

Overview of the Flow

Who we are	▶ definition, founding, character and traditions
What we do	▶ mission, services and reason for being
Why we do it	▶ mission and outcomes
How well we do it	▶ achievement and milestones
What we see ahead	▶ vision, challenges and forces of change
What we are faced with	▶ the compelling reason or need



Overview of the Flow

What we're going to do about it

the plan to meet the needs or challenges

How we're going to do it

the remedy and what we will do with the money

How we're going to get there

financing plan – the initiative!

The expected benefits

goals, desired objectives and position in social services and advocacy sector

How you can help

the invitation and reason a reader should care

