



MELISSA WASHINGTON SMALL BUSINESS AWARD

# Her Next Mission Inc.

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*A woman-Veteran-led venture helping women who serve discover their next mission.*

Krystalore Crews · Founder & Executive Director · SMSgt USAF (Ret.)

501(c)(3) (status applied for) · EIN 42-2835327 · Florida

THE OPPORTUNITY

# The fastest-growing Veteran population is underserved.

**2M+**

Women Veterans in the U.S.

**200K**

Transition each year

**#1**

Fastest-growing Veteran group

Most support stops at a job. We rebuild identity, confidence, and wellbeing.

## THE FOUNDER

# Built by a woman who lived the transition.



- ◆ 22-year U.S. Air Force Veteran (Ret.)
- ◆ Leadership consultant, certified coach & fitness professional
- ◆ Cancer survivor & best-selling author
- ◆ Existing audience, proven programs & national speaking platform

INNOVATION

# The NEXT Framework™

A women-centered, whole-person model — not employment alone.

**N**

Navigate Your Transition

**E**

Empower Your Wellbeing

**X**

Xpand Your Leadership

**T**

Thrive Through Community

IMPACT — YEAR 1

# A Commitment to Measurable Good

**250**

Women served

**25**

Scholarships

**75**

Coaching participants

**90%**

Satisfaction target

FINANCIAL SNAPSHOT

# Diversified, Sustainable Growth

	YEAR 1	YEAR 2	YEAR 3
Total Revenue	\$210K	\$425K	\$655K
Operating Expenses	\$200K	\$385K	\$600K
<b>Operating Surplus</b>	<b>\$10K</b>	<b>\$40K</b>	<b>\$55K</b>

Year 1 is the board-adopted budget; Years 2–3 are management projections. Reserve grows to ~\$90K by Year 3.

## HOW WE WILL USE THE \$5,000

# We don't just spend it — we multiply it.

We'll invest the award into marketing, donor development & partnership systems that reach exponentially more women who served.

- ◆ Donor & partnership acquisition technology
- ◆ Targeted digital marketing campaigns
- ◆ Storytelling assets, video & impact reports
- ◆ Data analytics & predictive fundraising tools
- ◆ Outreach to corporations, foundations & community partners

## THE VISION

# We're not building a program. We're building a movement.

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*Use \$5K to build the systems that generate \$50K — and \$50K to create \$500K in impact. We estimate this reaches **500+ women** now, and the infrastructure to support thousands ahead.*

**[krystalore@thecrewscoach.com](mailto:krystalore@thecrewscoach.com)**

So that no woman has to navigate her next mission alone.