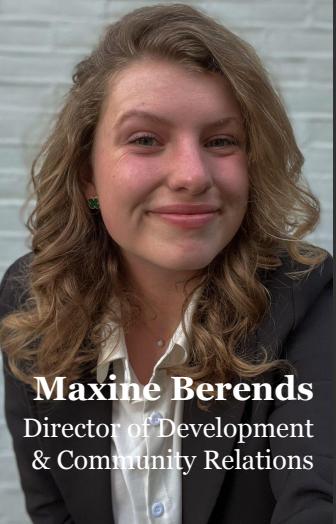




NEW YORK STOCK EXCHANGE

BILL & MELINDA  
GATES foundation

# GRANT PROPOSAL FOR THE GATES FOUNDATION



**Maxine Berends**  
Director of Development  
& Community Relations



**Hailee Marter**  
Lead Case  
Manager



**Ali Master**

Director  
of HR



**Jay Ouyang**

VP Finance &  
Operations



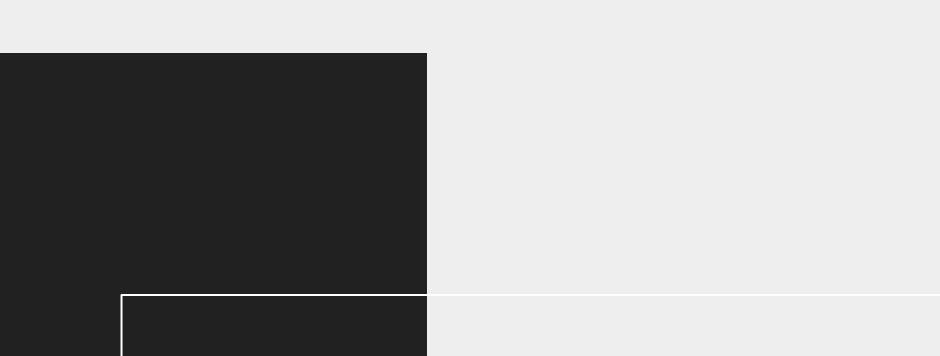
**Madeleine Benn**  
Senior Program  
Manager

# Our Team

A large, diverse group of people of various ages and ethnicities are standing together outdoors. They are dressed in casual attire, with some wearing uniforms or work clothes. The background features a city skyline with numerous buildings under a clear sky.

# WHO WE ARE





To employ and empower  
unhoused individuals to  
break the generational  
cycle of homelessness by  
producing a sleeping bag  
coat for those in need



# Our Mission

# Our Impact in 2023



8,104 Coats Delivered



8 Program Graduates

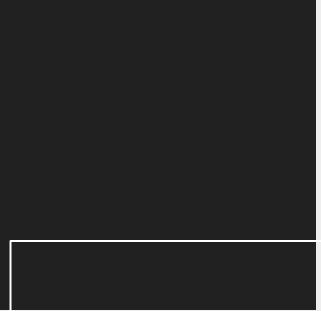


19 Programs Offered



68 Individuals Served





A world in which people  
impacted by homelessness  
have the tools and  
resources to be the  
architects of their own  
future



# Our Vision

# Why Invest in The Empowerment Plan?



EMPOWERMENT PLAN



01

Reducing Poverty





A person wearing a graduation cap and gown, holding a diploma, symbolizing education and skills development.

## Education and Skills Development

02

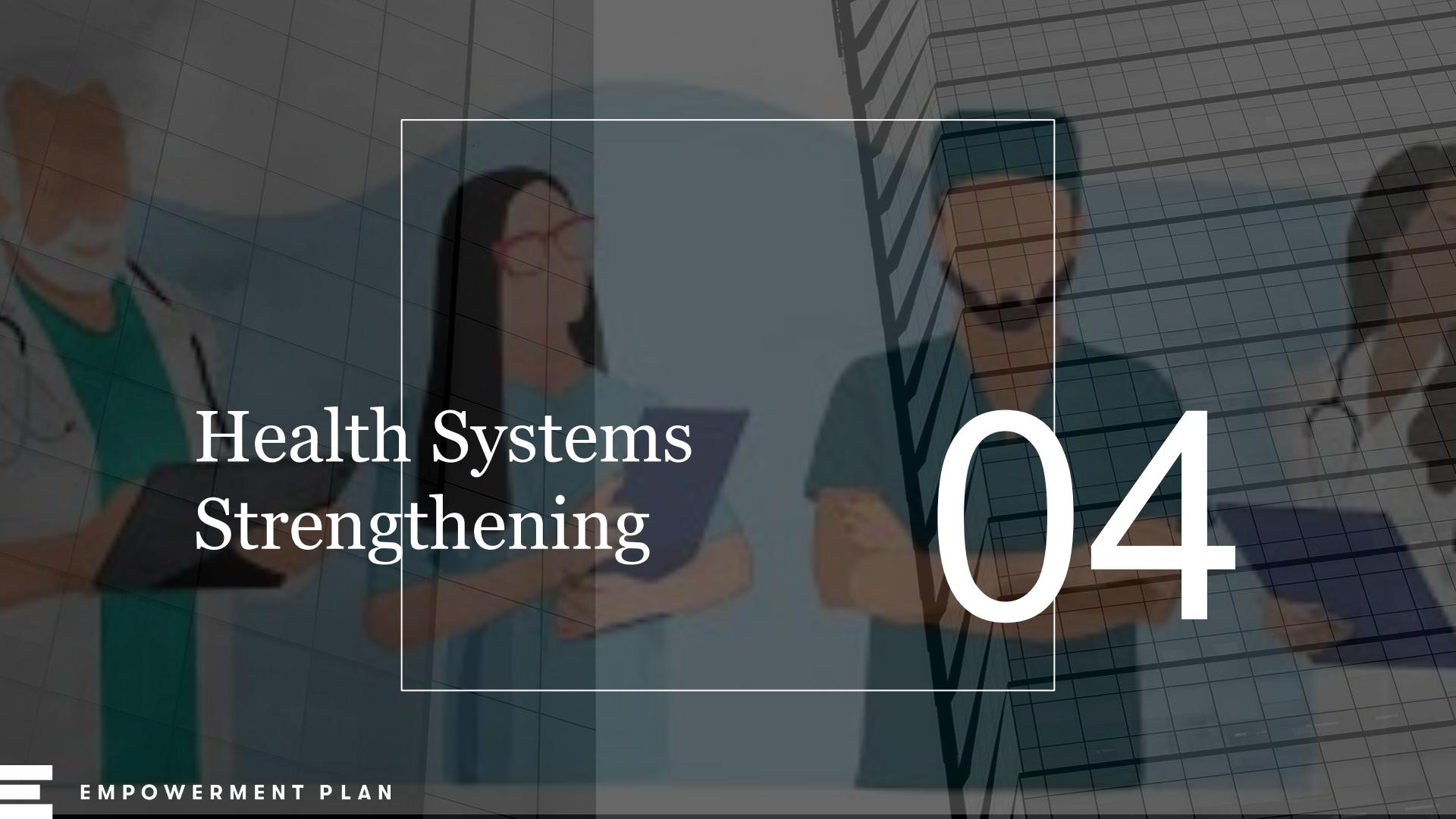




# 03

## Gender Equality





# Health Systems Strengthening

# 04



# 05

## Immediate Survival and Long-Term Stability



# What Is In It For You?





# 01

## Gender Equity and Empowerment of Women



# Economic Mobility: Driving Change for the Most Vulnerable

# 02



The background of the slide features a dark, textured surface. In the center, a hand is shown from the side, palm up, holding a clear globe. Above the globe, a white DNA double helix is visible against the dark background. To the left of the globe, a stylized sun with radiating lines is depicted. The overall theme suggests a connection between global education and biological or scientific concepts.

03

# Global Education: Building a Path to Self-Sufficiency

A close-up photograph of a person's hand holding a glowing incandescent lightbulb. The bulb is illuminated, casting a warm glow on the surrounding area. Below the hand is a pile of various coins scattered on a dark, textured surface. The background is dark and out of focus.

# Financial Innovation

# 04



What Will We Do  
With Your  
Contribution?

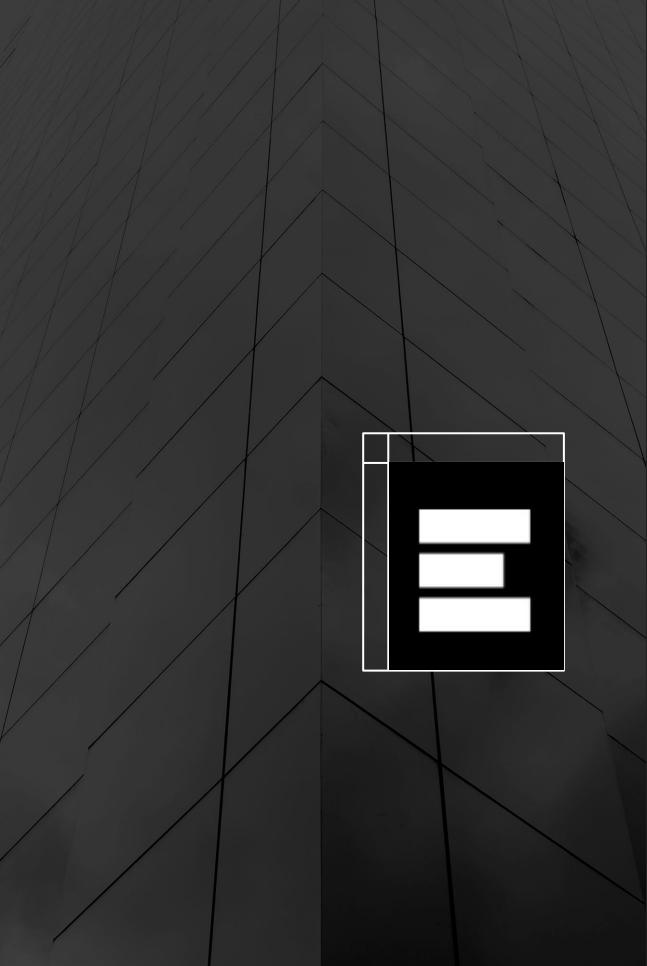


Help Us With:

\$2,000,000

Why this amount?





# What Will We Do With Your Contribution?

- Coat Production
- Distribution
- Marketing and Awareness
- Fundraising Events
- Administrative Costs
- Emergency Fund
- Impact Measurement

# Coats Production and Distribution

Materials for sleeping bag coat production.

Manufacturing Costs.

Transportation and storage cost



## Impact Measurement

Impact measurement evaluation tools

## Marketing, Awareness and Fundraising Events

Promotional materials, social media ads, event costs, and donor appreciation.



## Administrative Costs and Emergency Fund

Operational Expenses and set aside 5-10% of your budget as contingency savings.



# Budget Allocation

Category	Estimated Percentage
Coat Production	50%
Distribution	15%
Marketing	10%
Fundraising	10%
Administrative Costs	10%
Emergency Fund	5%

# Thank You!

