

# Purple Circle Early Childhood Program

## WHAT WE'VE COMPLETED

Better Future Strategies (BFS) applied a phase-based approach to develop a fundraising plan and grant application services that address the funding challenges in acquiring a new location to expand current programs to include infants and young toddlers in support of achieving Purple Circle's mission. Each phase was designed with deliverable and success criteria based on the overall objective of the project. There was a weekly checkpoint meeting with the executive director and assistant director to discuss the progress and next steps as well as emerging challenges and issues.

### Phase 1

**Scope:**

Assess the current financial state

**Deliverable and Success Criteria:**

BFS identified and delivered fundraising goals based on multiple scenarios (best, moderate, worst cases). BFS then identified potential funders and fundraising opportunities which were approved by the executive director.

### Phase 2

**Scope:**

Create fundraising plan

**Deliverable and Success Criteria:**

BFS developed and delivered a fundraising activity plan. The plan included the following:

- Explore potential funding sources
- Create prospective funders and Identify target grants
- Explore other fundraising opportunities
- Develop timeline of fundraising goals

### **Phase 3**

#### **Scope:**

Grant Application Process

#### **Deliverable and Success Criteria:**

BFS developed and delivered a target grants list and schedule. Letter of inquiries and grant applications of the target grants were completed and submitted.