



BOARD STRATEGIC PLAN · V1.0

Her Next Mission Inc.

Helping women who serve discover their next mission.

501(c)(3) (status applied for) · EIN 42-2835327 · Founded by **Krystalore Crews**, SMSgt USAF (Ret.)

Headquarters: Florida · Confidential — For Board Use Only

THE PROBLEM

When the uniform comes off, too many serve alone.

Women are the fastest-growing Veteran population — and face one of life's hardest transitions with the fewest women-specific resources.

2M+

Women Veterans in the U.S.

200K

Transition from service each year

#1

Fastest-growing Veteran group

THE GAP WE FILL

Most support stops at a job. Transition is bigger than that.

What exists

Employment resources and crisis intervention — necessary, but they don't rebuild identity, confidence, wellbeing, or belonging.

What we provide

A whole-woman ecosystem: coaching, wellness, leadership, entrepreneurship, retreats, and lifelong community.

MISSION & VISION

Reclaim identity. Rebuild confidence. Discover what's next.

Mission

Empower female Veterans and first responders to reclaim their identity, rebuild confidence, and discover their next mission through coaching, community, wellness, and leadership.

Vision

A world where every woman who has served navigates transition with support, celebration, and a next chapter as purposeful as the one she closed.

OUR MODEL

Five Core Pillars

Transition & Identity

Who am I now? Reinvention, purpose, confidence.

Wellness & Resilience

Fitness, stress, burnout recovery, somatic care.

Leadership Development

EQ, communication, boundaries, voice.

Career & Entrepreneurship

Career transition, business, financial empowerment.

Community & Connection

Mentorship, peer support, sisterhood.

Outcome

Clarity, wellbeing, confidence, economic mobility, and belonging — the foundation of a successful transition.

ORGANIZING FRAMEWORK

The NEXT Framework™

Every program, retreat, summit, and grant maps to one structure.

N

Navigate Your Transition

E

Empower Your Wellbeing

X

Xpand Your Leadership

T

Thrive Through Community

WHAT WE DELIVER

Programs & Services

Leadership & Business Bootcamp

8-week cohort · goal 100/yr

Revive & Thrive Retreats

4–7 day retreats · \$50K scholarship goal

Coaching & Somatic Coaching

Leadership, identity, executive ·
scholarships

Beyond Limits Fitness

Membership & classes · goal 250 active

Her Next Mission Podcast

Weekly · goal 10,000 downloads Yr 1

Her Next Mission Summit

Annual hybrid · goal 250 attendees Yr 1

REVENUE MODEL

Diversified & Growing

| SOURCE | YEAR 1 | YEAR 2 | YEAR 3 |
|--------------------------|---------------|---------------|---------------|
| Grants & Donations | \$100K | \$200K | \$300K |
| Retreats | \$40K | \$75K | \$125K |
| Bootcamps · Coaching | \$45K | \$90K | \$135K |
| Summit · Podcast · Merch | \$25K | \$60K | \$95K |
| Total Revenue | \$210K | \$425K | \$655K |

FINANCIAL PLAN

Three-Year P&L

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

~75% of operating dollars fund programs. A board-designated reserve grows to ~\$90K by end of Year 3. Year-1 figures are board-adopted; Years 2–3 are management projections.

YEAR-1 IMPACT GOALS

What Success Looks Like

250

Women served

25

Scholarships awarded

500

Community members

90%

Satisfaction target

75

Coaching participants

40

Retreat participants

10K

Podcast downloads

5

Corporate sponsors

GOVERNANCE

Independent & Accountable

Her Next Mission Inc. operates separately from the founder's for-profit entities — separate governance, banking, books, and filings.

Her Next Mission Inc.

Nonprofit. Charitable programs, scholarships, summit, podcast.

Crews Beyond Limits

For-profit. Corporate wellness & leadership consulting.

Revive & Thrive Retreats

For-profit. Premium retreat experiences.

No charitable funds subsidize for-profit activity. Related-party transactions require full board disclosure & approval.

FIRST-YEAR ROADMAP

Milestones

Q1

Incorporate · EIN · website ·
recruit board · bank account

Q2

Confirm 501(c)(3) · launch
podcast & community · first
grants

Q3

First bootcamp · first
scholarships · first retreat

Q4

First summit · corporate
sponsors · first hire

THREE-YEAR VISION

1,000+ women served annually.

Regional chapters · a national summit · a \$100K+ scholarship fund · and recognition as the leading organization helping women who serve discover their next mission.

"You are not starting over. You are building what comes next."