

Phased IN Arlington, TX Campus

Mission:

To provide the unconditional love of a family through a transitional living program that will prepare emancipated foster youth for independent living and empower them to become productive, responsible, and independent members of their community.

Vision:

Phased IN is a transitional living program for emancipated foster youth. The goal is to assist these young adults in learning basic life skills that will prepare them for independent living; provide housing, education, medical care and life skills training. With the combined partnership of the church, the community, and the State of Texas, Phased IN will embrace these youth who were never adopted to ensure that these young adults achieve self-sufficiency and stability.

The Phased IN Sunrise campus in Arlington is currently under construction. It will be able to house 10-14 female youth upon completion.

How: Tactics

	Description	Purpose	Target Audience
Planning:	Strategic direction	A Strategic Plan to raise funds to complete the construction of the Phased IN Arlington campus	Phased IN leadership
Awareness:	Communications, meetings	Sharing of initial Phased IN milestones, testimonies & goals to raise community awareness & financial support	Churches, Corporations, Key Individuals, Community groups
Programs:	Speaking Opportunities, Special Events, Community Presentations	Awareness, education, fundraising	Churches, Community groups, Corporate events
Revenue:	Opportunities to raise funds for the Phased IN Arlington campus	Funding for completion of the Arlington campus to house foster youth	Churches, Corporations, Key Individuals, Community groups
Marketing:	Fundraising tools	Messaging, donation methods, video with donation link, digital marketing & communications	Churches, Corporations, Key Individuals, Community groups

History:

1,500 youth "phase out" of the foster care system each year in the state of Texas alone. Half of those young people will be homeless after their 18th birthday. About the same number will enter a life of drug or alcohol addiction. Many of the girls will end up pregnant before their 20th birthday.

It has become such an epidemic that the prison systems of America base their future population on the number of youth who "phase out" of foster care.

Since opening the doors in Wichita Falls 2014, Phased IN has served over 50 youth boys, launching them into the self-sufficiency and independence Phased IN is designed for. A second campus is in the process of renovation that will house youth girls in the North Texas area. The Phased IN Sunrise campus in Arlington is currently under construction, and will be able to house 10-14 female youth upon completion.

K&L Management's Role:

K&L Management LLC supports businesses in the area of strategic planning & direction, business development, program & administrative management and community relations. K&L works one-on-one with each client to create a detailed plan that ensures your business is fit for success. Our team provides strategic and operational tactics, while working with your leadership to create innovative ideas and approaches. We see you through from start to finish, monitoring and reporting progress throughout the entire process.

K&L Management also offers a variety of marketing and public relations services. Whether your objective is to increase revenue, build brand image & community awareness or develop credibility, we work to meet your goals. K&L helps clients achieve their goals while enabling them to focus on their primary mission. Our focus:

- ✓ Accelerate the realization of an organization's vision
- ✓ Strategize business and marketing goals
- ✓ Develop and manage key contacts and databases
- ✓ Manage programs and events
- ✓ Support operations and administration
- ✓ Build collaborative and relational partnerships
- ✓ Operate under the direction of your leadership
- ✓ Respect your organization's independence and vision
- ✓ Work with current leadership to plan and execute initiatives, programs, and services based on your overall mission, strategy and objectives
- ✓ Accept responsibility for providing strategic and operational leadership, as well as suggesting innovative ideas and approaches
- ✓ Protect, nurture and grow your organization's identity as defined by its customs, beliefs and values
- ✓ Enable you to focus on strategy, programs and industry relations

Proposal Description:

Under this proposal, K&L proposes the following responsibilities for Phased IN Arlington campus:

- Meet with Phased IN leadership to build an outline for a comprehensive strategic plan to include messaging, marketing, and communications to target audiences
- Develop and execute a strategic plan for successfully reaching short and long term goals for funding the Phased IN Arlington campus, including a comprehensive timeline for goals and deadlines.
- Organize and build key contacts into target audience lists for the coordination of all communications, meetings, speaking engagements & fundraising events.
- Identify and initiate partnerships for and with local, statewide & national community partners, leaders, and agencies in support of funding opportunities.
- Identify prospective supporters to build and maintain relationships; assist with introductions and meeting presentations.
- Compile contact information and meeting summaries following personal visits with prospective supporters.
- Develop news articles and press releases; secure media contacts in support of community awareness and outreach.
- Media relations: develop and maintain relationship with relevant media sources.

Responsibilities of Phased IN in addition to proposal:

- K&L travels requested and approved by Phased IN outside the Dallas Region
- Expenses incurred by K&L on behalf of and with prior approval by Phased IN

K&L Service Fees:

Fees for the services listed under the "Proposal Description" would be in the form of a check made to K&L Management LLC. This fee would be charged at a rate of \$2,500 for a 30-day period.

Following the completion of the proposal description, K&L recommends an evaluation of the partnership between Phased IN and K&L Management to analyze next steps, and a suggested retainer of services provided by K&L.

Kristi Holman

President & CEO, K&L Management LLC

8802 Stanwood Drive, Dallas, TX 75228

817.703.5680 cell

kholman@klmgmt.com

www.klmgmt.com