



ONE PURSE

empowering dreams

VALUES

We affirm the dignity and worth of every human being.

We honor beauty cultivated through brokenness.

We do hard things with grace and perseverance

We collaborate for the cause of love and justice.

MISSION

We empower survivors of sex trafficking to build healthy and sustainable lives.

VISION

Every survivor of sex trafficking has access to resources to embrace freedom and a hope filled future.

2022-2024 STRATEGIC GOALS & KEY INITIATIVES

Purses	Survivor Program Services	Champion Development	Board Governance	Infrastructure
<p>Cultivate and equip a team of Ambassadors focused on procuring a high volume and quality of donated designer purses</p> <p>Refine and document methods for purse processing, marketing, sales and inventory</p> <p>Engage with experts in e-commerce and digital marketing</p>	<p>Complete Dream Cycle video series; launch online and in person</p> <p>Update processes and tracking platforms to expand work-therapy and scholarship programs</p> <p>Retain program staff to meet expanded needs</p> <p>Grow and formalize collaborative relationships with service providers</p> <p>Engage and equip a prayer team in person and online</p>	<p>Develop philanthropic champions to deepen their engagement (PEO Plan)</p> <p>Create a communications strategy to effectively reach a variety of stakeholders</p> <p>Expand fundraising plan to increase acquisition, diversify revenue streams and strengthen donor acknowledgement; hire additional development staff to support plan</p>	<p>Recruit Board members who possess expertise and networks that meet the needs of the organization</p> <p>Codify and implement updated policies for Board governance, Finances and Human Resources</p> <p>Consult with Mission Increase to refine strategic planning</p> <p>Provide professional development opportunities for staff and Board members to grow in their roles</p>	<p>Develop financial tools to expand metrics reporting; streamline information for annual reports and grant applications</p> <p>Grow leadership team, including COO and CFO</p> <p>On-board IT support for structure and consulting</p> <p>Complete a financial review or audit</p> <p>Review banking services</p>

TARGET OUTCOMES

2022	3,000 Purses \$120,000	4 Survivors Employed \$85K Scholarships	60 Dream Givers (monthly) 25 Dream Builders (3 year) \$665,000	Fill Board seats, reaching capacity of 12	IT Contract Support
2023	6,000 Purses \$240,000	7 Survivors Employed \$130K Scholarships	100 Dream Givers 50 Dream Builders \$960,000	50% of Board to complete Nonprofit Basics at EBI	Hire COO
2024	10,000 Purses \$400,000	10 Survivors Employed \$200K Scholarships	150 Dream Givers 75 Dream Builders \$1.2 million	Expand Board to 14	Hire CFO

OUR IMPACT

We eliminate barriers to economic stability and prevent re-exploitation for survivors of sex trafficking through education and employment. Survivors served through One Purse have access to resources and opportunities to break generational cycles, experience pride in their work and pursue their dreams.