



CONFIDENTIAL · BOARD USE

## STRATEGIC BUSINESS PLAN

# Helping Women Who Serve Discover Their Next Mission

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*A 501(c)(3) nonprofit empowering female Veterans & first responders to reclaim identity, rebuild confidence, and build what comes next.*

**Her Next Mission Inc.** · 501(c)(3) Nonprofit (status applied for) · EIN 42-2835327

Prepared by Krystalore Crews, Founder & Executive Director

Board Draft v1.0 · Headquarters: Florida · Service Area: United States

SECTION 1

# Executive Summary

Her Next Mission Inc. exists to ensure that no woman who has served has to navigate life's most difficult transitions alone.

Founded by retired Air Force Senior Master Sergeant, leadership consultant, wellness expert, and best-selling author **Krystalore Crews**, Her Next Mission Inc. provides holistic support for female Veterans and first responders navigating military transition, retirement, career change, identity loss, divorce, grief, burnout, and major life reinvention.

Women who have dedicated their lives to serving others often struggle when the uniform comes off. While many organizations offer employment assistance or crisis intervention, few address the deeper challenges of **identity, confidence, purpose, wellness, and belonging**. Her Next Mission Inc. fills this gap through a comprehensive ecosystem of coaching, fitness, leadership development, entrepreneurship education, retreats, mentorship, and community — helping women move beyond surviving transition to thriving in their next chapter.

## At a Glance

<b>Organization</b>	Her Next Mission Inc. — 501(c)(3) nonprofit (status applied for) · EIN 42-2835327
<b>Founder</b>	Krystalore Crews, SMSgt USAF (Ret.)
<b>Headquarters</b>	Florida · Serving the United States
<b>Population Served</b>	Female Veterans & first responders, ages 25–65
<b>Primary Focus</b>	Wellness · Leadership · Entrepreneurship · Identity Reinvention · Community
<b>Year 1 Goal</b>	250 women served · 25 scholarships awarded
<b>Year 3 Vision</b>	1,000+ women served annually · \$655K operating budget

**2M+**  
WOMEN VETERANS IN THE  
U.S.

**200K**  
TRANSITION FROM SERVICE  
/ YEAR

**#1**  
FASTEST-GROWING  
VETERAN GROUP

SECTION 2

# Mission, Vision & Values

## MISSION

Her Next Mission Inc. empowers female Veterans and first responders transitioning out of service to reclaim their identity, rebuild their confidence, and discover their next mission — through coaching, community, fitness, leadership development, and transformative experiences that honor their service and fuel their future.

## VISION

A world where every woman who has served never has to navigate transition alone — where her sacrifice is celebrated, her wellbeing is prioritized, and her next chapter is as purposeful as the one she closed.

## CORE VALUES

SERVICE BEYOND SERVICE

WHOLE-WOMAN WELLNESS

COURAGE IN TRANSITION

COMMUNITY AS MISSION

INTEGRITY IN ACTION

LEADERSHIP THROUGH EXAMPLE

CLARITY OVER CONFUSION

EXCELLENCE WITHOUT APOLOGY

RESILIENCE THROUGH ADVERSITY

**Our Promise**  
"You are not starting over. You are building what comes next."

SECTION 3

# The Problem & Opportunity

More than two million women Veterans live in the United States, representing the fastest-growing segment of the Veteran population. When their role changes, many face one of the most significant identity transitions of their lives.

### What Women Experience

- ◆ Identity loss after service
- ◆ Isolation and loneliness
- ◆ Anxiety, depression & higher rates of PTSD/MST
- ◆ Difficulty translating military skills
- ◆ Leadership burnout & reduced confidence
- ◆ Financial & career-transition uncertainty
- ◆ Physical health decline; few women-specific resources

### The Gap We Fill

Most existing support systems focus on **employment** or **crisis intervention**. Few help women rebuild identity, confidence, wellbeing, and purpose. First responders face the same challenges after retirement, injury, or burnout. Her Next Mission Inc. delivers comprehensive support across identity, wellness, leadership, entrepreneurship, and community.

## Why Now

The need has never been greater. Women remain one of the fastest-growing populations in the military and first-responder communities. Awareness of mental health, trauma-informed care, somatic healing, and preventive wellness is rising. Women are seeking more than jobs after service — they are seeking **purpose, belonging, and a meaningful next mission**.

## Target Population

### PRIMARY AUDIENCE

- ◆ Female Veterans
- ◆ Female first responders

### PRIORITY SEGMENTS

- ◆ Recently separated Veterans & retiring service members
- ◆ Retiring or transitioning female first responders

SECTION 4

# Our Five Core Pillars

Everything Her Next Mission Inc. does falls under five strategic pillars — the foundation of every program, retreat, and event.

## 1 • Transition & Identity

*"Who am I now?"*

Reinvention, purpose, confidence, and self-leadership after the uniform.

## 2 • Wellness & Resilience

Fitness, stress management, burnout recovery, somatic practices, and emotional wellbeing.

## 3 • Leadership Development

Emotional intelligence, communication, boundaries, decision-making, and public speaking.

## 4 • Career & Entrepreneurship

Career transition, business ownership, personal branding, and financial empowerment.

## 5 • Community & Connection

Mentorship, peer support, retreats, events, and lifelong sisterhood.

## Outcome

Clarity, wellbeing, confidence, economic mobility, and belonging.

## The NEXT Framework™

**N**avigate Your Transition · **E**mpower Your Wellbeing · **X**pand Your Leadership · **T**hrive Through Community

Every workshop, retreat, coaching program, scholarship, summit, and community event aligns with one or more components of the NEXT Framework™. Career & Entrepreneurship is woven throughout all four.

## SECTION 5

# Programs & Services

### Leadership & Business Bootcamp

8-week virtual/hybrid cohort (20–50). Leadership, personal branding, business foundations, networking, public speaking, confidence. Scholarships available. **Goal: 100 participants/yr.**

### Revive & Thrive Retreats

4- and 7-day transformational retreats (PR, Costa Rica, U.S.; 15–30 each) focused on identity reinvention, self-leadership, wellness, and community. **Scholarship goal: \$50K/yr.**

### Coaching & Somatic Coaching

Leadership, identity-reinvention, executive, and compassionate-inquiry coaching. 60–90 min virtual sessions. Scholarships available.

### Beyond Limits Fitness

Virtual membership, live & on-demand classes, workshops — strength, mobility, nutrition, sleep, stress, mindset. **Goal: 250 active participants.**

### Her Next Mission Podcast

Weekly platform on transition, leadership, entrepreneurship, and wellness. **Goal: 10,000 downloads, Year 1.**

### Her Next Mission Summit

Annual hybrid gathering — keynotes, leadership, wellness, networking, entrepreneurship. **Goal: 250 attendees, Year 1.**

SECTION 6

# Market Analysis

<p><b>2M+</b> WOMEN VETERANS</p>	<p><b>200K+</b> TRANSITION ANNUALLY</p>	<p><b>100Ks</b> FEMALE FIRST RESPONDERS</p>
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## How We Are Different

Existing organizations — Wounded Warrior Project, The Mission Continues, Women Veterans Alliance, Veterati, Hiring Our Heroes — largely emphasize employment or crisis services. Her Next Mission Inc. is distinguished by a **women-centered, whole-person model**:

- ◆ Women-centered & community-driven
- ◆ Fitness + wellness integration
- ◆ Somatic coaching
- ◆ Leadership & entrepreneurship support
- ◆ Transformational retreat experiences
- ◆ Founder-led with lived experience

## SWOT

<p><b>Strengths</b> Strong founder brand, military credibility, existing audience, proven programs, speaking platform, retreat experience.</p>	<p><b>Weaknesses</b> New organization, limited staff, founder dependence, limited operating history.</p>
<p><b>Opportunities</b> Federal grants, corporate sponsorships, Veteran &amp; women's-leadership initiatives, wellness-industry growth.</p>	<p><b>Threats</b> Grant competition, economic conditions, donor fatigue, market saturation.</p>

## SECTION 7

# Revenue Model & 3-Year P&L

Revenue is intentionally diversified across grants, sponsorships, donations, fundraising events, earned program income, and the annual summit — reducing dependence on any single source.

### THREE-YEAR REVENUE PROJECTION

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
<b>Total Revenue</b>	<b>\$210,000</b>	<b>\$425,000</b>	<b>\$655,000</b>

### INCOME STATEMENT SUMMARY

	YEAR 1	YEAR 2	YEAR 3
Total Revenue	\$210,000	\$425,000	\$655,000
Total Operating Expenses	\$200,000	\$385,000	\$600,000
<b>Operating Surplus</b>	<b>\$10,000</b>	<b>\$40,000</b>	<b>\$55,000</b>
Board-Designated Reserve	\$20,000	\$30,000	\$40,000
<b>Net Change in Net Assets</b>	<b>(\$10,000)</b>	<b>\$10,000</b>	<b>\$15,000</b>

*Year 1 figures are the Board-adopted budget. Years 2–3 expenses are management projections scaled with revenue growth. The planned Year-1 net of (\$10,000) is funded by founder seed capital and launch grants; the board-designated reserve grows to approximately \$90,000 by the end of Year 3.*

SECTION 7 (CONT.)

# Year-1 Operating Budget

EXPENSE CATEGORY	YEAR 1	PURPOSE
Programs & Scholarships	\$90,000	Coaching, bootcamps, fitness, scholarships
Administrative Support	\$30,000	Contract admin, bookkeeping
Retreat Operations	\$25,000	Venue, facilitation, logistics
Marketing & Media	\$20,000	Podcast, brand, acquisition
Technology & Website	\$10,000	Platform, CRM, hosting
Professional Services	\$10,000	Legal, accounting, grant writing
Travel & Events	\$10,000	Summit, conferences, outreach
Insurance & Compliance	\$5,000	Liability, filings, governance
<b>Operating Expenses</b>	<b>\$200,000</b>	
Board-Designated Reserve	\$20,000	Financial sustainability
<b>Total Uses of Funds</b>	<b>\$220,000</b>	

The budget prioritizes **direct program delivery** — roughly three of every four operating dollars fund programs and the women they serve. A board-designated reserve is established in Year 1 to build long-term resilience.

## SECTION 8

# Organization & Governance

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### FOUNDER & EXECUTIVE DIRECTOR

**Krystalore Crews** — 22-year Air Force Veteran (Ret.), leadership consultant, certified coach, fitness professional, retreat leader, best-selling author, and speaker. Responsible for vision, programs, fundraising, partnerships, and community building.

### YEAR-1 STAFFING

- ◆ Executive Director
- ◆ Administrative contractor
- ◆ Grant writer (contract)
- ◆ Bookkeeper
- ◆ Volunteer coaches & ambassadors

### BOARD & COMMITTEES

The Board of Directors is the ultimate governing body, responsible for governance, financial oversight, strategic direction, compliance, and fundraising support.

- ◆ Executive Committee
- ◆ Finance Committee
- ◆ Development Committee
- ◆ Programs Committee
- ◆ Marketing Committee

### Entity Separation & Conflict of Interest

Her Next Mission Inc. operates independently from the founder's for-profit entities — **Crews Beyond Limits Consulting** (corporate wellness & leadership consulting) and **Revive & Thrive Retreats** (premium retreats). Each maintains separate governance, bank accounts, bookkeeping, contracts, budgets, insurance, and tax filings.

**No charitable donations or grant funds may be used to subsidize for-profit activities.** All transactions involving related parties require full board disclosure, review by disinterested directors, a fairness determination, and documentation in the minutes — consistent with IRS requirements. The board may approve strategic collaborations (e.g., scholarship recipients attending approved retreats) only when they directly advance the charitable mission.

SECTION 9

# Impact & Measurement

## Theory of Change

If women are provided wellness support, coaching, leadership development, entrepreneurship education, mentorship, and community, they will increase confidence, wellbeing, connection, and purpose — leading to successful, sustainable transitions.

## Year-1 Key Performance Indicators

Women Served	250	Coaching Participants	75
Scholarships Awarded	25	Retreat Participants	40
Community Members	500	Corporate Sponsors	5
Podcast Downloads	10,000	Grant Funding Raised	\$100,000
<b>Participant Satisfaction</b>	<b>90%+</b>		

## Three-Year Vision

- ◆ 1,000+ women served annually
- ◆ Regional community chapters
- ◆ Nationally recognized summit
- ◆ \$100,000+ scholarship fund
- ◆ National corporate partnerships
- ◆ Research & impact initiatives

SECTION 10

# Milestones & Risk Management

## First-Year Roadmap

### Q1

Articles of Incorporation · EIN · launch website · recruit board · open bank account.

### Q2

File/confirm 501(c)(3) · launch podcast & community · submit first grants.

### Q3

Launch first bootcamp · award first scholarships · host first retreat.

### Q4

Host first summit · secure corporate sponsors · hire first contractor.

## Risks & Mitigation

RISK	MITIGATION
Funding delays	Diversified revenue streams across grants, sponsorship, earned income
Founder burnout	Board support, delegation, contractor staffing
Grant dependence	Corporate sponsorship & earned-income strategy
Program growth challenges	Pilot programs before scaling
Volunteer turnover	Ambassador & recognition program

### Helping Women Who Serve Discover Their Next Mission

"You are not starting over. You are building what comes next." — Her Next Mission Inc.