

A Strategic Future

Real progress has been made in implementing the first three core areas of our strategic business plan and we are now looking to the future.

- 1 We are on track to fully establish our **strong foundations** with the implementation of a gold standard customer relationship management system; an agile team of remote workers with significant not-for-profit experience and an increase in brand awareness.
- 2 We have grown our **operational funding** with the successful establishment of the Give Freedom Foundation.
- 3 We are poised to embed our **program funding** which guarantees every dollar given by everyday supporters is used for our international development work. Our desire to keep this 100% Giving Model as our core distinguishing feature drives our focus on seeing The Pokhara Project fully funded.

With these steps on track, we are now looking to the future, which will see us transition from campaign focused fundraising to a product focused model.

These strategic shifts are essential for driving growth, which in turn edge us closer to the ultimate goal of completing The Pokhara Project—increasing the capacity and impact of our Field Partner, 3 Angels Nepal.

With an improved and secure women's safe haven, vocational training facility, children's homes and classrooms, community medical centre and much more, The Pokhara Project will see hundreds more women and children protected and restored from trafficking in years to come.

