



FINANCIAL PROJECTIONS

Her Next Mission Inc.

*Three-Year Financial Projections — submitted for the
Melissa Washington Small Business Award.*

Applicant: **Krystalore Crews**, Founder & Executive Director · Woman Veteran, SMSgt USAF (Ret.)
Her Next Mission Inc. · 501(c)(3) (status applied for) · EIN 42-2835327 · Florida & United States
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APPLICANT & VENTURE OVERVIEW

A Woman-Veteran-Led Venture With Momentum

Founded and led by retired Air Force Senior Master Sergeant **Krystalore Crews**, Her Next Mission Inc. is a 501(c)(3) nonprofit helping female Veterans and first responders reclaim their identity, rebuild confidence, and discover their next mission — through coaching, wellness, leadership development, entrepreneurship education, retreats, and community.

INNOVATION

A women-centered, whole-person model — uniting somatic coaching, fitness, leadership, and entrepreneurship — organized by the proprietary **NEXT Framework™**. Few Veteran organizations address identity and wellbeing rather than employment alone.

RESILIENCE

Built by a 22-year Veteran, cancer survivor, and best-selling author with an existing audience, proven programs, and a national speaking platform.

IMPACT

Year-1 targets: 250 women served, 25 scholarships, 75 coaching participants, and the inaugural Her Next Mission Summit.



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

STATEMENT OF ACTIVITIES

Three-Year Financial Projections

PROJECTED REVENUE BY SOURCE

REVENUE SOURCE	YEAR 1	YEAR 2	YEAR 3
Grants & Donations	\$100,000	\$200,000	\$300,000
Retreat Revenue	\$40,000	\$75,000	\$125,000
Business Bootcamps	\$25,000	\$50,000	\$75,000
Coaching Revenue	\$20,000	\$40,000	\$60,000
Summit Revenue	\$15,000	\$35,000	\$50,000
Podcast Sponsorships	\$5,000	\$15,000	\$25,000
Merchandise	\$5,000	\$10,000	\$20,000
Total Revenue	\$210,000	\$425,000	\$655,000

PROJECTED SURPLUS

	YEAR 1	YEAR 2	YEAR 3
Total Revenue	\$210,000	\$425,000	\$655,000
Total Operating Expenses	\$200,000	\$385,000	\$600,000
Operating Surplus	\$10,000	\$40,000	\$55,000

Year 1 reflects the Board-adopted budget; Years 2-3 are management projections scaled with revenue. A board-designated reserve grows to approximately \$90,000 by the end of Year 3.

YEAR-1 DETAIL

Year-1 Operating Budget

EXPENSE CATEGORY	YEAR 1
Programs & Scholarships	\$90,000
Administrative Support	\$30,000
Retreat Operations	\$25,000
Marketing & Media	\$20,000
Technology & Website	\$10,000
Professional Services	\$10,000
Travel & Events	\$10,000
Insurance & Compliance	\$5,000
Board-Designated Reserve	\$20,000
Total Uses of Funds	\$220,000

The budget prioritizes direct program delivery — roughly three of every four operating dollars fund programs and the women they serve.

Her Next Mission Inc. has applied for 501(c)(3) tax-exempt status (EIN 42-2835327); these projections are submitted in lieu of historical financial statements, consistent with the award's provision for startups.

USE OF AWARD

How We Will Use the \$5,000 Award

While \$5,000 could directly fund one woman's participation in a transformational retreat, Her Next Mission believes in creating the greatest possible ripple effect.

If awarded, we will strategically invest these funds into **marketing infrastructure, donor development, and partnership expansion systems** that allow us to reach and serve exponentially more women Veterans and first responders. Specifically, funding will be used to:

- ◆ Implement **donor and partnership acquisition technology** to identify, track, and cultivate prospective donors, sponsors, and strategic partners.
- ◆ Develop **targeted digital marketing campaigns** that increase awareness of Her Next Mission's mission and programs.
- ◆ Create compelling **storytelling assets, video content, and impact reports** that communicate the real-world outcomes of our work.
- ◆ Leverage **data analytics and predictive fundraising tools** to identify high-potential supporters and maximize donor engagement.
- ◆ Expand **outreach to corporations, foundations, and community partners** aligned with Veteran wellness, leadership, and women's empowerment.

Our goal is not simply to spend \$5,000 — it is to multiply its impact. Rather than helping a single participant today, we aim to build a sustainable fundraising and partnership ecosystem that enables us to reach hundreds of women tomorrow. We estimate this investment could help us engage **more than 500 women** through educational programming, workshops, community initiatives, and scholarship opportunities — while creating the infrastructure needed to support thousands more in the years ahead.

We are not building a program. We are building a movement.

This funding would help us transform awareness into action, supporters into partners, and one-time donations into long-term impact — ensuring more women Veterans and first responders have access to the community, leadership development, wellness resources, and opportunities they need to thrive in their next chapter.

Ultimately, the return on this investment will not be measured by the \$5,000 spent, but by the lives changed, partnerships formed, and sustainable support generated for the women we serve. Our vision is simple: use \$5,000 to build the systems that help generate \$50,000, use \$50,000 to create \$500,000 in impact, and ensure that no woman has to navigate her next mission alone.