

# Strategic Plan 2025-2028

As we encounter political instability, uncertain government regulations, and changing policies, nonprofits are reflecting on their financial stability and determining how to best meet the needs of the communities they serve. Likewise, Bloom Again Foundation had the foresight to address the issues that impact the women they serve. Based on the board of directors' strategic planning, the Strategic Plan for Bloom Again Foundation (2025-2028) reflects the organization's situational context, values, operational goals, and program aspirations.

# Organizational Overview





Founded in 2008 by Dr. Lois Frankel, Bloom Again Foundation provides rapid-response financial assistance for living essentials—rent, mortgage, and utilities—to economically vulnerable working women when faced with medical emergencies. Our mission centers on supporting women living at or near the poverty level who are at risk of homelessness due to income loss during a health crisis. With a clear, purpose-driven mission, Bloom Again Foundation envisions a world in which there is health equity in the healing process for all women.

We are fueled by the passion and lived experiences of some board members of who have been personally impacted (or know someone) by the same types of crises faced by the women they serve. Since 2008, commitment to impact and personalized support model have the potential to become a strong community brand. Broader awareness remains a challenge.



## Board Composition and Culture

The Bloom Again Foundation Board of Directors is composed of a diverse, committed group of professionals from various sectors, including public relations, academia, corporate event planning, nonprofit governance, and fundraising. Board members serve as both decision-makers and operational contributors, wearing multiple hats due to the organization's lean structure, including limited financial resources for paid staff. Our strengths include:

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|--|--|
|  Deep dedication to the mission  |  Open communication and collaboration                           |
|  Specialized skills in finance, marketing, development, and governance |  Lived empathy for the challenges of low-income women in crisis |

However, as a volunteer-led organization without a full-time executive director, there is growing concern over burnout, role ambiguity, and inefficiency in operations. Several members have expressed the need for a better structure to support sustainable board service and succession.

# Research on Health Disparities

Achieving health equity for women, particularly those living in poverty, is crucial due to the significant disparities that adversely affect their health outcomes. Below is research supporting the forthcoming goals and objectives aimed at improving health equity for impoverished women.

## Health Disparities Among Low-Income Women

- **Higher Rates of Chronic Conditions:** Low-income women are more likely to report fair or poor health status and have higher rates of chronic conditions such as diabetes, hypertension, and heart disease.
- **Mental Health Challenges:** Economic instability contributes to higher incidences of depression and anxiety among low-income women.

## Impact of Health Equity Initiatives

- **Improved Health Outcomes:** Investments in women's health services, including reproductive health and preventive care, have been linked to better health outcomes and reduced mortality rates.
- **Economic Empowerment:** Enhancing women's health can lead to increased workforce participation and economic growth, as healthier women are more likely to engage in employment and contribute to the economy.

## Social Determinants of Health

- **Education and Empowerment:** Educating women and girls is causally linked to improved health outcomes for women and children. Empowered women are more likely to invest in their families' health and well-being, breaking cycles of poverty.
- **Access to Care:** Low-income women often face barriers to accessing quality healthcare, leading to unmet medical needs and poorer health outcomes.

## Racial and Ethnic Disparities

- **Higher Mortality Rates:** Women of color, particularly Black and Native American women, experience higher rates of maternal mortality and other adverse health outcomes compared to their white counterparts.
- **Insurance Coverage Gaps:** Women of color are more likely to be uninsured or underinsured, limiting their access to necessary health services.

## Policy and Community Interventions

- **Medicaid Expansion:** Expanding Medicaid coverage to include services like doula and lactation support has been shown to improve maternal and infant health outcomes among low-income women.
- **Community Health Programs:** Initiatives like the Comprehensive Rural Health Project in India have demonstrated that community-based health workers can significantly reduce infant and maternal mortality rates in impoverished areas.

Addressing these disparities requires a multifaceted approach that includes policy changes, community engagement, and targeted health services to ensure that all women, regardless of socioeconomic status, have the opportunity to achieve optimal health.

# Mission, Vision, and Core Values

## Mission

*Bloom Again Foundation empowers working women living at or near the poverty line through rapid-response financial assistance, education, and essential resources by providing the tools for dignity, stability, and time to heal during medical challenges.*

## Vision

A world in which there is health equity in the healing process for all women.

## Core Values

### Compassion

We meet women where they are—with empathy, urgency, and zero judgment.

### Dignity

Every woman deserves the opportunity to heal without the fear of losing her home or self-worth.

### Rapid Response

Timely support can mean the difference between stability and crisis during a medical complication.

### Vulnerability

We honor the courage it takes to ask for help and commit to being there when it's needed most.

### Resilience

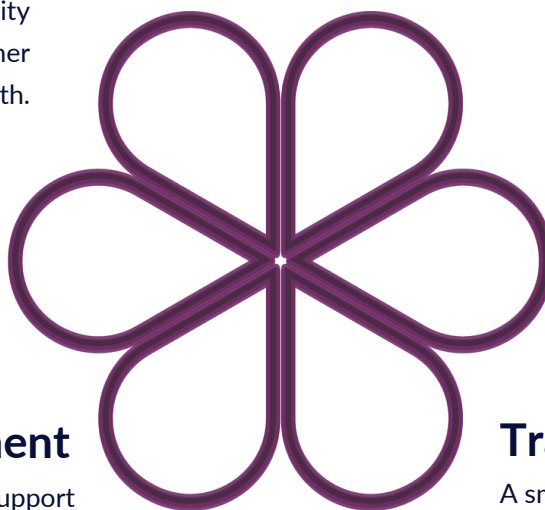
We stand with women as they fight to recover, rebuild, and rise again.

### Empowerment

Investing in education and support systems create lasting change that enables every woman to thrive beyond her immediate challenges.

### Transformation

A small act of support can create lasting, life-changing impact.







# Strategic Goals & Objectives

The Bloom Again Foundation's Strategic Plan for 2025-2028 outlines five key goals designed to amplify our impact, strengthen our organizational foundation, enhance efficiency, ensure financial sustainability, and build a lasting legacy. Here, we delve deeper into Goal 1, detailing its importance and the specific objectives aimed at achieving it.



## Goal 1: Expand and Strengthen Program Impact

Enhancing the reach and efficacy of programs is essential to support economically vulnerable women facing health crises. The Bloom Again Foundation's mission to provide rapid-response financial assistance addresses the immediate needs of working women living at or near the poverty level during medical emergencies. Such interventions are crucial, as financial instability can lead to adverse health outcomes and hinder recovery. By increasing the number of women served and incorporating services like health advocacy and financial literacy, the foundation can promote resilience and long-term well-being among beneficiaries.

## Objectives for Goal 1

### Objective 1.1

Maintain and increase the number of women served annually by 15% per year.

### Objective 1.2

Expand eligibility and program initiatives to include health advocacy and financial literacy.

### Objective 1.3

Formalize a "Women's Stories" impact series to share recipient journeys and increase donor engagement.

### Objective 1.4

Strengthen relationships with existing Los Angeles County-based partners and onboard new partners.



## Goal 2: Build Board Capacity and Operational Infrastructure

A strong organizational foundation is vital for sustaining and expanding nonprofit initiatives. Clarifying board roles and implementing standing committees can enhance decision-making and accountability. Diverse boards, including male allies and community leaders, bring varied perspectives that can improve service delivery and community engagement. For instance, organizations like Partners In Health emphasize the importance of gender equity and diverse leadership in improving healthcare for impoverished communities.

### Objectives for Goal 2

#### Objective 2.1

Update board roles and commitments as needed.

#### Objective 2.2

Implement standing board committees (Grants, Fundraising, Governance, Finance, Programs, Strategic Partners Programs)

#### Objective 2.3

Recruit new diverse board members including male allies and external community leaders, for a total of 13 board members

#### Objective 2.4

Review bylaws and make necessary changes to include items like expansions of board members



## Goal 3: Improve Internal Processes for Efficiency

Streamlining internal processes allows nonprofits to respond more effectively to the needs of their constituents. Adopting structured meeting protocols and creating shared knowledge repositories can facilitate better communication and continuity within the organization. Efficient operations are particularly important in addressing social determinants of health, as they enable organizations to allocate resources effectively and advocate for systemic changes that benefit vulnerable populations.

### Objectives for Goal 3

#### Objective 3.1

Adopt Robert's Rules of Order in a flexible, culture-adapted format to streamline meetings.

#### Objective 3.2

Redesign board meeting format to prioritize reporting and decision-making within 45 minutes.

#### Objective 3.3

Create an internal password-protected shared drive for succession planning and knowledge transfer.



## Goal 4: Increase Sustainable Funding

Securing diverse and sustainable funding sources is critical for the longevity of nonprofit programs. Currently, board members are required “give or get” donations. Developing comprehensive fundraising plans and engaging in grant writing can provide the financial stability needed to support ongoing initiatives. Launching ambassador programs can also broaden the organization’s reach and donor base. For example, Pro Mujer has successfully combined financial services with health and education programs to empower low-income women in Latin America, demonstrating the effectiveness of integrated approaches to funding and service delivery.

### Objectives for Goal 4

#### Objective 4.1

Create a 3-year fundraising plan with quarterly campaigns and at least one annual signature event.

#### Objective 4.2

Build a grant writing committee to support the submission of eight grant applications per year.

#### Objective 4.3

Launch an Ambassador Program to engage non-board supporters in donor cultivation and event execution.

#### Objective 4.4

Launch a Bloom Again Garden Circle, an exclusive philanthropic network of women committed to advancing women’s health equity by providing direct financial assistance to economically vulnerable women facing medical challenges.





## Goal 5: Foster Recognition and Legacy Building

Acknowledging the contributions of board members, volunteers, and donors fosters a culture of appreciation and encourages continued support. Documenting the organization's history and impact not only preserves its legacy but also serves as a powerful tool for advocacy and fundraising. Highlighting success stories and the organization's evolution can inspire confidence in stakeholders and attract new supporters committed to advancing health equity for women.

### Objectives for Goal 5

#### Objective 5.1

Develop a formal appreciation and awards system for board, volunteers, and donors.

#### Objective 5.2

Reengage founding board members through an advisory council or event-based recognition.

#### Objective 5.3

Document the history of Bloom Again through a legacy archive (digital or physical).





# Strategic Partnerships

Strategic partnerships are essential to the growth, impact, and financial sustainability of Bloom Again Foundation. By collaborating with like-minded organizations, such as health care providers, women's advocacy groups, community and faith-based nonprofits, and corporate allies, Bloom Again can expand its reach, enhance its credibility, and deliver holistic support to the women it serves. These partnerships open doors to shared resources, cross-promotion, and joint funding opportunities that amplify impact while reducing overhead. Importantly, they allow us to build a broader support network for our recipients, connecting them not only to emergency financial assistance but also to services that support long-term recovery and economic mobility. As a volunteer-driven nonprofit with lean infrastructure and limited bandwidth, Bloom Again thrives on relationships that extend its capacity, increase its visibility, and reinforce its role as a trusted community resource. Investing in strategic collaboration ensures the foundation's mission endures and evolves to meet the growing needs of women in crisis.

Key Strategies include:

Re-Engagement Efforts

New Partner Recruitment

Strategic Communication

Tracking & Performance Metrics

## OUR STRATEGIC PARTNERS INCLUDE



## Evaluation & Accountability

Evaluation and accountability are essential to ensuring that Bloom Again Foundation remains effective, transparent, and true to its mission. Regular evaluation allows the organization to measure the impact of its programs, track progress toward strategic goals, and identify areas for improvement. It also provides data that can be shared with donors, partners, and the public to demonstrate outcomes and build trust. Accountability ensures that its board of directors, staff, and volunteers fulfill their roles with integrity and align their actions with the organization's values and strategic priorities. By embedding a culture of reflection and responsibility, we can adapt to changing needs, sustain donor confidence, and position ourselves as a credible, results-driven organization committed to the long-term well-being of the women we serve.

- Quarterly and end-of-year board strategy check-ins
- Annual board self-assessment survey
- Strategic plan dashboard to track key performance indicators
- Operational with tactics and measurements

Addressing these disparities requires a multifaceted approach that includes policy changes, community engagement, and targeted health services to ensure that all women, regardless of socioeconomic status, have the opportunity to achieve optimal health. By pursuing these strategic goals, the Bloom Again Foundation can enhance its capacity to support impoverished women facing health challenges, contributing to broader efforts to achieve health equity and empower vulnerable populations.

# The Promise of Hope: Real Stories, Real Impact

At Bloom Again Foundation, our mission transcends financial aid; it's about restoring dignity, fostering resilience, and providing a beacon of hope for women facing daunting health challenges. Behind every statistic are real lives touched by our support. Stories are a testament to the profound impact of compassionate assistance during critical times.

## Margaret's Story: A Mother's Strength Rekindled

Margaret, already the mother of one, was 29 weeks pregnant when she suffered intrauterine fetal demise. Devastated and at risk of becoming homeless due to the unexpected medical expenses and loss of income, she found herself in a desperate situation. Bloom Again donors stepped in, providing crucial financial support that allowed her to maintain stable housing and navigate this incredibly difficult period with some peace of mind. Her story underscores the vital difference immediate, compassionate aid makes in preventing further crisis and allowing healing to begin.

Margaret's experience is just one example of how the Bloom Again Foundation empowers women to overcome adversity and rebuild their lives. Our commitment extends beyond direct financial assistance; we aim to create a supportive environment where women can focus on their health and recovery without the added burden of financial instability.

## Sources

Our work is continuously informed by robust research and reliable data from leading organizations in health and policy. We draw upon insights to ensure our programs are responsive, effective, and targeted to the most pressing needs of the women we serve.

### Key Sources

- [UCLA Center for Health Policy Research](#)
- [National Library of Medicine PMC \(PubMed Central\)](#)
- [SWHR \(Society for Women's Health Research\)](#)
- [World Economic Forum](#)
- [McKinsey & Company](#)
- [Jacksonville Journal-Courier](#)
- [AP News](#)

# Board of Directors

Our Board of Directors comprises passionate, dedicated women whose leadership strengthens our impact by providing strategic guidance and championing our cause. Each member brings a unique blend of experience, leadership, and insight, strengthening Bloom Again Foundation’s ability to deliver on its mission: supporting low-income working women through times of medical hardship with compassion and urgency. Together, we provide strategic guidance, champion our cause, and expand our impact through our networks. Our leadership ensures that every woman we serve is met with dignity, stability, and hope.



## Meet Our Board Members

Carolyn Sims	Co-President	Senior Manager, Community Outreach, Southern California Edison
Monique Stennis	Co-President	Author and Consultant
Carolyn Gilbert	Board Treasurer	CFO, CarolynsCreation
Joyce Harris	Board Member	Consultant, Emergency Management
Marisol Perez, MSPA, APR	Marketing & Communications Chair	CEO, Mission Driven PR
Victoire Prothro	Board Secretary	Prothro Consulting, LLC

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