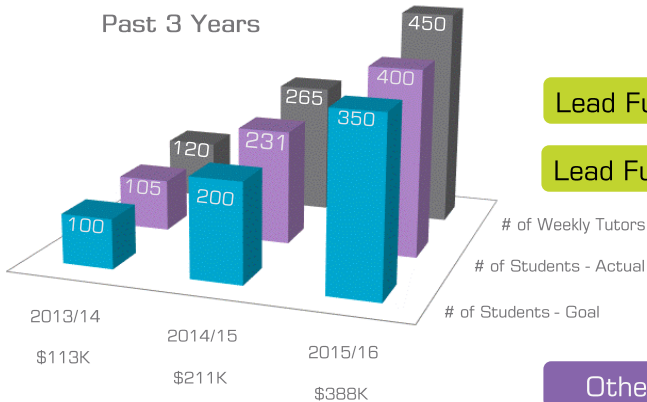


GROWTH AND REVENUE PLANS

GROWTH THESIS

Heart was designed to be replicated and is the only math-focused, volunteer-delivered intervention used during the school day in Charlotte, and, to our knowledge, in the U.S. CMS has 54 Title I elementary schools where students need help with early numeracy, and Heart is already receiving inquiries from other geographies and delivery models.

HISTORY



- ▶ 2010–2013—funded and operated by Social Venture Partners (SVP) - 87 students and tutors
- ▶ July 2013—first Executive Director
- ▶ July 2014—501c3 status

97% met program goals in math

>90% more confident and/or enthusiastic

MILESTONES AHEAD

2016/17

- ▶ 15 CMS elementary schools
- ▶ 750 students / 850+ tutors

2017/18

- ▶ 24 CMS elementary schools
- ▶ 1,200 students / 1,440 tutors

2018/19

- ▶ 30 CMS elementary schools
- ▶ 1,500 students / 1,800 tutors

REVENUE PLAN

	2016/17	2017/18	2018/19
Lead Funding Partner 1	\$100K	\$100K	\$100K
Lead Funding Partner 2	\$100K	\$100K	\$100K
School Sponsorship (\$25–\$50K)	\$375K	\$480K	\$600K
Other Philanthropy	\$175K	\$275K	\$370K
School Contribution	\$0	\$240K	\$300K
Total	\$750K	\$1,195K	\$1,470K

Lead Funding Partner

Presenting sponsor, shared logo space, board leadership

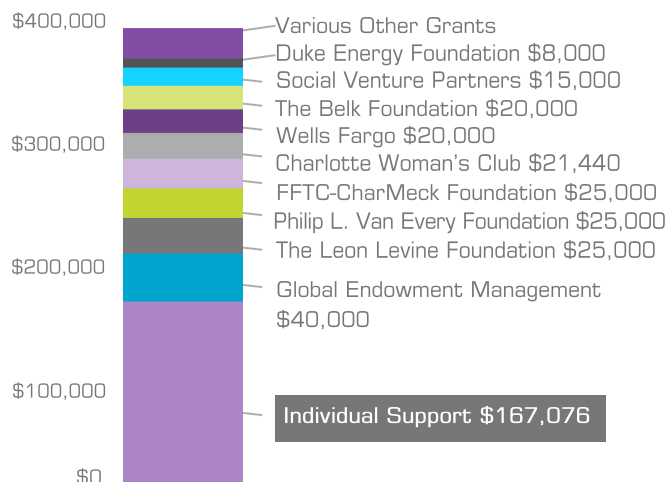
School Sponsorship (\$25–\$50K)

- ▶ Various PR—Heart and school-based
- ▶ Recognition at events, signage/name at school and/or on tutoring materials
- ▶ Concentrated volunteer presence

Other Philanthropy

- ▶ Grants and gifts <\$25K
- ▶ End of year mailing, events
- ▶ Personal solicitations

THANK YOU, 2015/16 FUNDERS!



Total Cost:

\$50K/school
= 50–80 students receive one-on-one tutoring twice per week, Sept–May

Costs: Heart places a Program Coordinator and tutoring supplies at each school site. Outside of that, Heart invests in volunteer recruitment, program/curriculum development, data analysis, parent engagement, and ongoing partnership with principals and CMS.