



BUSINESS PLAN

MARCH 2022

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Business Plan – Haley & Associates

Company History

For over 7 years Haley & Associates (H&A) has been providing cutting edge, life changing training and programming to help individuals and organizations to grow both personally and professionally. H&A is an independent, minority, female locally owned firm. Since its inception in 2015 H&A has facilitated numerous workshops & trainings including the following:

From 2015 – 2018, I provided multi-training sessions for a variety of organizations and businesses.

In 2015, hosted and conducted 6 sessions on Communication Skills, Diversity, Conflict Management, Anger Management, and Stress Management.

In 2016, hosted and conducted 8 training sessions on the following topics: Dealing with Difficult People, Communication Skills, Diversity, Conflict Management, Anger Management, Stress Management and Sexual Harassment

In 2017, hosted and conducted 10 training sessions on the following topics: Dealing with Difficult People, Communication Skills, Diversity, Conflict Management, Anger Management, Stress Management, Sexual Harassment, COLORS, Leadership Skills, and Building Self Esteem.

In 2018, hosted and conducted 12 training sessions on the following topics: Rutan Training, Sexual Harassment, Sexual Harassment, Presentation Skills, Dealing with Difficult People, Communication Skills, Diversity, Conflict Management, Anger Management, Stress Management, Leadership Skills, and Team Building.

Disadvantaged and Low-Income Community Members

- Grant Management Services (May, 2019)
- Resume Writing Workshop (August, 2019)
- Job Placement/Personnel Services (May, 2021)

- Health Education workshops (May, 2021)
- Community Outreach Training (July, 2021)
- Financial Literacy Seminars (December, 2021)

Community Members

- *Health & Wealth Seminar (December, 2021 & March, 2022)*

Public Speaking (Variety of Topics)

- Galesburg NAACP (February, 2020)
- McDonough County NAACP (January, 2020)
- Alexandria-Pulaski County NAACP (March, 2021)
- Pan Hellenic Council – East St. Louis Area (March, 2022)
- Public Speaking – Central Illinois Jurisdiction - Christian Women Council (March, 2022)

PanHellenic Council

- Job Skills training - PanHellenic Council (May 2020)
- Diversity training - - PanHellenic Council (July 2020)
- Financial Literacy training - PanHellenic Council (May 2021)
- Volunteering with a Purpose Training - PanHellenic (July 2021)
- Keynote Speaker – PanHellenic Council (March 2022)

Company Mission & Goals

The mission of H&A is to provide training programs to help individuals grow both personally and professionally. H&A goal is to educate, empower and provide individuals with the necessary tools needed to be successful. H&A is committed to addressing the political, educational, social, and economic equality of rights in order to eliminate race-based discrimination and ensure the health and well-being of all persons.

Services

H&A provides a variety of services including:

- *Soft Skills training*
- *Job Skills training*
- *Diversity training*
- *Financial Literacy training*
- *Grant Management services*
- *Job Placement/Personnel services*
- *Health Education workshops*
- *Community Outreach programming*

Purpose of the Grant

To enhance the business capability and functionality of the H&A as a viable and integral part of local community of Springfield. This past two years have been quite challenging primarily due to business “drying up” because of the Covid-19 pandemic. The number of workshops that I conducted each year dropped from 12-15 to 3-5. Funding from this grant will allow me to recover lost revenue and move forward towards a more prosperous business future. The grant funding will be spent on physical infrastructure upgrades, purchasing office equipment and supplies as well as acquiring more promotion & training material.

Part of this funding will go towards the purchase of the historic Dr. Edwin Lee Medical Building on the corner of 13th Street and Jackson Street. This was the first medical office building in Springfield owned by Black physicians. This facility will not only provide for increased office space, but also to begin the process of restoring an iconic and historically important building within the Springfield community. A shed will also be purchased to allow for increased storage capacity for equipment and supplies – we have outgrown our current 12ft x20ft shed and now need a larger structure (20ft x 30ft). Two 20ft by 30ft event tents will be purchased in order to provide cover for the community outdoor events. In addition, I plan to establish a community garden as part of our community outreach programming. This will consist of four to six 4ft by 8ft raised gardens in order to grow a variety of vegetables including greens, tomatoes, cucumbers, green peppers, watermelons, etc. The produce from this community garden will be given away to members of the disadvantaged and low-income community.

Grant Outcomes

If approved, the funding request will allow us to achieve the following outcomes over the next 12 to 36 months:

- 15 Covid Vaccine clinics
- 25 Covid Vaccine testing events
- 15 Health and Wellness Town Halls
- 15 Soft Skills training workshops
- 9 Financial Literacy workshops
- 6 Job Fairs
- 3 Passport Clinics
- Develop a Company Website
- Purchase a building
- Purchase a larger shed
- Set up a Community Garden

BUDGET

- Office Equipment - \$12,523.54
- Office Supplies - \$2,000.00
- Cleaning supplies – \$500.00
- Safety Supplies – \$935.00
- Marketing/Advertising - \$5,000.00
- Infrastructure - \$33,900.00
- Community Outreach Programming - \$6,000.00

Total – 63,258.54

Office Equipment		\$12,523.54
2 HP Design Jet 1650		\$3,000
6 Computer chair (Sam's club- model LF118PTBK @ \$68.00)		\$359.94
6 Computer tables (Sam's club-item model Es-1002 @ \$90.00)		\$299.88
HP Laptops (6 @ \$1,000)		\$6,000.00
Shredder (1 @ \$125)		\$125.00
Software (zoom, constant contact, quickbooks,bill.com, canva, MS office 365, adobe acrobat)		\$2,012.00
8 Scanners - staples brother dsmobile Ds-7400 @ \$120/ 9 case and hub @ \$29.00 for a total of (9 @ \$149)		\$160.72
File Cabinet (4 @ \$ 89)		\$356.00
Wireless mouse and keyboard (8 @ \$35)		\$210.00
Supplies		\$3,245.00
Office supplies :		
Printing paper, ink cartridges, pens, pencils, desk organizers, notebooks, stapler, sticky notes, staplers, scissors, envelopes, tape, postage, usb etc.		\$2,000.00
Cleaning Supplies		
Bleach, trash cans, soap, trash bags etc...		\$500.00
Safety supplies and PPE (need a number of people so will go with 9 right now) Sneeze Guards for Desks – 7 @ \$45, face masks, hand sanitizer, gloves, mask support frames , eyeglass side shields, face protectors - 7 x \$50) thermometers (2 @ \$40)		\$745.00
Marketing/Advertising		\$5,000.00
Print and online advertising, website, banners, street signage, printable promotional material, brochures, flyers, company shirts, caps, etc.		\$5,000.00

Community Outreach Programming		\$6,000.00
Covid Vaccine & Testing Event Management		\$3,000.00
Health Education Workshops		\$2,000.00
Town Hall Meeting Facilitation		\$1,000.00
Infrastructure		\$36,300.00
Dr. Edwin Lee's Office/Medical Building - 1500 sq ft		20,000.00
Storage Shed (20ft by 30ft)		\$12,000.00
Two – 20ft by 30ft - Party Tents (Peak Outdoor) \$850 ea.		\$1,900.00
Six - 4ft by 8ft gardens beds (with supplies) \$400 ea.		\$2,400.00

Total – 63,258.54

Ownership Background:



Teresa Haley (Owner): Teresa Haley of Springfield, Illinois, received her bachelor's degree in Communication in 1992 and her master's degree in Public Administration in 1994 from the University. She is a longtime passionate civil rights activist, public policy advocate, professional trainer and dynamic speaker.

With her motto of "Keep it Movin" Haley devotes herself to serving God, family and community. She is the founder of Haley & Associates, a training and consulting service. In 2015, she became the first female president of the Illinois NAACP State Conference and is serving her sixth consecutive term as president of the Springfield Branch NAACP.

She spearheaded the first-ever Springfield Branch NAACP Office and Education Center. She chairs the Economic Development Workgroup for the Illinois Department of Public Health Covid Taskforce and Springfield Airport Authority, which helps small black-owned businesses stay alive. During the pandemic, she wrote grant applications to assist families most impacted by COVID-19. She worked with local officials to honor the 110th Commemoration of the 1908 Race Riots. She serves on the Governor's Justice, Equity and Opportunity Initiative Transition Committee and the Governor's Commission for Environmental Justice.

Among the numerous honors Haley has received is the first-ever NAACP Activist of the Year Image Award in 2020, the Community Service Award from the Frontier International Club in 2020. Teresa was the first black female to receive the Springfield's First Citizens Award in 2019.

In February 2022, Teresa received the Alumni Humanitarian Award from the University of Illinois for her outstanding involvement, dedication, and significant contribution of leadership and service. March 2022 received the Community Service Award - Paul Harris Fellow Award from the Rotary Foundation of Rotary International.