



Public Relations Plan for Vision Driven 757 Incorporated

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I. EXECUTIVE SUMMARY

Vision Driven 757 Incorporated, is 501(c)(3) non-profit organization operating in the Hampton Roads Area of Virginia. The organization focuses its efforts on helping the youth and their families in the area by providing them with a positive and safe space to grow. Currently, Vision Driven is experiencing problems instigated by a lack of funding, promotion, and support. These problems have affected the non-profits ability to grow its brand visibility, brand awareness, and community reach and scope.

In this report, we will present a plan of action and supporting materials to assist Vision Driven 757 Incorporated in increasing their brand visibility and awareness, and widening their community reach and scope. The main points covered in this report include: a situational analysis of Vision Driven 757, the non-profits audience, strategic plan, media materials, and calendar timeline and budget.

Situational Analysis

This section of the report included an initial analysis of Vision Driven 757 Inc. Included in the situational analysis is a brief overview of the organization. A complete analysis of the non-profits current problem situation is laid out to set the basis for the strategic plan. All relevant internal and external factors pertaining to Vision Driven are included, along with a SWOT analysis that delves deeper into the external and internal factors related to the organization.

Audience

There are two audience segmentations that comprise the organization's audience: internal audience and external audience. Vision Driven's internal audience includes the organization's boards of directors and volunteers, while their external audience contains the youth and their families influenced by the organization's efforts and their business community/sponsors. This section will identify their demographics and psychographics in addition to explaining how they are involved and affected by the organization's current situation.

Strategic Plan

The strategic plan for the organization includes objective, strategies, tactics, and strategic solutions centered around improving Vision Driven's current situation. The objectives included are stated as both a broad long term achievable outcome and outcomes that are specific, measurable, attainable, realistic, and time sensitive. Each objective is supported by multiple

strategies and tactics to provide Vision Driven with a clear picture of where we know they can go and how they can get there.

Media Materials

Included in this section of the report are two types of media materials that have been added as a visual representation of some strategies and tactics contained in the strategic plan portion of the report. The media materials consist of a smart media release that will contribute to the growth of the organization by bringing awareness organizations within the community and example social media posts to attract the attention of those who share your vision.

Calendar/Timeline and Budget

The calendar timeline is an outline of the tactics included in the Strategic Plan portion of this report. It depicts in detail what task Vision Driven 757 should accomplish first and where to proceed. The budget is an overall estimate of what it will cost Vision Driven 757 Inc. to implement this plan.

II. Business Overview

Vision Driven 757 Incorporated is a non-profit organization founded in 2018 by Lindsey Anderson. Since its inception, Vision Driven has been used as a resource for Hampton Roads youth, by providing them with information on the avenues and paths available to them as they transition into young adulthood. The organization has hosted multiple back to school drives, community events, and workshops throughout the years. These events have successfully brought together entrepreneurs, grocery store chains, military personnel, and a host of other community leaders. Currently, Vision Driven is in a transitional phase spurred on by the Covid-19 pandemic. The nonprofit has shifted its efforts from solely focusing on the youth to focusing on the whole family. Through this shift, Vision Driven aims to be more effective by solving problems at the root rather than slapping a band aid on them. However, despite the organization's consistent community involvement it faces challenges with funding and promotion. Regardless of these challenges, Vision Driven continues to #BETHECHANGE.

III. Problem Statement

Vision Driven 757, a Nonprofit in the Hampton Roads area whose focus is on helping the youth and their families in the community, is dealing with a few different issues: funding, promotion, and support, these problems are connected and link back to the issue of funding. Due to their current issues with brand visibility the company is having a challenging time finding and maintaining consistent support throughout the year this is only made worse as most of their funding comes during the holiday season when more people and companies are looking for ways to give back and support their communities. Grant funding for the company was down 19.05% between 2020 and 2021. This lack of funding causes issues as the majority of events held by the company take place in the summers and have only been exacerbated by covid in the last few years. While Vision Driven's target market for help is focused mainly on the youth of Hampton Roads their effect reaches beyond just this group to include the surrounding community, other mental health and children-focused organizations, and their company sponsors. Vision Driven's current problem situation has limited their ability to promote the organization, limiting its visibility and reach, which has only further limited the company in the scope and reach or who they can help and how.

IV. Situational Analysis:

Situational Analysis: *Internal Factors*

Organization's Mission Statement

The mission of Vision Driven 757 Inc. is to, “promote social change by empowering and enhancing the lives of the youth in the Hampton Roads area through events, workshops, and community initiatives.” Through its mission, Vision Driven strives to instill in the youth that, from where they are now, they can go anywhere, their opportunities endless, their mind limitless, and they have the support and the backing they need.

Key Officers

- A. **Lindsay Anderson:** Executive Director, organization consultant, and empowerment speaker of Vision Driven 757. Lindsey graduated from Old Dominion University with a Bachelor of Arts degree in communications. Lindsay started Vision Driven LLC in 2017 but in 2020, Vision Driven 757 became a 501c3 nonprofit organization. She currently serves on the NAACP Portsmouth leadership board as the community coordination chair, as well as serving on the advisory board for Tidewater Community College.
- B. **Jasmine Roberts:** A native of Suffolk, is currently a board member for Vision Driven 757. Jasmine graduated from Old Dominion University with a Bachelor of Science in Psychology and Criminal Justice, with eventually getting her Master's Degree at Regent University in law. She is passionate about dedicating time to serving others and standing by Regent's mission for all graduates. She also spent six years in the financial industry before finally being more hands on with her community. She did this by accepting a position at Spread the Vote which quickly came to an end as the CEO canceled all operations in the state of Virginia. She eventually started A Roberts Consulting after graduating from Regent University.
- C. **Delores Bryant:** The Event Coordinator for Vision Driven 757, while also being the Co-Founder of a community-based mentorship program for at-risk teens called Pretty With a Purpose. Delores currently is enrolled at Norfolk State University where she majors in Social Work and Mass Communications and Journalism.

- D. **Mylira Green:** Currently a board member for Vision Driven 757 and graduated from Norfolk State University with a Bachelor of Science in Social Work. Mylira also received her masters from the University of Southern California with a Master in Social Work. Mylira Green is the founder of M. Green Enterprises, LLC and works as a psychotherapist, confidence coach, Reiki Master and Teacher Practitioner, author, and inspirational speaker. Mylira is currently focusing on providing group coaching sessions to provide a safe environment that encourages women.

Key Products and Services

Vision Driven has initiated a multitude of events that further drive and support the nonprofit's mission to promote social change through strengthening the youth and their families in the Hampton Roads area.

A. Community Initiatives:

- a. ***Back to School Drives:*** Vision Driven has sponsored five back to school drives since 2017. These drives have assisted in providing students with supplies needed during the school year as well as personal hygiene products. Some past drives include: The Backpack Party (August 2019), Back to School Rally (August 2020), and Roll Bounce The Back to School Skate Party (August 2018/2021).
- b. ***Lunch on Us:*** Initiated in March of 2020 to counteract the effects of The Covid-19 Pandemic, Lunch on Us was a way to provide meals for school aged children in need. Lunch on US started out in Lindsey's home with ten lunches a week being packed and delivered to the children of essential workers. As support grew, Vision Driven increased to packing and delivering 185 lunches a day. With the support of smaller community groups within the military, and other sponsors, Vision Driven provided 8,500 lunches to communities in Norfolk, Portsmouth, Chesapeake, and Suffolk from March to July.
- c. ***Holiday Initiatives:*** For Thanksgiving Vision Driven provides families with lunches, meals, and prep kits to prepare their own Thanksgiving meals. In addition, Vision sponsors five families for Christmas offering gifts, grocery items

for a Christmas dinner, and in some cases Christmas trees and decorations to try and make the holiday spirit shine bright for them.

B. Events:

- a. ***Be Well:*** Be Well is a community fair that took place in August 2022. It was created as a resource to reach the whole family and assist in educating parents on how to support and communicate with their children. Be Well officially marked Vision Driven's shift from strictly focusing on the youth to the entire family. The fair included four nonprofit organizations, schools/colleges, and six city entities. There were mental health providers on site providing free sessions and included mentors and tutors. Community resources such as a free clinic, vaccinations, and foster parents were on site. Portsmouth Behavioral Health was also in attendance and provided information on drug abuse and substance abuse.
- b. ***Building Bosses:*** An annual youth leadership and empowerment conference created to teach, support, and empower the youth. Building Bosses serves to support the youth as they transition into adulthood. The conference covers topics such as health and wellness, resumé building, life after high-school, community involvement, entrepreneurship, and interview tips.

C. Workshops:

In addition to offering larger events, Vision Driven has incorporated smaller workshops to create a more comfortable and intimate atmosphere for the youth to express themselves without pressure.

- a. ***Girls night out:*** A workshop where girls came in their pajamas and had pizza. It provided a safe space for young girls to anonymously ask adults from the community pressing questions they may not feel comfortable asking their parents.
- b. ***Your Life Matters:*** An open forum hosted by Vision Driven with the goal to ignite conversations. Teachers, Counselors, and Law Enforcement were brought together to discuss issues that young people face on a daily basis. Attendees were

able to talk through personal stories and ask questions to better understand each other's experiences.

- c. ***Don't Drop Your Crown Young Queen:*** A self-love seminar for young women provided activities and speakers focused on helping girls between the ages of twelve and sixteen find self-worth, build confidence, and promote anti-bullying.
- d. ***Don't Drop Your Crown King.*** A self-love seminar for young men that called attention to the standard pushed on them by society, “what it means to be a man”, and self- acceptance through the utilization of speakers and activities.

Grant and Company Sponsorship Statistics

Vision Driven received \$10,500 in grant funding in 2020. Most of the year's funding was donated by the community at large to assist with area wide initiatives. The organization received larger grants from Wegmans, Kroger, and Life's Consultant Inc. In addition, Vision Driven 757 did a number of fundraisers with local businesses including A Sweet Escape, Cash Mob 757, and Sweet Redemption bakery. They also received In-Kind Donations from Aldi, Ross, The Bread Factory, and local food banks. In 2021, the organization received \$8,500 in funding from Wegmans, Kroger, Norfolk Naval Shipyard Engineering Committee, Free Woman in Christ, and the community at large.

The organizations current sponsors include:

- | | |
|----------------------------|-------------------------------------|
| - Wegmans | - Girl Scouts if the Colonial Coast |
| - United Healthcare | - AgentJaz |
| - Sunshyne's Soul Kitchen | - M.G. ENTERPRISES |
| - Pink Collar Cares | - Jeanna's Ifeed |
| - G.R.O.W. Foundation Inc. | - Nasia's Foundation |
| - Allure Elite Bookclub | |

Policies and/or Procedures

Currently Vision Driven 757 is having problems getting funding for the organization as well as promotion and support for their events. While Lindsey Anderson and the rest of their board are doing some things to combat these issues there's always more for them to do. Some procedures they are currently implementing are receiving grant funds from the government as well as donations from members in their community. In 2021, Vision Driven 757 received

\$8,500 in funding which is down 20% from 2020 where they received \$10,500. Vision Driven 757 also raises funds through purchase of their merchandise such as t-shirts and hoodies, through these sales they put 100% of the profit right back into helping the organization with their events. They are currently struggling as they aren't receiving consistent funding from sponsors. While promoting their organization they are currently working with the school board in Portsmouth but that eventually came to a halt. They have collaborated with Hampton University, Tidewater Community College, Bryant and Stratton, as well as other schools, nonprofits, and small businesses.

While this has been okay, and the events did go well Lindsey does want to expand and has a lot planned for the future of Vision Driven 757. Lindsey plans to open a community outreach center as well as several food pantries in the area. To complete these goals, she is going to need to find a way to receive more funding which will come with more promotion of the organization. By promoting their organization more this will help draw in more volunteers. Currently they are having a problem with getting members to volunteer with events that aren't during the holiday season. They have procedures in place by reaching out to the community but no incentives to bring these volunteers in to help with their big events. Vision Driven 757 usually has around 15 volunteers for their smaller events and around 30-40 for their larger ones but this number is inconsistent as most individuals want to volunteer around the holiday season. As of right now the organization doesn't have much of a presence on social media which is something that they have to work on. This will help with the promotion of not only their organization but as well as bring in volunteers and funds for the events that they host.

Internal Stakeholders

Vision Driven's internal stakeholders are the members of the board of directors, Lindsey Anderson, Mylira Green, Jasmine Roberts, and Delores Bryant, and its volunteers.

Situational Analysis: *External Factors*

List of Media Features

- [Vision Driven 757](#)
- [Vision Driven 757 | Facebook](#)
- [Vision Driven 757 \(@visiondriven757\) • Instagram photos and videos](#)
- [Vision Driven 757 | Twitter](#)
- [Vision Driven 757 | Charity Navigator Profile](#)
- [Vision Driven 757 - GuideStar Profile](#)
- [Vision Driven 757 - Event Calendar](#)
- [Meet Lindsey Anderson of Vision Driven 757, INC - Voyage ATL Magazine](#)
- [Meet Lindsey Anderson: Executive Director of Vision Driven 757 & Motivational Speaker – SHOUTOUT ATLANTA](#)
- [MAKING A MARK: Woman delivers free meals to kids in need during COVID-19 outbreak | 13newsnow.com](#)
- [Best Non-Profit Why | Emerge Premiere](#)
- [4 Women on the Frontlines of the Coronavirus Pandemic \(health.com\)](#)

Title/Source of Article Features

A. *Meet Lindsey Anderson of Vision Driven 757, Inc*

<http://voyageatl.com/interview/meet-lindsey-anderson-vision-driven-757-not-atlanta-port-smouth-va/>

VoyageATL writes Q & A about the organization itself. It serves as an introduction to Lindsey and what she plans to do with the organization.

B. Meet Lindsey Anderson: Executive Director of Vision Driven 757 & Motivational Speaker

<https://shoutoutatlanta.com/meet-lindsey-anderson-executive-director-of-vision-driven-757-motivational-speaker/>

Shoutout Atlanta writes a more intimate article, not every question is specific to the organization. It focuses on Lindsey and is a summary of what she's doing in life.

C. Making a Mark: Woman delivers meals to kids in need during Covid-19 outbreak

<https://www.13newsnow.com/article/news/local/mycity/portsmouth/making-a-mark-woman-delivers-free-meals-to-kids-in-need-during-covid-19-outbreak/291-c14f3726-e68b-4e20-8075-d14d748d7ffc>

Ashley Smith for 13NewsNow writes an article about how Lindsey delivered food to kids during the COVID-19 pandemic and this article details that. She describes the foods she brought, how many meals were provided, and brings awareness of how people struggled with food insecurity.

D. Best Non-Profit Why

<https://www.emergepremiere.com/copy-of-most-influential-why>

Emerge Premiere is a website dedicated to shouting out non-profit organizations that are making a difference in the area. Vision Driven 757 is given a short paragraph describing their efforts.

E. 4 Woman on How They're Fighting the Coronavirus Pandemic on the Frontlines

[4 Women on the Frontlines of the Coronavirus Pandemic \(health.com\)](#)

Bethany Heitman for Health writes an article about the difference women were making during the COVID-19 pandemic. Lindsey is featured on this list where she discusses her organization.

List of and background information on individuals and groups who share the organization's concerns, interests, and positions

A. Hampton Roads Community

- a. Families:** They help support the organization's concerns, interests, and positions by staying active and involved during Vision Driven 757's youth/ family support and empowerment efforts and events. Families in turn, gain support, resources, and empowerment.
- b. Youth:** They help support the organization's concerns, interests, and positions by actively participating in, and gaining support and resources from Vision Driven 757's events, workshops, and community initiatives.

B. Volunteers

They consist of individuals that believe in Vision Driven 757's mission and vision, who want to help their community. Volunteers help support the organization's concerns, interests, and positions by providing assistance and support to the organization especially during planning, events, activities, and community initiatives.

C. Schools

a. Colleges:

- Hampton University
- Tidewater Community College
- Bryant & Stratton College

Colleges help support the organization's concerns, interests, and positions by collaborating and partnering with Vision Driven 757 during their community initiatives and projects.

D. Small Businesses

- a. Sunshyne's Soul Kitchen:** Provides food and related services during Vision Driven 757's Community Day.
- b. M.G. Enterprises:** Provide the world with preventative services to lower the number of individuals in mental health facilities and people receiving post-reactionary care.
- c. Allure Elite Book Club:** Encourage all to get excited about reading while promoting literacy throughout the community.

E. Community Outreach Organizations:

- a. Nasia Foundation:** "We envision to provide resources for [Traumatic Brain Injury] Teens, Young Adults and Caregivers to assist with preparation for a functional future."
- b. Pink Collar Cares:** "Dedicated to empowering our youth to embrace positive self-image through healthy hygiene habits. We strive to provide resources and literature for kids."
- c. Jeanna's Ifeed:** "Assist in breaking cycles of hunger insecurities and health conditions. Establish locally and globally structured avenues for the undeserving to obtain continuing education on wellness. To provide opportunities to recipients gain employment and go back in the community to empower others where individuals once were."
- d. G.R.O.W Foundation Inc:** "Connecting individuals and families affected by domestic violence with the resources needed to lead a safe and productive life free from abuse. We have embraced the commitment of advocacy through education, collaboration and the empowerment of our community and beyond."

Surveys and Public Opinion Poll Results

A. Youth Mental Health

According to the National Alliance on Mental Illness (NAMI), 17% of youth (6-17 years) experience a mental health disorder. In 2016 only 50.6% of youth (6-17 years) with a mental health disorder received treatment. NAMI also highlighted the effects that mental health disorders have on youth and their success rates. High school students that suffer with significant symptoms of depression are more than twice as likely to drop out when compared to their peers. Youth (6-17 years) with emotional, mental, and/or behavioral issues are 3 times more likely to repeat a grade. 70% of youth in the juvenile justice system have a diagnosable mental health condition (NAMI, 2022).

B. COVID-19 Impact: Youth Mental Health

NAMI states that approximately 1 in 6 U.S adolescents (12-17 years) struggled with a major depressive episode during the COVID pandemic. It was reported that approximately 1 in 5 young individuals felt that the pandemic significantly impacted their mental health (NAMI, 2022). The CDC reported that, “37% of high school students reported they experienced poor mental health during the COVID-19 pandemic, and 44% reported they persistently felt sad or hopeless during the past year” (CDC, 2022).

C. COVID-19 Impact: Nonprofit Funding

According to a research report, *Nonprofit Trends and Impacts 2021*, there was a 37% increase in the number of nonprofit organizations experiencing decreased donations. This article also states that smaller nonprofit organizations’ (budget under \$500,000) donations were negatively affected at a disproportionate rate compared larger nonprofit organizations’ donations (budget \$500,000+). 42% of smaller nonprofits reported that their donations decreased while only 29% of larger nonprofits reported a decrease in donations (Faulk et al., 2021).

According to the 2021 *Nonprofit Leadership Survey Report*, during the pandemic, 53% of nonprofit organizations encountered an increase in the demand for services,

resources, and support. However, the data shows that only 40% of nonprofits saw a decrease in operating costs, while 33% of nonprofits experienced an increase in operating costs. Due to this funding problem, 65% of nonprofits suffered one or more human resource challenges, 1/3 of nonprofit organizations had to cut select programs and services, and 31% of nonprofits sustained layoffs and furloughs (Grassi, 2021).

D. COVID-19 Impact: Volunteer Retention

Nonprofit Trends and Impacts 2021, explained the effect the pandemic has had on volunteer retention. In 2019, volunteer and part-time employees for smaller nonprofit organizations made up 93% of the organization. Due to the pandemic, in 2020, total volunteers decreased on average by 33%, regular volunteers decreased 25%, and episodic volunteers decreased 40% (Faulk et al., 2021).

E. COVID-19 Impact: Community Need

According to *Kaiser Family Foundation (KFF)*, “Health centers reported an increase in the number of patients seeking housing, food and nutrition, and transportation services due to the economic disruptions caused by the pandemic.” 71% of responding health centers provided health literacy, 63% provided transportation services, 44% reported providing WIC, SNAP, and/or other nutritional services, and 42% provided food options and/or meal delivery services (Lee, 2022).

Data from the US Bureau of Labor Statistics shows that in July 2020 57% of the 16.9 million unemployed individuals couldn’t work due to their employer losing business or shutting down (U.S. Bureau of Labor Statistics, 2022). A report on *Center on Budget and Policy Priorities*, reported that during the pandemic, 29% of adults found it difficult to pay for usual expenses, 16% of adults struggled with paying rent, and approximately 12% of adults didn’t have enough to eat. The report also states that 1 in 8 adults with children in the household, claimed that the children weren’t eating enough because of insufficient income (CBPP, 2022).

Schedules of public events, observances, and other important dates related to the organization and the problem situation

Vision Driven has yet to release a tentative schedule for any public events/observances for the remainder of 2022 and early 2023. Some previous events include: Lunch On Us, Your Life Matters, Day of Play 2021, Roll Bounce 2021, Building Bosses, and Community Day. However, as the holiday season approaches, we expect Vision Driven to continue its efforts of providing holiday cheer for less fortunate families. Vision Driven 757's annual Building Bosses annual youth leadership and empowerment conference is expected to take place for its fourth year in 2023.

Lists of government agencies, legislators, and other officials with regulatory and legislative power affecting the organization and the problem situation

In December 2021, the U.S Surgeon General issued a Protecting Youth Mental Health advisory to urgently address the country's youth mental health crisis. This advisory included different suggestions on how to combat the crisis which include:

- Recognize that mental health is an essential part of overall health.
- Empower youth and their families to recognize, manage, and learn from difficult emotions.
- Ensure that every child has access to high-quality, affordable, and culturally competent mental health care.
- Support the mental health of children and youth in educational, community, and childcare settings. And expand and support the early childhood and education workforce.
- Address the economic and social barriers that contribute to poor mental health for young people, families, and caregivers.
- Increase timely data collection and research to identify and respond to youth mental health needs more rapidly. This includes more research on the relationship between technology and youth mental health, and technology companies should be more transparent with data and algorithmic processes to enable this research.

The U.S Surgeon General Advisory provided Vision Driven 757 an opportunity by increasing public awareness to the youth mental health crisis. The advisory also sheds light on the importance and need for accessible mental health care and empowerment efforts for youth in the community.

COVID-19 restrictions played a huge role in the declining mental health of youth. According to the CDC, 37.2% of high schoolers felt as though their mental health was not good the majority, or all of the time, during the COVID-19 pandemic. COVID-19 increased the need for youth development and empowerment efforts which gives Vision Driven 757 an opportunity to help combat the mental health crisis in the Hampton Roads area.

^[1] *Further information is expected as Vision Driven 757 finalizes its event schedule for this coming year.*

V. SWOT ANALYSIS

When looking at the advantages and disadvantages that face Vision Driven 757 as they work to aid the community, empower the youth of Hampton Roads, and expand their efforts. They must note and play up the strengths, recognize their weaknesses, as well as noting the opportunities they have moving forward as well as the current threats to their future endeavors.

Strengths

There are several strengths that Vision Driven can use to their advantage when looking at how to improve their visibility, better promote and expand their organization, and increase their consistent funding. These strengths include:

- A five-year history in the community, meaning they have their name out in the community and have a history of service to the community that they can use to assist in building trust and as a history of their dedication to the community and the good work they have done. This history also may allow for them to have examples to point to of how they have helped and how their work has affected the lives of those they have worked with. This history in the community also gives Vision Driven the advantage of knowing from experience and possible feedback what does and does not work in terms of events and services as well as what is needed.
- Vision Driven has been recognized for their work by multiple different outlets of both a local and national level with being featured in a national magazine, health magazine (Heitman), to coverage on the local news (Smith).
- Vision Driven is established as a 503(c)(3) nonprofit. This means they are established as a non-profit and so there is less of a question about where the money donated is going, adding to the trust gained in the community.

Weaknesses

While there is much going in favor of Vision Driven's success they must also be conscious of the weaknesses that exist in the organization currently such as:

- Their website does not have information about upcoming events.
- The company has social media posts that are not consistent in how often they post and how long before an event they post which may have led to low engagement on social media. This has only created a further hindrance in their ability to prompt the company and its cause.

Opportunities

While Vision Driven is currently facing a few different issues there are still many things working in the company's favor and opportunities for the future that can be capitalized on. These opportunities include:

- Work with the public schools in Hampton Roads to spread the word about the company's cause and upcoming events this could be done by including flyers in student folders, on school websites, and through emails to parents.
- As funding is currently one of the issues facing Vision Driven it may benefit them to reach out to schools in the area to collaborate with them to as a fundraiser or volunteer. As many of the private schools require both students and parents to complete service hours as part of their emphasis on community outreach.
- Work with local food banks to provide meals during holidays or school holidays as this is an event both Vision Driven has done in past years and many food banks do every year. So, by partnering together they may be able to extend their reach and help more people.
- Raise funds through their merchandise sales, this could help in allowing funds to be more consistent throughout the year and fill in funding in slower times between events or holidays.
- They could partner with mental health organizations on future projects.

- Vision driven can use the recent regulation changes and the push from governmental levels to put a focus on mental health as a way to further show that there is a real need for their services and a way to show that actions to improve mental health services and focus on mental health as a real place of health concern are growing and being recognized.
- With covid there is a growing need in the community, Vision Driven could use this as an opportunity to find out what is needed and try to tailor options to fit the needs of those they help.
- The opportunity to work with virtual mental health services could also be an avenue of options the company could explore in partnership with other services to get the word out about this option as a possibly more accessible and affordable option for mental health resources.

Threats

Lastly when looking at what is facing Vision Driven the threats must be looked at as well. These consist of:

- A lack of consistent funding
- A lack of promotion both on social media and in other outlets.
- They do not post about events on social media until the day of or a few days before the events take place meaning that by the time people have found out about the event it may be too late to be involved or to plan accordingly.
- The last main threat that faces the company is the fact that grant funding is down along with sponsorships. This is in part due to the fact that in the last few years that many individuals and companies are having to tighten their budgets and are unable to give as freely as they once did.

VII. AUDIENCE

Our audience will be divided into two segments, the internal and external. Our internal audience includes the Board of Directors and volunteers. as they are the lifeline of the organization and are responsible for organizing everything. Our external audience includes the Hampton Roads youth and families as an external factor are the primary beneficiaries of Vision Driven's services. They are the target audience and play a huge role in the success of the organization. The other external audience would be the business communities that can help with funding as well as high income individuals; this is a huge demographic point that we need to hit as Vision Driven has a hard time raising funds for their non profit. Another target demographic we want to hit are areas with low levels of employment as Vision Driven is having a hard time getting volunteers that can help with their funding events and we believe this demographic can help with that. The psychographics of our external audience are companies that have the same interest as Vision Driven have which is trying to help low income families around the 757 with food, school supplies, and other key assets that will help the organization. When looking at the key audiences that Vision Driven is looking for it is for big companies to help sponsor and promote their cause and events. Going along with this they are looking for more help from the community as a whole to help volunteer at their events as well as someone who can work with the company to help market their organization on social media and other platforms on a more broad front.

VIII. OBJECTIVES, STRATEGIES, TACTICS & STRATEGIC SOLUTIONS

Goal: Increase Vision Driven 757's Brand Visibility and Awareness in the Hampton Roads Community

1. **Objective:** To devise and implement a social media marketing plan, before March 1st, 2023, to increase Vision Driven's follower count across all social media platforms by 5% by the end of 2023.
 - a. **Strategy:** To recruit and elect a Director of Marketing and Community Outreach.
 - i. **Tactic:** Utilize networking platforms to reach and discover new talent.
 1. Use sites such as indeed, linkedin, and other such networking sites to allow the company to connect with those who will allow Vision Driven to grow and reach its goals.
 - b. **Strategy:** Increase the usage of hashtags to increase search engine optimization and reach online.
 - i. **Tactic:** Find hashtags commonly used by organizations doing similar work that can be used so individuals can find the organization by searching for a specific hashtag used across pages in the same sector.
 - ii. **Tactic:** Create a series of event-specific hashtags to use on posts on social media, to be used on posts as a way for people to find the organization and event information.
 - iii. **Tactic:** Create a series of general hashtags to use on posts on social media, to allow users to find general posts made by the company.
 - c. **Strategy:** Redesign promotion, website and branding material to be more cohesive and user-friendly.
 - i. **Tactic:** Do an in- depth analysis of all media materials, print and digital, looking for consistent themes— fonts, colors, post types.

- ii. **Tactic:** Create a template based on findings for future media materials so media materials are more cohesive and user-friendly
 - iii. **Tactic:** Redesign website so that it is inline with new branding and is user-friendly
- d. **Strategy:** Enact a plan to best utilize different social media platforms on a regular basis, according to Vision Driven 757's social media audience insights.
 - i. **Tactic:** Design and implement a media planner/ content calendar that promotes Vision Driven 757's brand image and compliments their target audience
- e. **Strategy:** Build online rapport on social media platforms with other organizations and influential individuals in the Hampton Roads community.
 - i. **Tactic:** Reach out to, and engage with other organizations in the Hampton Roads area on social media platforms
 - ii. **Tactic:** Create a LinkedIn profile to network

Strategic Solutions: Build Vision Driven's social media presence by incorporating different tactics to boost engagement, awareness and follower retention across all social media platforms (add to). Use sites such as Indeed, LinkedIn, and other such networking sites to allow the company to connect with those who will help Vision Driven grow and reach its goals. Vision Driven should also consider redesigning the website and promotional materials which would increase effectiveness and comprehension, as well as promote Vision Driven's brand image.

2. Objective: To boost audience reach and increase brand awareness by establishing a new working relationship with two different community organizations, and schools, with similar missions and objectives, in the Hampton Roads area by the beginning of the 2023-2024 school year, August 31.

- a. **Strategy:** Network with administrations, teachers, and school sponsored parent groups, from different schools in the Hampton Roads

- i. **Tactic:** Elect a representative to reach out to faculty and parents
 - ii. **Tactic:** Use LinkedIn and other social networking sites to connect with faculty and parents of schools in the Hampton Roads Area.
 - iii. **Tactic:** Network with individuals within the organization who are apart of the school system (teachers, parents, etc)
- b. **Strategy:** Network with officers of community organizations and groups working in the media (radio, news, influencers, etc.)
 - i. **Tactic:** Create and circulate news releases about organizations upcoming events, milestones, and successful work in the community.
 - ii. **Tactic:** Attend other organizations' events as Vision Driven 757 group
- c. **Strategy:** Increase the amount of promotional materials shared
 - i. **Tactic:** Forming a pitch that contains portfolio of promotional materials, a schedule with upcoming event dates and when Vision Driven 757 would want the content to be distributed
 - ii. **Tactic:** Elect a representative to reach out and execute the pitch

Strategic Solutions: Networking opens the lines of communication for Vision Driven 757 which increases the likelihood of collaboration. Electing a representative to carry out these tactics helps Vision Driven 757 manage community connections. Creating and presenting a pitch as well as a portfolio consisting of different promotional materials that Vision Driven wants to share, also increases the likelihood of organizations collaborating with Vision Driven 757. This increases Vision Driven 757's chances of having the ability to boost brand awareness and visibility through promoting directly to a large population of their target audience.

Goal: Secure Vision Driven 757 Reliable Support (Volunteer and Financial)

1. **Objective:** To create and establish a course of action to to maintain consistent volunteer levels and expand Vision Driven 757 nationally, before the 2023-2024 school year, August 31, 2023.
 - a. **Strategy:** Track and record seasonal changes in volunteer levels and makeup to get a better understanding of Vision Driven 757's volunteer need
 - i. **Tactic:** Track event-to-event and long-term yearly volunteer levels from March 1st, 2023 to August 30th, 2023
 - b. **Strategy:** Gain insights from current and past volunteer feedback about their experiences volunteering with Vision Driven 757
 - i. **Tactic:** create and send out a post event survey asking about experience and interest level in repeat participation.
 - c. **Strategy:** Incorporate retention measures to express gratitude for the efforts of the volunteers
 - i. **Tactic:** Create routine volunteer spotlight posts to show appreciation for the work being done by volunteers.
 - d. **Strategy:** Use the existing volunteer database to create a system to allow volunteers to sign up for specific jobs and/or times at events.
 - i. **Tactic:** Send emails out to those on the volunteer database at specific time periods before an event—such as a month, two weeks, and a week before the event— to allow for sign-up opportunities
 - ii. **Tactic:** In pre-event emails give a brief overview of what the event is, name of the event and brief description of what job is needed.
 - iii. **Tactic:** After volunteers have registered for an event, send a reminder email to those who have signed up a few days before with details of the time and place of the event and any other needed information such as any

supplies that need to be brought, the required dress code, and any needed contacts.

- iv. **Tactic:** In sign-ups include an option that allows users to sign up multiple people to volunteer at an event under one sign-up.
- e. **Strategy:** Partner with local community organizations— such as schools, churches, and hospitals— to distribute information about volunteer opportunities for upcoming events and any other volunteer opportunities with the organization.
 - i. **Tactic:** Have fliers posted on the organization’s bulletin board– such as class webpages, organizations event calendars, on bulletin boards in an organization's office.
 - ii. **Tactic:** For elementary schools, distribute information about events through including a flier in student folders sent home to parents.
 - iii. **Tactic:** For highschool students, distribute information about events through including a digital flier in emails to students and parents.
- f. **Strategy:** Create feasible organization expansion plan
 - i. **Tactic:** Utilize social networking platforms to network with like minded organizations in different cities
 - ii. **Tactic:** Implement collaborative partnership events with found organizations
 - iii. **Tactic:** Assign a representative to focus solely on organization expansion efforts
 - iv. **Tactic:** Design documents including Vision Driven’s chapter structure, guidelines, training procedures and instruction on how to establish and successfully run a local Vision Driven chapter.

Strategic Solutions: Assign someone to redesign the website and update social media platforms to create a more up to date form of communication. Redesigning the website would give a more

coherent look and being active on social media would enable others to keep up with Vision Driven's efforts in order to bring in more volunteers. Active engagement with the audience makes our audience understand how relevant and grateful we are for their help and create a positive brand image for Vision Driven.

2. Objective: To devise and execute a plan to secure consistent funding for Vision Driven 757 before the 2023-2024 school year, August 31, 2023.

- a. **Strategy:** Attend two networking events designed to provide financial aid opportunities for businesses, completed before August 1st. 2023.
 - i. **Tactic:** Attend events that are focused on helping and building small businesses and nonprofit organizations.
 - 1. Incubator events like 757 startup
 - 2. Networking events designed to connect young entrepreneurs with mature entrepreneurs
 - 3. Networking events designed to provide resources to non-profits
 - ii. **Tactic:** Increase peer-to-peer fundraising, fundraising events, and crowd-funding efforts
- b. **Strategy:** Gain one long-term sponsorship deal
 - i. **Tactic:** Reach out to all past, current, and potential partners to gain more information about where their funds are coming from
- c. **Strategy:** Plan and execute a fundraiser event in collaboration with schools, well-known organizations, and retailers in the Hampton Roads community.
 - i. **Tactic:** Network with other well-known organizations in the Hampton roads that services the same audience as Vision Driven 757
 - 1. local mental health companies
 - 2. therapists
 - 3. family shelters

- 4. Childcare providers
- 5. Local hospitals
- ii. **Tactic:** Schedule a meeting with management or officers and present a pitch to request a partnership or fundraising opportunities.
- iii. **Tactic:** Continue efforts in working with Portsmouth City Public Schools School Board and extend efforts to Virginia Beach, Norfolk, Chesapeake, and Hampton.
- d. **Strategy:** Apply for grants and other forms of financial support
 - i. **Tactic:** Search out and apply for grants tailored to small businesses, women, minorities, and nonprofits
 - ii. **Tactic:** Create a template for grants, donors and other forms of financial support, designed to best address Vision Driven 757's mission, community impact, and crucial need for support
 - iii. **Tactic:** Network with other organizations to gain advice on grants and other forms of financial support
 - iv. **Tactic:** Construct a schedule including the deadlines for grant applications

Strategic Solutions: Create and circulate news releases about the organizations' upcoming events, milestones, and successful work in the community. It's important to network with as many people as possible that have an interest in non-profit organizations and with Vision Driven planning to form a more approachable and positive brand image, they're more likely to attract donors who support their efforts. Vision Driven's brand positioning will also stand to be at the forefront of its supporters mind, creating a bigger sense of relevance for the organization.

VII. MEDIA MATERIALS

1. Social Media Posts: Facebook and Instagram

Retailer Fundraising Event

Promotes attendance at Fundraising event



Now Hiring Post

Director of Marketing and Community Outreach



Volunteers Needed Post

Promotes volunteer retention efforts



Volunteer Spotlight

Show appreciation for regular volunteers



2. Smart Media Release

The smart media release is meant to entice its viewers to share, post and get in touch with Vision Driven 757. The smart media release included in this report, calls attention to Vision Driven's Your Life Matters forum. It is meant to show its readers that there is an organization in their area working to provide the youth with a safe place to open up about the issues they face daily without fear of being judged or shamed. It also is meant to show the reader that Vision Driven is dedicated to youth empowerment by mentioning how they've brought together different community officials and youth speakers to offer a listening ear, give advice, and show the youth that there are people out there who care about what they are going through and how they think and feel. The smart media release mentions Vision Driven's current situation with funding/sponsorships and volunteerism and beseeches those in the community who support their initiatives to help in any way possible.

Embargoed Until July 1, 2023

[Link to Media Release Template](#)

Local Non-Profit Provides a Safe Space for Youth to be Heard



Share This



Tweet this



Share on Facebook



Share on LinkedIn

(Portsmouth, Virginia)- Non-profit led by Old Dominion University Alum Lindsey Anderson brings together Teachers, Counselors, Youth Speakers, and Law Enforcement for their annual Your Life Matters event.

Your Life Matters, was introduced by Vision Driven 757 Inc. with the goal of providing the youth and young adults in the Hampton Roads Area with a safe space to ignite conversation. Through Your Life Matter, Vision Driven aims to help the youth open up about the problems they face daily. In a time where our youth are fearful of opening up about problems that are personal to them out of fear of being look down on and judged, Vision Driven 757 provides security. The Your Life Matters open forum lays out the floor for young people to feel they can speak without fear of being judged, shamed, or shut down. Teachers, Counselors, and Law Enforcement are brought together to offer our youth a listening ear and give them advice, support, and encouragement that many of the youth in Hampton Roads don't have.

Currently, Vision Driven is experiencing issues with consistent funding and volunteerism exacerbated by the Covid-19 pandemic. These issues limited the non-profits ability to spread its efforts to the surrounding communities. Vision Driven is actively looking for sponsors and to partner with local organizations who share their mission of "empowering and enhancing the lives of youth and their families in the Hampton Roads area through events, workshops, and community initiatives."

About Vision Driven 757 Incorporated: Vision Driven 757 Inc., is a non-profit organization founded in 2018 by Lindsey Anderson. The organization has hosted multiple back to school drives, community events, and workshops throughout the years. These events have successfully brought together entrepreneurs, grocery store chains, military personnel, and a host of other community. Vision Driven is in a transitional phase spurred on by the Covid-19 pandemic and has shifted its efforts from solely focusing on the youth to focusing on the whole family. Through this shift, Vision Driven aims to be more effective by solving problems by empowering the entire family unit.

Images: Be the Change



Lets Get in Touch:

Email: VisionDriven757@gmail.com

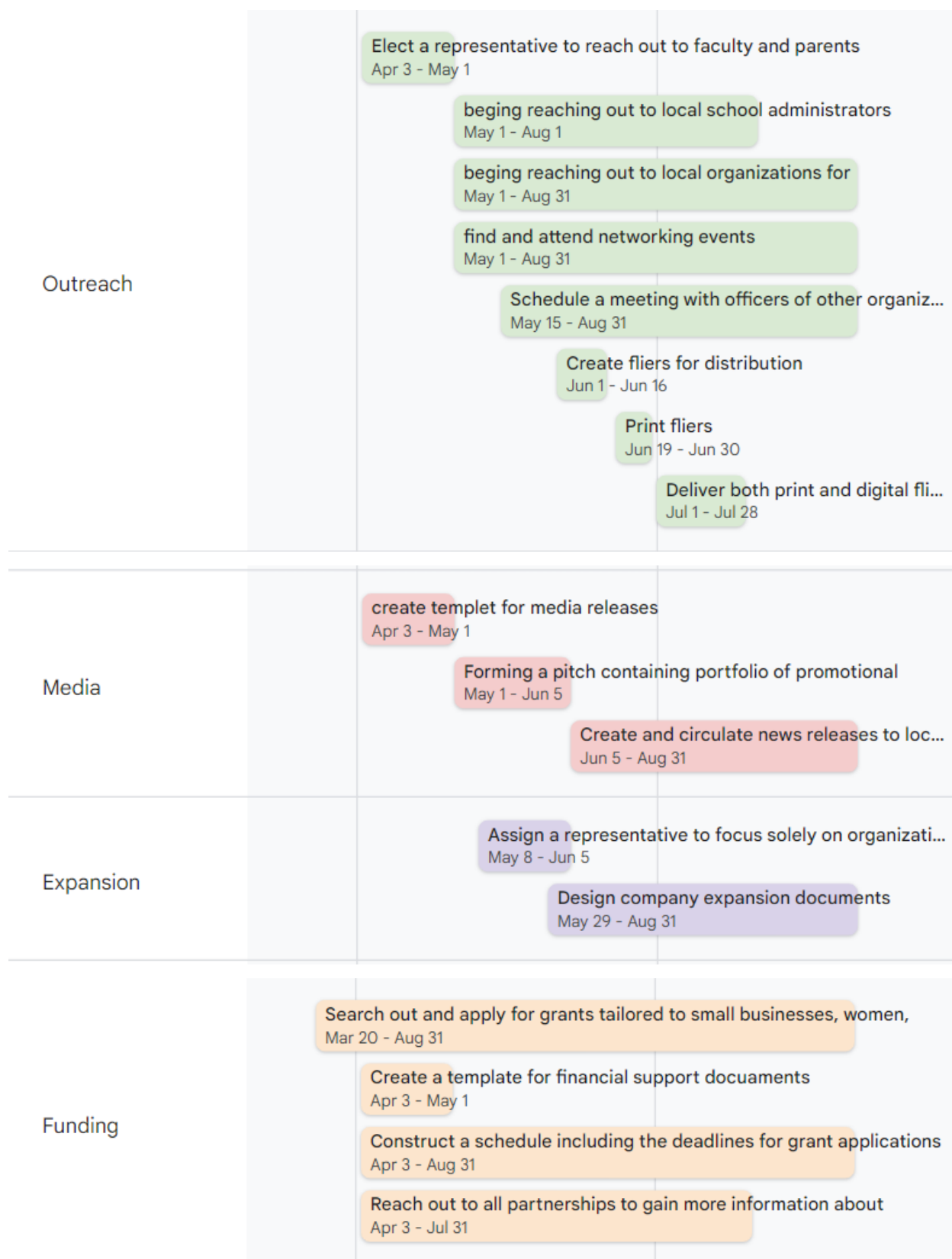
Phone: (757)-276-1603

Website: <https://www.visiondriven757.org/>

IX. CALENDAR/ TIMETABLE

Social Media	do a review of current media materials Mar 1 - Mar 22	
	redesign of website Mar 17 - May 1	
	create templet for social media posts Mar 20 - Apr 7	
	search hashtags commonly used by local nonprofits Mar 20 - Apr 1	
	search hashtags commonly used by local meantal health groups Mar 20 - Apr 1	
	create general hashtag list Mar 27 - Apr 5	
	create event hashtags Mar 27 - Apr 3	
	create media calender Apr 3 - Apr 17	

Volunteers	Track event-to-event and long-term yearly volunteer levels Mar 1 - Aug 31	
	create volunteer email system Mar 31 - Apr 21	
	Send emails out to the volunteer database about upcoming o... Apr 17 - May 2	
	create post event survey asking about experience Apr 26 - May 3	
	send out a post event survey asking about experienc... May 5 - May 12	



XI. BUDGET

The budget to create a marketing plan for Vision Driven 757 was between \$1,000- \$1,500, used from March 2023-August 2023. The budget will be allocated accordingly:

a. Social Media Marketing:

i. Recruiting and electing a Director of Marketing and Community Outreach

1. We will use Indeed to promote a job opening within Vision Driven 757. This will help us to recruit someone to be the Director of Marketing and Community Outreach which will eventually help make Vision Driven's social media presence and post better.
2. We are allocating \$100 of our \$1500 budget into promoting the job opening on Indeed

ii. Boosting Social Media posts:

1. By boosting our social media on all of their accounts such as: Instagram and Facebook will greatly increase their audience as individuals who don't even follow the account will have our posts come up on their timeline.
2. This cost will vary depending on which app draws the most attention and posts will only be boosted when searching for volunteers or promoting an event.
3. We are looking to put \$300 of our \$1500 budget into boosting our socials

iii. Social Media Editing App:

1. Using an app like Canva would be a great asset to Vision Driven as it would allow them to make more visually appealing posts for Facebook and Instagram.

2. We are allocating \$72 for them to purchase and use Canva as this would be spread out as a subscription for \$11.99 for six months

b. Promoting the Business:

iv. Revamping the website:

1. Putting money into making our website more user friendly and easy to navigate. This will help to let people know more about the business and increase volunteers by having people register to help through our website.
2. This will also help people donate easier which will generate more revenue for the company to use on other events.
3. We are looking to allocate \$200 into the reconstruction of the website

v. Printed media:

1. Allocating some of our budget to printed media such as flyers that will be posted around the 757 and mailed to individuals who have volunteered or donated in the past will also be huge to reach an audience who aren't following Vision Driven 757 on social media.
2. These flyers will also be passed around at schools, churches, hospitals, etc. for individuals to either help with our events or attend them if they are in need.
3. We would be allocating \$480 from the budget to print 800 colored flyers that cost \$0.60 a flyer from Colley Printing.

vi. Radio Advertisement:

1. We would release two radio ads that would describe what Vision Driven is all about including their vision and mission statement and what events are coming up and how listeners can help.

2. We would be allocating \$248 of our budget for two radio ads on 103 JAMZ which cost around roughly \$124 for each

Using these tactics for how to spend the budget will result in more revenue for Vision Driven 757. The revenue Vision Driven will receive will mainly come from:

b. Sponsorships:

- i. Gaining a long term sponsorship with a brand named company that is looking to help non-profits through donations and funding will be our main source of revenue as well as separate individual donors.

c. Grants and Loans:

- i. Applying for a grant from Sentara would generate the most revenue for Vision Driven if they were to win the grant in February. This utmost this grant could generate would be \$15,000

	A	B	C	D	E	
1	Vision Driven 757 Budget					
2	Estimated Expenses					
3		Administrative Cost:				
4		Indeed		\$100		
5					\$100	
6		Social Media Cost:				
7		Boosted Posts for Instagram		\$150		
8		Website Construction		\$200		
9		Editing App: Canva		\$72		
10		Boosted Posts for Facebook		\$150		
11					\$572	
12		Marketing Cost:				
13		Radio Ad		\$248		
14		Printed Flyers (800)		\$480		
15					\$728	
16		Other Out of Pocket Expenses:		\$100		
17					\$100	
18						
19		Total Expenses:			\$1,500	
20						
21						
22	Projected Revenue:					
23		Grants				
24		Sentara		\$15,000		
25					\$15,000	
26						
27		Total Projected Revenue:			\$15,000	

XI. CONCLUSION

Vision Driven 757 is a non-profit that's greatest challenges are the funding of the company and volunteers to come out to their events. We looked to tackle these challenges by providing tactics and strategies that will help us come to a conclusion. One strategy we are looking to implement is to redesign their whole image online. We would do this by electing a Director of Marketing and Community outreach that would be in charge of posting on the companies Instagram and Facebook regularly with better images and boosted posts that would help get Vision Driven seen by tons of individuals even if they are not currently following the page. Another way we are hoping to redesign their website by making it user friendly would help individuals be able to donate to the organization as well as volunteer to help. Doing this online through a more organized website would help create a database that could help the company stay in touch better with volunteers and donors. With improving the company's online image and branding we also would implement a SMART media news release for the Your Life Matters event that would take place in Portsmouth. We would do this by having ads on the radio, promoting it online through their socials, and also handing out flyers. With all this considered we think our ideas would help Vision Driven improve and tackle their current challenges while also preparing for the future and sustaining their name.



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