

Ryan Edelen  
Stress Management for the Masses  
301 East Spring Street  
Oxford, Ohio 45056

April 27, 2017

Ben Smith  
Head of the Board of Trustees, Oxford, Ohio  
542 High Street  
Oxford, Ohio 45056  
Dear Mr. Smith and Board of Trustees,

Subject: Transmittal of the Nonprofit Proposal of Stress Management for the Masses

Stress Management for the Masses is a nonprofit organization that is just starting up in Oxford, Ohio with the goal of bettering the Oxford community by reducing the stress that students and working individuals may experience in their lives. This organization will provide students and working individuals the opportunity to meet with experienced professionals to determine the sources of stress in their lives, learn how these sources affect the individual, and provide them with the tools they need to reduce the amount of stress in their lives and to learn to cope with these stressors.

Meeting with these professionals will be a great source of help for students who are experiencing too much stress, and Stress Management for the Masses will be available more often and will be more beneficial to these students than the current resources offered by Miami University. While the university offers advising appointments and occasional workshops, Stress Management for the Masses will be a constant resource with a permanent location that these students can visit whenever they please. Businesses can benefit from this resource as well, as their employees can visit the center at any time to identify the sources of stress in their lives and learn to deal with them, resulting in happier and more productive employees.

A happier workforce in Oxford and student body will help these individuals maximize their potential by allowing them to focus their energy into their responsibilities. Providing these services to the student body and members of the workforce will improve the Oxford community and lead to brighter students who can achieve their goals. Stress Management for the Masses will have a positive impact on the Oxford community by providing services to meet the needs of the community and will do so for many years to come.

Sincerely,

*Ryan Edelen*

Ryan Edelen

Enclosed [Stress Management for the Masses Nonprofit Proposal]

## **Executive Summary**

Upon realizing the current pressure on students, the idea of providing a professional support with dealing with stress was formed. Even though Miami University provides counseling services, it was considered to be inadequate. To prove this theory, founders conducted a survey, found in Appendix A, and proved two theories. The founders proved that a majority of students are dealing with stress and nearly half of the students could make use of additional resources to get help.

The organization conducted a survey of Miami University students, and the results showed that both students and the people of Oxford needed more help with coping with stress. Due to this need, Stress Management for the Masses took the first steps to helping those in need by starting a new agency. This agency's aim is to provide both working class citizens and students an opportunity to meet with experienced professionals that can help patients discover the causes of stress in their lives, learn how the stress affects them, and learn methods of negating and relieving these sources of stress. The main focus of Stress Management for the Masses is to help the Oxford community as a whole alleviate the stress in their lives, and create a healthier community. Professionals will be available for contact during regular business hours from 8-5pm every weekday, and upon request on weekends so patients can access the organization's services at their convenience. This availability is one of the main goals of the organization, as they wish to alleviate the stress of visiting the doctor's office as well.

Unlike the services currently offered by Miami University, the agency plans to offer long-term solutions for patients' problems rather than doing an appointment for an hour. The agency's plan is to provide many more activities and solutions geared toward coping with stress in any possible situation. Giving students the tools that they need to manage their levels of stress will allow them to focus on their studies while also balancing the many other activities they may be involved in on campus, all while not becoming too overwhelmed. By doing this, Stress Management for the Masses will help students have an enjoyable college experience and allow them to pursue their goals, whatever they may be.

## **Introduction**

With the amount of work and responsibilities constantly weighing students and working individuals in today's increasingly busy world, often times many people feel overwhelmed and become stressed. These sources of stress can come from a variety of different things, but they can compound and leave the individual feeling too worried which can impact their work. Students have many coursework responsibilities to worry about and can't afford to lose focus due to too much stress, and employees need to be focused to complete their given tasks and perform optimally in the workplace. Being in a state of too much stress can have negative impacts on the performance of the individual, and can cause issues for the future career of a student and can have detrimental effects on the environment of a workplace. This has been documented in the past, as a 2005 study from the International Journal of Stress Management showed that the presence of many stressors in an individual's life can have a detrimental impact on the productivity of the individual (Donald et al, 2005)

In order to prevent these stresses from becoming too overwhelming and hindering the ability of these individuals to perform at the best of their abilities, certain steps can be taken to

reduce stress and prevent the detrimental effects associated with them, and the best place for individuals to do this is Stress Management for the Masses. Stress Management for the Masses helps individuals who are too stressed by the amount of work they have from school or their careers by offering them a chance to meet with professionals and work with them to better themselves and prevent stress from interfering with their lives. Meeting with these experienced professionals will give these individuals the tools they need to identify the sources of stress in their lives, learn how these stressors affect them, and develop the skills they need to alleviate the negative effects that keep them from reaching their maximum potential.

Stress Management for the Masses will be a great source for students to learn how to deal with the many sources of stress associated with being a student at the collegiate level. This will be an important resource for students, as Miami University only offers students stress workshops occasionally and a few pages online to read about stress management, while Stress Management for the Masses will be available to students daily and provide many more services. This organization is designed to operate in a manner that is convenient and tailored towards the needs of the students and will be available to them as often as possible to always be available no matter how busy the student's schedule.

The goal of Stress Management for the Masses is to help stressed individuals find ways to deal with the stressors in their lives, and to aid businesses in ensuring that their employees perform to the best of their abilities. Helping these businesses identify the sources of stress in their organizations will result in more productive work and class environments, resulting in happier individuals who make a positive impact in the Oxford community.

## **Plan**

The organization has many plans in mind for how startup will be accomplished, and among those top priorities is getting funding for the starting costs of operation. Thus far, the company has taken part in a fundraising campaign on Kickstarter that has raised roughly \$250,000. This money will be used exclusively to get through the first six months of operation, and any revenue generated thereafter will be redistributed to fund expansion and new hiring if necessary. One important aspect of this organization is applying for income tax exemption, which will be accomplished by applying via a 501(c)(3) form. A budget plan has been set in place, and will be discussed in further detail later in the document.

Construction is another challenge that the company will have to overcome in order to get the organization properly on its feet, but a plan has been put in place for that as well. The organization has used resources that aid in the construction of new office buildings in order to get a sense of how much space will be needed for operation. Because the organization will have five employees upon startup, an estimated 990 square foot building will need to be constructed (BuildingJournal, 2017). Permits for construction will have to be obtained from the city prior to building, and all ordinances of the city are intended to be followed.

Stress Management for the Masses is required to work with licensed professionals for both legality and the overall success of the organization. The organization plans to hire counselors that are specialized in counseling psychology as well as educational psychology

since Miami University is an important part of the city of Oxford. The organization intends to hire young professionals in order to make students more comfortable when they receive counseling. The most important role that the counselors will have to fulfill is communicating well with each other and with patients in order to give patients the proper tools to deal with their stress. Since there is a higher chance that people who are struggling with communicating will reach out to the organization to get help, management believes that it is very important that clients are understood and are able to receive help at any time.

The organization plans to organize one on one sessions with clients as well as organizing various activities and workshops to help clients. Even though Miami University is a huge part of Oxford, the organization is aware that there are thousands of people who work for the university, and others still that work outside of the university realm. Keeping this in mind, the organization will prepare to create a team that could offer help to people who are coming from all types of different backgrounds. Another key aspect of Oxford's demographic is diversity. Because of the vast variation of ethnicities and socioeconomic backgrounds in Oxford, the organization aims to have multilingual staff on board as a part of their goal to serve different backgrounds, however this idea is to be put off until the organization is grown enough to ensure that they could service foreign patients properly.

## **Benefits**

The benefits of Stress Management for the Masses greatly outweigh the effort and work necessary to run the non-profit. The purpose of Stress Management for the Masses is to help stressed individuals deal with the stressors in their lives, and to aid businesses in ensuring that their employees perform to the best of their abilities, resulting in more productive work and class environments, and happier individuals in the Oxford community. Despite the costs attached to starting the company, the benefits would be numerous.

Stress can be extremely dangerous among college students. Stress arises when the combination of internal and external pressures exceeds the individual's resources to cope with their situation. In some circumstances, stress can be so great that students may turn to unhealthy choices including drug and alcohol abuse. More so, as stress increases it could cause long term health problems, including heart problems, high blood pressure, chronic pain, skin problems. There is even some evidence that chronic stress may lead to diabetes in certain people. (Collingwood, 2007). The purpose of Stress Management for the Masses is to provide the individual with the necessary resources to cope with their situation, and to mitigate these issues through stress relieving programs even before the issues arise.

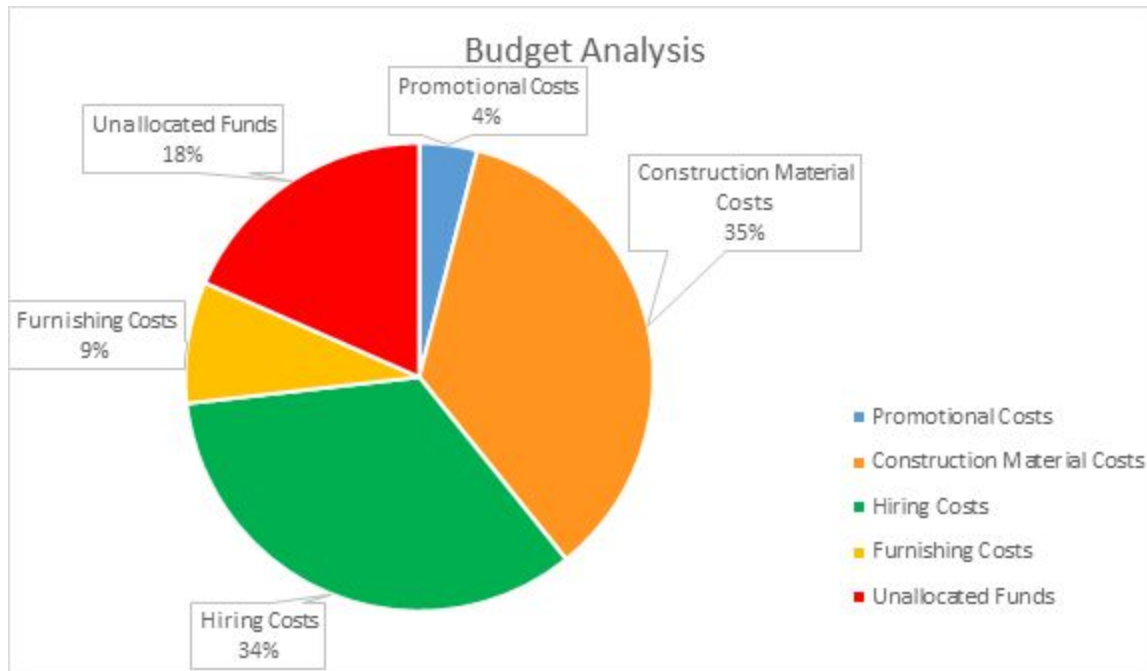
Many studies have been done on the effects of stress on the human brain and body. Relieving stress through Stress Management for the Masses would improve academic performance, improve attentiveness in the classroom and workplace, reduce anxiety, strengthen the immune system, reduce the frequency of headaches and illnesses contracted, provide more energy throughout the day, and promote a more driven and focused attitude (University of Illinois, 2006).

## **Budget**

In total, the Stress Management for the Masses organization has raised \$250,000 from a Kickstarter campaign in late 2016. This funding should be enough for the company to completely cover their costs of start-up, including building materials for their new location, promotional materials for acquiring a new customer base, and beginning salary payment costs for the professional staff that they will keep on hand year-round. In order to get word out, the organization intends to spend a maximum of \$10,000 on initial promotional costs, including radio advertisements, local television advertisements, printing brochures and information packets, and hiring student ambassadors to get the word out in the Armstrong Student Center. As previously mentioned in the planning stage, the company intends to construct a 990 square foot office building with different components in order to house the organization. According to budget planning software, the total cost of constructing a 990 square foot, one-story office building will be roughly \$88,000 (BuildingJournal, 2017).

As for hiring costs, the company intends to hire three licensed professional counselors, which start out with an average salary of \$40,000 annually, which comes to a total of \$120,000 for the year (Glassdoor, 2017). As well, the company intends to hire two full-time receptionists and general laborers, which will start out at a salary of \$25,000 per year. These annual salaries will not be fully considered in the budget outline, but rather, the first sixth months of their salary will be considered. So for all five employees, the total hiring cost will be an estimated \$85,000. In addition to the building costs and hiring costs, the company also has plans to provide basic office furnishings for each employee. According to David Cummings, the average cost of furnishing an office space will be \$4,200 per person (Cummings, 2011). This figure means that for five employees, the total cost of furnishing will come out to \$21,000 initially. In total, out of the \$250,000 raised, \$204,000 has been allocated for the first sixth months of business. The remaining \$46,000 will be set aside for additional furnishing costs to create a welcoming and accommodating environment for patients, as well as paying for the remaining sixth months of salary owed the employees.

## **Budget Analysis**



**Budget Analysis:** This graph shows the percentage of the original \$250,000 raised that will go toward each section of the budget.

## Schedule

Work Item	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16
<b>Preliminary Tasks</b>																
Hiring 2 Licensed Professional Counselors																
Hiring more office workers, designers, etc.																
Research on Oxford for demographics, analysis, etc.																
Advertisement of Stress Management for the Masses																
<b>First Event w/ City of Oxford: Free Yoga Session</b>																
Creating & distributing promotional materials to advertise in the area																
Reserve the space in Oxford Community Center or Uptown Park																
Finding a volunteer or soliciting an instructor from the area																
<b>First Events w/ Miami University: Late Night Study Break Center</b>																
Creating & distributing promotional materials to advertise on campus																
Reserving a space in hold event on campus																
Asking local businesses for/purchasing food & drink																
<b>Open counseling sessions</b>																

This basic schedule describes the first 16 weeks of operation after moving into a proper office building. There are three primary tasks to be complete, which are hiring employees, setting up the first event which is the yoga session for the city of Oxford, and holding another event which is opening the Late Night Study Break Center.

## Works Cited

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## **Appendices**

### **A. Nonprofit Survey - Stress Management for the Masses**

1. How old are you?
  - a. Age
2. What is your occupation status?
  - a. Employed Full-Time
  - b. Employed Part-Time
  - c. Student Full-Time/Part-Time
  - d. Unemployed
  - e. Other
3. How often are you stressed on a daily basis?
  - a. 1 (Not stressed at all)
  - b. 2
  - c. 3
  - d. 4
  - e. 5 (Extremely stressed)
4. How much would you say your stress affects your daily tasks?
  - a. 1 (Not at all)
  - b. 2
  - c. 3
  - d. 4
  - e. 5 (Greatly affects me)
5. Do you feel that a busy schedule correlates with your level of stress?
  - a. Yes
  - b. No
  - c. Maybe
6. What is the biggest cause of your stress?
  - a. Education/Schoolwork
  - b. Work/Career
  - c. Finances
  - d. Other
7. What are some methods you use to manage stress?
  - a. List as many as possible
8. Of these methods of stress relief, which would you be interested in? (Check all that apply)
  - a. Medication
  - b. Professional Counseling
  - c. Research/Personal Remedies
  - d. Other
9. Do you feel that you have access to education about stress management?
  - a. Strongly Agree



- b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree
10. Would you be interested in a program aimed at reducing stress?
- a. Yes
  - b. No
  - c. Maybe