategic partnerships with community leaders and organizations to leverage resources and broaden program offerings.
  - Enhance talent acquisition and retention strategies to attract skilled individuals and ensure organizational growth.
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- Stay proactive in monitoring changes in laws, regulations, and funding landscapes that could affect operations.
  - Develop contingency plans to address potential threats such as fluctuations in funding or talent retention challenges.
  - Cultivate a culture of innovation and adaptability to respond effectively to emerging opportunities and challenges.

# SWOT ANALYSIS

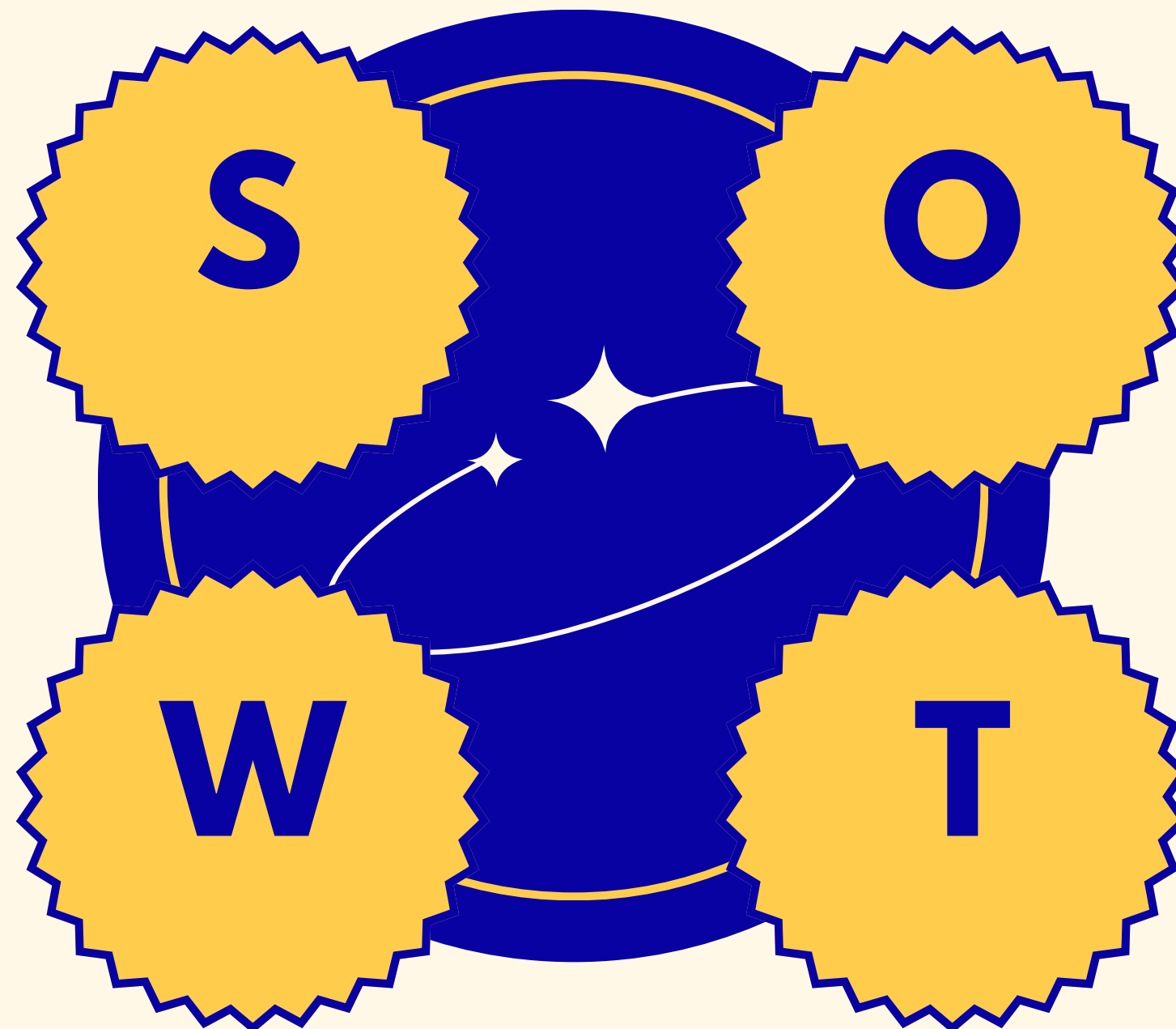


## STRENGTHS

- Community Support
- Active Team
- Dedicated network of volunteers
- Public Awareness
- Demand for services

## WEAKNESSES

- Physical location not complete to open
- Small unpaid staff
- Limited government funding
- Limited budget
- Lack of sufficient impact
- Outdated fundraising platforms

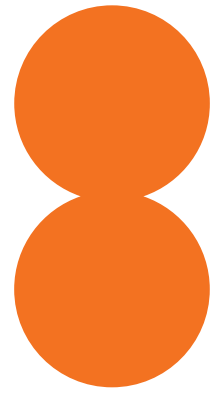


## OPPORTUNITIES

- New branches of existing proven programs
- Eager community leaders
- Growth
- Increased Impact
- Grant opportunities
- Affiliations with other organizations

## THREATS

- Attracting and retaining new and right talent over other organizations
- Increase in the need for services
- Decrease in funding
- Changes in laws or regulations that affect our mission



# GOT QUESTIONS?

Reach out.



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