



The Little Allies

A 501(c)3 Charitable Organization

Our Mission:

"We facilitate inclusive experiences for all children to feel seen, heard, and belong"

Our Vision:

"To eliminate bias in children so they do not perpetuate cultural systemic inequities across all dimensions of diversity"

Who We Serve:

Little Allies serves adults across the U.S. who engage directly with children, including professionals who work with children in museums, camps, healthcare institutions, and schools

What We Do:

Little Allies prepares adults to help kids understand the importance of accepting each other, celebrating our differences, and becoming allies through:

- Books and Toolkits (*Little Allies: A Children's Story about Inclusion, Diversity, and Becoming an Ally; Allyship in Action: 10 Practices for Living Inclusively; Allyship in Action Workbook: 10 Practices for Living Inclusively*)
- Online Courses
- Allyship Certifications and Continuing Education Units (CEUs)
- An Online Resource Library

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2023 Strategic Action Plan

Objective	Action Steps	Expected Results
<p>1. Establish strong leadership to increase organizational capacity</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Formalize the founding, five-member board of directors, reflecting all IRS requirements <input type="checkbox"/> Recruit up to three additional board members with expertise in education, content development, and/or fundraising <input type="checkbox"/> Establish a part-time, paid Program Manager staff position to focus on program management and fundraising 	<ul style="list-style-type: none"> ✓ 100% of board members are actively engaged in monthly meetings to provide organizational oversight and strategy ✓ A part-time Program Manager has been hired
<p>2. Secure and effectively manage annual funding from diverse sources</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Develop and share a standard fee structure for online courses, certifications, and product sales <input type="checkbox"/> Secure annual financial contributions from all board members <input type="checkbox"/> Establish and share corporate sponsorship opportunities <input type="checkbox"/> Implement nonprofit accounting practices to ensure strong financial oversight and compliance 	<ul style="list-style-type: none"> ✓ Annual revenue sources include a diverse mix of program and services fees, product sales, donations from individuals (including board members), and corporate sponsorships (from at least one sponsor) ✓ Each revenue source comprises less than 50% of the overall annual budget
<p>3. Develop a clear marketing and sales strategy to reach target audiences</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Establish pre- and post-assessments for all books, toolkits, online courses, and certification processes to measure changing attitudes, knowledge, and behavior that can demonstrate Little Allies' measurable impact <input type="checkbox"/> Develop clear messaging for supporters/participants that includes research about the issues, details about Little Allies' approach and impact, how to get involved, the % of sales and contributions that directly fund the mission, and what supporters receive for contributing <input type="checkbox"/> Update the Little Allies website and all marketing collateral to reflect the organization's independent 501(c)3 status, products and services, and all related messaging 	<ul style="list-style-type: none"> ✓ The Little Allies website, collateral, and products have been fully updated to reflect clear messaging about the 501(c)3 Charitable Organization ✓ One-click engagement options are accessible to interested participants, donors, and sponsors (such as <i>order now, sign up today, donate now, become a sponsor today</i> links on the Little Allies website, social media, and/or print collateral)