

## Special Spirit, Inc. – Non Profit Business Plan

Part I of this report is a business plan divided into four sections. The first section describes the venture and clearly defines Special Spirit's mission and vision while illustrating the benefits of its program and the most common disabilities it serves. The second section consists of a financial analysis. Special Spirit requested that two financial options be explored in order to



determine which best suits its goals. The third section is a competitive analysis that provides a side-by-side comparison of its competitors and how Special Spirit will need to differentiate itself. The fourth section is a marketing and sales strategy. It provides a step-by-step plan to expand Special Spirit's client base while simultaneously increasing donations through its fundraising events. Part II of this report focuses on documenting and compiling the necessary information so that Special Spirit can satisfy the requirements for grant applications.

### Project Description

#### Business and Development Plan

The organization is looking to develop a business plan to maintain sustainable growth of a therapeutic horseback riding program, presently in its infancy. For the next 1 to 3 years the organization hopes to see the program double-triple in size, specifically in riders, horses and volunteers. The project will be funded through government grants, local support from 2 yearly fundraisers, and finally, promotion through various media sources i.e., TV (CNN news features with Romi Dames), print (Equestrian News, SHPOA, News articles) and internet sites.

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