

A Business Plan: How We Enact Our Mission

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A. What type of Organization is Heart-to-Heart?

The field in which we work is education; and, mostly, adult education. We are an educational organization. Our niche within the educational field is transformational education or life skills. This is different from typical academic education or job-training and vocational education.

We are a New Jersey based nonprofit organization, a corporation incorporated in the state of New Jersey for charitable purposes, to respond to basic human needs. In responding to basic human needs through life-changing education we serve a social as well as a personal good.

We emerged out of another nonprofit organization, Comienzos, which was founded in New Mexico with the same mission. Comienzos still exists but is now dormant.

B. What is it that Heart-to-Heart offers?

What we have to offer is life-changing education in community. We offer trainings that develop four essential and interrelated skills: **Mindfulness, Empathy, Decision-making, Conflict Resolution (MEDC)**

Our product is delivered by a combination of professional staff and skilled volunteers. Our core trainers are trained in Nonviolent Communication as developed by Dr. Marshall Rosenberg. Nonviolent communication is one of four streams of influence that have shaped Heart-to-Heart and our trainings. Another influence is Mindfulness and Contemplative traditions. Some of our trainers have developed out of these traditions. These would include meditation leaders, yoga teachers, and T'ai Chi Chih instructors. A third arena of influence on our work is 12 step recovery. Some of our trainers come to us out of one or more 12 Step Tradition. They offer trainings built around addiction and recovery. A fourth stream of influence is Somatic Experiencing as developed by Dr. Peter Levine. Somatic Experiencing is the body's natural way of healing trauma and responding to stress. Some of our trainers focus on trauma and healing.

Our 'product,' Transformational Education, is a learning, growing experience in which one or more of the MEDC skills are developed. It is offered by one or more trainers in a variety of settings. Most of our trainings are offered to groups. Some of this training is offered to individuals or couples or families.

C. Who should learn with Heart-to-Heart ?

Our primary learners are:

- Incarcerated men and women
- Men and women reentering society
- Others who seek to live increasingly free and increasingly creative lives.

Although we serve persons, these persons are mostly learning in community. We form Heart-to-Heart learning communities, often a part of larger institutions. Examples are:

- 3 correctional facilities;
- the Medical Mission Sisters;
- a mens' group at the Starting Point Recovery Center;
- a Camden community group meeting at Project Hope; and,

- staff with other organizations and companies.

We are exploring bringing our product, transformational education to a new group of learners is emerging: these would be victims of crime and violence and communities and persons who have been impacted by crime and violence.

We are also exploring offering a “new product,” facilitated, restorative dialogues. These would be dialogues among victims of crime, impacted community members and persons who have committed crimes. The intention would bring personal and relational healing to all engaged. The intention would be to first offer the MEDC training to the parties, and then hold the space for restorative dialogues. One goal is to embed these dialogues within the criminal justice system in Camden County.

D. How do people learn about Heart-to-Heart offerings?

1. Word of mouth leads us to many contacts.
2. Community Outreach and Education functions. These would be our ‘marketing’ department.
 - Learning is part of a four part invitation: Learn, Invest, Volunteer, Embody God’s Love.

E. How Does Heart-to-Heart support services and organization growth?

1. We currently get paid in a way that covers our costs through:

- Service fee’s from community, business, and organization offerings
- Grants
- Sponsorships
- Individual donations

2. We don’t get paid for much of our work with the highest risk, highest need populations we serve. This is for work in several institutions:

- All 3 correctional facilities
- Project Hope- Community offering in Camden