

The Project

THE PROBLEM

We live in a world of hurt—not so much ours as others’. Evidence is clear that public institutions are unable to adequately protect the vulnerable. People are sleeping in the elements; some—including children—are going without hot meals or any adequate nutrition; some are in need of health care or companion services; some are enduring violence without recourse; some live in isolation from accessible services; many seek a living wage, an education, skills training, financial aid, treatment, therapy, respite care....

At its core, the problem is a flood of critically unmet human needs.

THE PROPOSAL

I envision a universally available application (*The Path*) working on any smart device (desktop, laptop, phone) that could give anyone seeking help all they need to know, conveniently and quickly: what services are offered, by whom, where, and how to get to them.

Payton, a family member, has helped me take a huge first step. He’s created a query engine that accesses a database of service providers and, using GPS coordinates and Google data, generates a list of nearby service providers meeting the needs of the seeker, including locations, phone numbers, addresses, hours of operation and transportation options.

For demonstration purposes, I built a database of over 600 providers, mostly in the greater Portland area, that Payton’s query engine accesses. It works beautifully.

THE CHALLENGE

If we launch this enterprise and *The Path* becomes popular in existing and new areas—both geographically and in terms of services provided—the database will grow exponentially. Verifying new content and keeping the database up-to-date, frequently, will require staff work.

And I intend for *The Path* to be totally free of charge for anyone using it.

This means that I’ll need to find large sources of steady funding for the overarching non-profit corporation safeguarding and maintaining this effort. I’ve named this charitable enterprise *In Time of Need*.

Once we can demonstrate the usefulness of *The Path* in practice, we will need funding to hire staff to expand the scope of work to ever-broader geographic areas. In the interim I have formed a board of advisor-directors to help me both build the application and expand the provider database. In time I will form a formal board of directors to maintain corporate governance.

The Plan

Q4-2023

- ✓ Complete **board membership** and hire a registered agent [done].
- ✓ Register with Oregon SoS as **public benefit nonprofit** corp. [done].

Q1-2024

- ✓ Obtain IRS **tax-exempt status!** [done].

✓ Investigate competing entities and legal issues; do **SWOT** study; if there are no significant threats, proceed. [done]

- Establish an image: logo, fonts, colors, etc. (a **brand** strategy)
- Have a UI/UX developer build a navigable **front end** to *The Path*
- Explore partnerships with **PSU & UofO** for projects, internships
- **Update database** of providers in Portland and the Willamette Valley

internal
external

S	W
O	T

vision, youth, experience
my age
mgt experience?
+ the need
no competition
AI ????

Q2-2024

- **Codify operations for growth:** processes, policies & procedures
- **Automate tasks** for updating the provider database
- Find good **grant writers** and contract with them
- Finish the **prototype** application for multiple platforms
- Find **volunteers** to field test *The Path*; interview & record
- Build a **presentation** based on successful user stories

Q3/4-2024

- If advantageous, place *The Path* on iOS and Android **app stores**
- Complete the presentation; **practice and polish** it with partners
- Extend the provider database to the entire **state of Oregon**
- Start building a **network** of supporting organizations & partners
- Successfully appeal to 5-10 **Oregon granting foundations**
- Secure **>\$250K** in grants
- Hire an **Executive Director**

FY 2025-26

- Hire **full-time staff** for database maintenance
- Hire a **Development Director**
- Secure **>\$500K** in grants from West Coast foundations
- Hire **more staff**
- Reorganize and **restructure by state**
- Begin operating in **Washington, California and Idaho**

FY 2027 and beyond

- Reorganize and **restructure regionally**
- Go **national**

