

Problem	Solution	Unique Value Proposition	Vision and Mission
<p>Hundreds of thousands of non-profits (also known as NGOs, non-governmental organizations) locally and worldwide do outstanding work to improve the planet and its peoples. But over 50% fail within five years due to barriers stifling their impact: they lack a proper business plan, they lack sufficient funding, and they lack exposure to a broader range of potential donors (partly because 84% of NGO websites are not mobile-compatible) – any of which can lead to their rapid demise.</p>	<p>The AGIF offers a large selection of essential tools and resources specifically designed to help NGOs grow and thrive for years to come. These include: translations of their content into major donor languages, a directory community to make them more accessible to donors worldwide, capacity building courses taught by experts from around the globe, as well as Impact and Capacity Building grants to get them the resources they need.</p>	<p>Social media will promote The AGIF and its NGOs to over 8 million people, opening a huge new base of contributors and collaborators. The AGIF uses professional translators to broaden the donor base to the world, provides training to address survival pitfalls, and offers grants to NGOs that can maximize their impact.</p>	<p>Vision: To provide NGOs with needed resources – funding, courses and grants - to successfully conduct, deepen and broaden their missions ... and to increase their impact on their communities and the world.</p> <p>Mission: AGIF provides top-level expertise for NGOs to thrive in the following ways:</p> <ul style="list-style-type: none"> • Connection to funders and supporters worldwide; • A comprehensive online directory of non-profits from around the world with the option to translate NGOs’ missions into five major donor languages – allowing donors to find unknown opportunities for their generosity and for NGOs to connect and collaborate with each other; • Capacity Building programs for leadership and boards; • Online or onsite learning; • Grants for capacity building and expanding their impact; • Live events – such as on future profit-generating cruises – with speakers about improving non-profit capabilities; • Score cards to evaluate Impact Grant eligibility; and; • Establishing a benchmark of quality: a certification of NGOs to validate their management, marketing, and fundraising capacity.
<p style="text-align: center;">Target Clients</p> <ul style="list-style-type: none"> • Non-profits seeking grant opportunities • Non-profits making less than \$10 million annually • Non-profits seeking capacity building opportunities • Non-profits seeking greater exposure to donors • Donors seeking a tailored experience with ease of use in finding the right cause 		<p style="text-align: center;">Core Values</p> <ul style="list-style-type: none"> • Honesty • Integrity • Leadership • Respect • Community • Excellence <p style="text-align: center;">Value Statement</p> <p>The AGIF is dedicated to creating a community experience in which NGOs seeking help and knowledge will be connected with the needed resources to conduct a successful and sustainable mission.</p>	
<p>Three-Phase Development Plan</p> <p>Phase I: Foundational</p> <ul style="list-style-type: none"> • Website with working directory, raise funds to complete. • Creating the funding plan to hire and empower staff and programs. • Creating social media publicity, branding and engagement campaigns. <p>Phase II: Growth</p> <ul style="list-style-type: none"> • Creating the funding and support for new initiatives. • Exponential growth in number of NGOs listed in The AGIF directory. • Financial capability to begin awarding grants for qualifying non-profits. <p>Phase III: Legacy/Sustainability</p> <ul style="list-style-type: none"> • Create and implement a rewards program for high contributors. • Create and implement a mobile app. • Build and grow an AGIF endowment as part of sustained funding for --operations and continuity. 		<p style="text-align: center;">Long-Term Goals (3-5 Years)</p> <p>Financial: The AGIF’s Endowment is \$100 million and has an administrative budget of \$10 million.</p> <p>Offerings: The AGIF is offering impact grants for small to medium-sized non-profits, and Capacity Building Grants to Non-profits seeking to improve their foundational and organizational skills.</p> <p>Organizational: The AGIF has a fully staffed team with a full-time grant writer, a secretary, a social media expert, a full-time donations manager, and a website expert.</p>	
		<p style="text-align: center;">Short-Term Goals (2018)</p> <p>Financial: The AGIF’s Endowment is \$1 million and has an administrative budget of \$150,000.</p> <p>Offerings: The AGIF is offering impact grants for small to medium-sized non-profits, and Capacity Building Grants to non-profits seeking to improve their foundational and organizational skills.</p> <p>Organizational: We have a part-time Funds Development Strategist and grant writer, as well as a part-time social media strategist to implement the Executive Director’s strategy.</p>	