



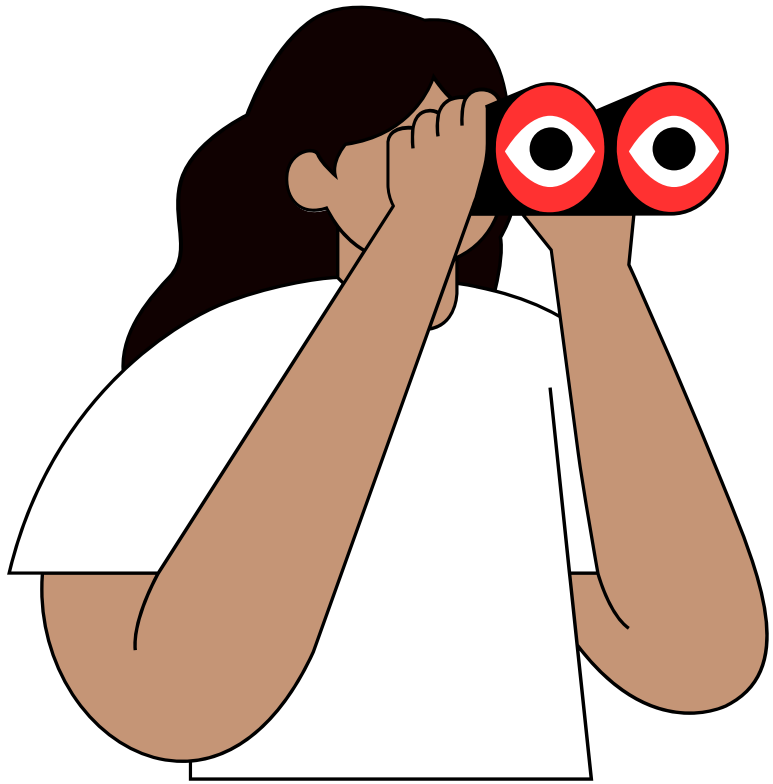
SHOWING HEARTS FOUNDATION

Brandi Jones

Interim Executive Director



Overall Vision



For 10 years, Showing Hearts has shown up and built a reputation for real impact, felt by more than 10,000 families and remembered by them. The next chapter is building the systems that scale that impact, make our programs repeatably fundable, and give you back your time to do what you do best.

A LITTLE ABOUT ME

My day job is fixing where work gets stuck

01

RevOps

At SEO, I helped build and maintain the systems behind an \$80 million annual nonprofit budget.

02

Systems & Automations

Good systems make the work repeatable and measurable, That combination is what turns a one-time grant into a funder who comes back, because we can show them what happened

03

Built for Scale

I build for the size we are growing into, not the size we are. If it only works today, it is not done.



HOW I WORK

We are Showing Hearts, so I made it easy to remember.

- H** Honor what works
- E** Every lane has an owner
- A** Ask before assuming
- R** Ready beats rushed
- T** Talk about it early

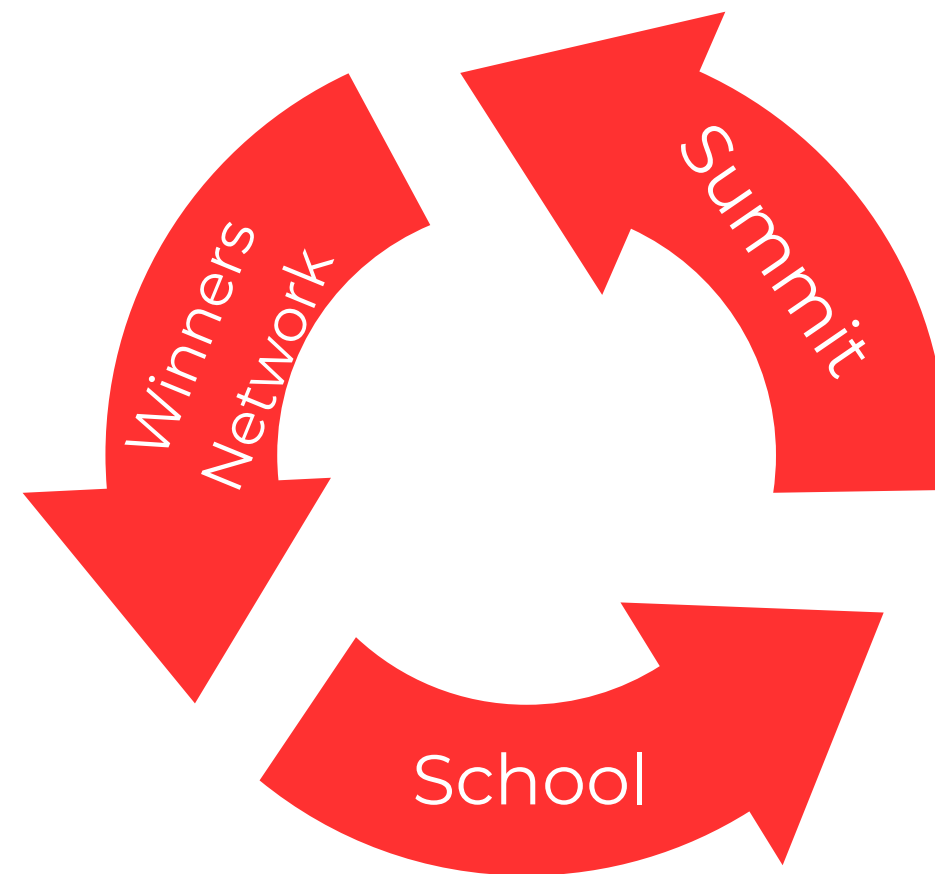




- YouthPreneur
- Queens Community Closetsg
- Nonprofit Capacity Building
- The Hub

**Where each arm
goes from here**

ARM ONE



A closed loop instead of a program with an ending.



Runs as one machine

1

Store partners

Provide us the inventory to house in SQPA

2

We receive, sort & stage

Sorted, tested, and staged so a pickup takes minutes

3

Distro Partners give out

Churches and community partners drawing 100+ people

4

Sponsors pay for access

Those crowds are what a corporate partner is paying for

5

That funds us

Sponsorship dollars keep the whole thing running

Rinse & Repeat

ARM THREE

N **NP** **PROFIT**

CAPACITY BUILDING PROGRAM

An incubator, not a one off workshop or event. A small cohort of Queens nonprofits in residence at the Hub, learning to build and fund their work.

ARM FOUR

What is working

We own a real space in the neighborhood

People are already emailing to ask about renting it



What we build

Activation in the space that's visible

Outside bookings to begin generating revenue

Recurring events whether it's NPCB, our youthpreneur winners,



The Hub Jar: Anyone can drop an idea for an event in the jar, and one will get randomly selected monthly to put on. I'm asking for event ideas from you!

The 1 Rule: Whoever wrote it, co-hosts it.

HOW WE WORK TOGETHER

Two things, starting now

01

One-on-one

To understand where I can support, and keep building momentum.

02

Monthly team sync

45 minutes for sharing updates, upcoming events and more.





**SHOWING
HEARTS**
FOUNDATION

thank you