**2021 Financial UA Annual Trajectory**

**(Hi-Lighted actions have been completed)**

***Financial***

**Income:**

Increase income via sales of Golden Ratio Workbook, and also existing workbooks.

Increase income by offering more pay-to-attend standalone workshops

Drive traffic and sales through producing more YouTube content.

Drive traffic and sales through Facebook ADS Marketing when appropriate

Q3 & Q4 offerings of Recovery Bootcamps – pending national vaccination efforts

Strong Q4 push for end of year tax deductible donations.

**Expenses:**

Prudently spending program funds.

Focusing on dollars gained for every dollar spent.

Working closely with Media & Content production provider ODI C&C.

Set aside funds to launch four (4) new fellowships – WFUA, FUAGR, BA, UAA

Liquidate Inventory (Amazon) for resale or repurpose as donation to Habitat4Humanity.

Generate plan for to cover Service Office relocation costs

Replace & upgrade office phone

**Debt Repayment:**

Prioritize debt repayment to ODI C&C.

Prioritize debt repayment to Founder for Bootcamp training travel related expenses.

Prudently use Margin as leverage to increase wealth and asset holdings

Monitor SBA EIDL Loan payment deferment. Honor SBA loan repayment terms.

**Wealth:**

Build and expand wealth by regularly transferring excess funds from Wells Fargo

checking account to M1Finance Brokerage fund.

Utilize a strategic, growth oriented investment strategy to aggressively build wealth

Work in coordination with FUA Finance Committee, Financial Advisor & Accountant.

***Expansion***

**FUA**

Add any necessary components to FUA Program and complement them with program

announcements & YouTube videos Add new Meetings & Workshops as needed.

Support pop-up Workshops to increase member participation and competency

Launch new literature: FUA Golden Ratio Workbook & FUA Traditions Workbook #2

**WFUA**

Further develop WFUA page on FUA website

Train WFUA Founder

Work cooperatively supporting the WFUA committee to expand the WFUA program.

Support Stand-alone training workshops

Prep new Qualified Sponsors for taking on existing 12 Step Workshops

Start new 12 Step Workshops to challenge existing Qualified Sponsors

Develop 1, 3, 5 year Trajectory for launching WFUA as autonomous fellowship.

**Golden Ratio**

Train Golden Ratio Founder

Work cooperatively supporting expansion of Golden Ratio

Finish and launch new Golden Ratio Workbook. Priced at $50.00

Launch new Golden Ratio Workbook Workshops pending Qualified Sponsor availability

Launch new YouTube video premiering new G.R. Workbook

Develop 1, 3, 5 year Trajectory for launching Golden Ratio as autonomous fellowship

**Boundaries Anonymous**

Build infrastructure necessary to launch this fellowship

Coordinate with ODI C&C to build Website, develop content

Register with State and Federal agencies as needed.

Write 12 Step / Tradition Workbook

Begin training future Qualified Sponsors

**Underachievers Anonymous**

Build infrastructure necessary to launch this fellowship

Coordinate with ODI C&C to build Website, develop content

Register with State and Federal agencies as needed.

Write 12 Step / Tradition Workbook

Begin training future Qualified Sponsors

**YouTube – Financial UA (308 subs).**

Target 1000 subscribers by EOY 2021

Coordinate with ODI C&C for Media & Content Production, SEO, Marketing

Complete videos on all FUA Tools (Recovery, Prosperity, Techniques)

Complete video series on FUA 12 Steps

Produce videos on topical subjects as needed

Goal is 36 to 50 new videos in 2021

Establish new video production studio.

**Power Flow FUA Newsletter (372 subs)**

Target 1000 subscribers by EOY 2021

**Website**

Replace previous narrations with Diversity based narrations

Update site as needed

Expand WFUA page

**Board of Directors**

Meeting two (2) times during 2021.

Train & Mentor new Directors.

Support Board & Committee synergy

Research and Obtain Board of Director Insurance for all three Directors

**Service Office**

Relocate Service Office during 2021 year.

Acquire all necessary office furniture and supplies.

Begin compensation plan for part time staff.

**Literature**

Complete and publish: “FUA Golden Ratio Workbook”

Complete and publish: “FUA Traditions Workbook #2”

Add Downloadable “FUA Guide to Qualified Sponsorship” to Sponsorship webpage.

Add Downloadable “FUA Guide to Doing Service as a Trusted Servant”

**Meetings**

Launch Traditions Workshop #2 focusing on FUA Traditions Workbook #2

Launch FUA Golden Ratio Workbook Workshop (2)

Launch FUA Investor Mastermind

Launch FUA Executive Politics and Corporate Strategy Book Study

Launch additional WFUA 12 Step Workshop led by Qualified Sponsor

Launch FUA Men’s Meeting / Workshop

**Legal Issues**

Compile list of legal issues needing clarification.

Is **The Richest Man in Babylon** – within the Public Domain ??

Can FUA register as a Religion / Church

Can FUA purchase a property tax exempt

Research and retain legal counsel specializing in non-profit organizations / churches

**Addendums for Further Exploration**

Developing a Cashflow Statement

Developing a chart showing ratios of growth to debt

Developing a statement showing “Days of Cash on Hand”.

Developing a statement showing Debt Service Coverage Ratio

Developing a Debt to Asset Ratio

Creating an Investment Policy to provide guidance for future Directors / Trustees

Develop numerical targets for growth in addition to action steps for growth

Research Google Meet platform as an alternative to ZOOM for non-profits.