



**CEOF Business Plan
Draft
9.11.23**

I. **Executive Summary** - introduces business plan and overview of everything - identify your WHY to drive home the CEOF mission and the importance of your non profit

II. **CEOF Description - mission/vision**

The mission of the Catholic Education Opportunities Foundation is to provide tuition assistance for students attending K-8 Catholic schools in the Central and Eastern Kentucky counties encompassed by the Diocese of Lexington.

Our Vision- The Catholic Education Opportunities Foundation will grow future servant-leaders strong in values, academics, and the Catholic faith.

What does CEOF do, who does it help, where is it, where do we want it to be?

III. **Market Analysis** - research and data to support CEOF - metrics

IV. **Program Descriptions**

General Fund - Families apply through their chosen elementary school for assistance. Funds are available for children of any faith background. Since 2020 we have distributed over \$100k in tuition assistance.

CEOF Equine Fund - The CEOF Equine Fund provides tuition assistance in grades K-8 for children whose parents or legal guardians work in the equine industry.

V. **Operational Plan** - Day-to-day operations - describe how you work with the board, committees, subcommittees, and volunteers to execute events and fundraisers. Spotlight people behind the organization by putting names to the faces. Management, Board of Directors, Volunteers, Donors, Partners (Businesses and organizations you partner with)

VI. Marketing Plan - Describe campaigns, outreach events, and initiatives. Include social media, email, website, landing pages, events

VII. Impact Plan - Goals (attach with numbers if possible)

VIII. Financial Plan - current financial situation, projections, financial statements
List grants and significant funds received
Policies and Procedures of Distribution
Funding gaps
Spending plan

IX. Fundraising Plan

Events - Luminaria, CEOF Golf Scramble

Giving Days - BGCF Good Giving Challenge

Grants - KU, Fifth Third, Keeneland Foundation, CHI Saint Joseph Health Foundation

Donations

Estate Planning