



# PVILLEYI

## PLEASANTVILLE YOUTH INITIATIVE BUILDING PROJECT PROPOSAL

### **DATE PREPARED**

**9/22/21**

**UPDATED: 2/23/24**

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# PROJECT SUMMARY

## OVERVIEW

Pleasantville Youth Initiative's (PvilleYI) building project is born out of our desire to serve the Pleasantville Community. Although our primary focus is currently middle school and high school students, we believe we are called to be a Generational Enrichment Ministry (GEM). For that reason we envision our work reaching both the young and old in Pleasantville. This also means we believe that by impacting even one person's life in our small community the ripple effect can reach a thousand generations after us.

This building project will allow us to serve our community and create culture. It will be a place out of which we can meet basic needs, teach life skills, and connect people with resources. This project will also bring a variety of opportunities for our rural community to take part in arts and culture and social gatherings.

## OUR MISSION

Our mission is to show youth in Pleasantville, Iowa that they matter, give them something to do with their mind and their hands, and point them to God as the definer of their value.

## OUR VISION

Our vision is to see generations of Pleasantville's young people grow into happy, healthy, confident adults equipped with the skills they need to thrive on whatever path they walk.

## GENERATIONAL ENRICHMENT MINISTRY

Although our primary focus is youth in middle school and high school, we see ourselves as a Generational Enrichment Ministry (GEM). This means that we believe: In order to help our youth flourish, we must nurture the soil in which they grow: our entire community.

Our work in the community is to

- Help meet needs
- Connect people with resources
- Offer opportunities to socialize
- Enhance the creativity and beauty of our town culture
- Encourage collaboration among businesses and organizations
- Strengthen Pleasantville's "livability"



# ORGANIZATION INFORMATION

## ORGANIZATION HISTORY

PvilleYI was founded in September 2017. It began with a group of people who wanted teens to know that God loved them without any strings attached. When 100 kids showed up to our first event, we knew we had to do more. We started hosting a few free events a year for Middle School and High School students, began encouraging them on social media, and offering help to their families. In 2018 we established our Board of Directors and in 2019 we were granted our 501c3 status. Since then we have continued to expand our services in Pleasantville. Our growing ministry is in need of a headquarters for expanded outreach programming and events. In 2023, we opened an office space to serve as a base of operations as we work toward the completion of our building project.

## OUR TEAM

### JENNIE KOENIG, CO-FOUNDER



Jennie is PvilleYI's visionary. She heads up our ministry and event programming. She also manages our marketing, digital, and social media platforms. Jennie has over 15 years of professional experience in youth and family ministry. In addition she has spent the last 7 years working professionally with social media and digital marketing, as well as grant management.

Work experience includes Social Media Director and Facilitator at Healthy Relationships Iowa, Youth & Family Minister most recently at Park Avenue Christian Church (Des Moines), and she is currently the Digital Media Director at Celebrate Church (Knoxville, IA).

Jennie is passionate about writing and loves to help people connect to Jesus through the written word.

### EMILY CAULKINS, CO-FOUNDER



Emily manages all of PvilleYI's financials, fundraising, strategic planning, and grant coordination. She has over 15 years professional experience in accounting, grant billing, and business administration.

Work experience includes Financial Coordinator for Marion County Public Health and Director of Business Operations at Bing Bang LLC. She is currently the Financial Coordinator at Celebrate Church (Knoxville, IA).

Emily also loves to volunteer and has spent 14 years mentoring youth. Emily is passionate about serving and loves to show others how valued they are by God.

## BOARD MEMBERS:

**Michael Koenig, (President),**

**Eric Goodale, Stacy Rowson, Chelsea Bender, Mike Caulkins**

Additional Volunteer Leadership: Brenda Goodale, Tammy and Nick Clark, Jerra and Mike Fust

# PROGRAM OFFERINGS

## PROGRAM OFFERINGS

Inside our doors teens and community members will have opportunities to build skills and find community. All while promoting creativity, faith growth, purpose, and just plain fun. In addition to our programming, we often refer people to The Well and to local churches for further help and spiritual growth. We enjoy collaborating with our school, library, city, business, and churches.

**Current Programming**-serves teens in our community:

- Host incredibly fun, free parties so kids get the chance to remember that life is meant to be enjoyed.
- Summer Food Program w/Knoxville Food Youth Initiative
- Provide clothing and or other needs.
- Provide positive and encouraging social media content that will break into the cycle of negativity youth are confronted with online.
- Showcase artwork created by local youth and give them a platform to share their gifts and talents.
- Give youth opportunities to serve their community through services projects.
- Mentoring. Beginning training through Treehouse, an organization with 40 years experience mentoring teens in the Midwest.
- Give kids tools to foster good mental health.
- Provide resources for parents and the community to help them support youth.

**Building project programming** (in addition to current programming)-serves entire community:

- Open Creative Time: Arts, Music, and Culture
- Classes: Cooking, Music, Art, Adulting/Life Skills, Photography, Entrepreneur, Etc
- Recording studio/podcast area
- Job Fairs
- Needs Pantry
- Faith Development/Prayer Room
- Mental Health Resources
- Speakers
- Youth Events/Hang out days
- Community and Fundraiser Events
- Host Groups (Moms groups, Seniors, Dance, Family Nights, etc.)

*Our partnership with Knoxville Youth Food Initiative allowed us to serve over 23,150 summer meals to Pville Kids in the summer of 2023*



# PROJECT OVERVIEW

## PLEASANTVILLE GROCERY STORE BUILDING

Right on the town square sits Pleasantville Grocery. Once a bustling staple of the community, this building was used for many years as a place for community members to buy produce and groceries locally. Over the years, the store closed and the building sat empty. The once busy square became more quiet. The condition of the old building deteriorated to a point of needing to be demolished. But God continued to place it on the hearts of PvilleYI's board. PvilleYI purchased the building in 2021.

Sitting in the heart of Pleasantville, this location is absolutely ideal for our ministry. Students can walk to it easily and quickly from school. There are no busy highways to cross or difficult roads to navigate. As we strive to bring life to our community, this location provides us with both a convenient and centralized hub for our ministry. We envision a revival of our vibrant, lively town square where people can once again gather and grow.



## FACILITY FEATURES

- Makers Space
- Classrooms
- Commercial Kitchen
- Needs Pantry
- Laundry
- Shower
- Resources
- Counseling/Mentoring Room
- Creativity Gallery
- Bathrooms
- Lounge Space
- Open Event Space
- Outdoor Art
- Wall Murals
- Prayer Room
- Meeting Room (rentable)
- Rentable Space (lower)
- Tutoring Space



# OBJECTIVES & SUCCESS INDICATORS

## OBJECTIVES AND SUCCESS INDICATORS

Pleasantville has a population of 1,859 people and contrary to other small rural communities in Iowa has actually seen steady population growth over the last 20 years. 25% of our population is in the 5-19 age range with those numbers projected to rise. With this steady rise in population we have also watched our poverty rate double from 7% in 2000 to 16% in 2020. Our poverty population is 5% over the state poverty level. And 25% of those in poverty in our community are under the age of 6. Our objective is to provide opportunities for our growing youth population. Bring in resources and provide basic needs for those in poverty. Provide space for our growing community to connect.

**TABLE: GOALS AND SUCCESS INDICATORS**

KEY GOAL / OBJECTIVE	SUCCESS INDICATOR
Providing classes for MS/HS students	Increased growth in attendance & classes offered
Community Outreach Events	Increased numbers of events held and attendance
Volunteer Base	Increase in number of volunteers trained & retained
Provide basic needs for community members	Increase in number of community members served
Provide meals during the summer for kids 18 & under	Increase in number of meals provided through Summer Meal Program
Bring in outside resources for community members	Decrease in poverty population



We have hosted over 50 events for teens and the community since 2017

Community Event Hosted by PvilleYI: Halloween trick or treat on the square



# MARKET & INDUSTRY ANALYSIS

## MARKET AND INDUSTRY ANALYSIS

Pleasantville is a rural community. We believe rural youth need to be provided with opportunities for growth in their life skills, interests, and faith, just as much as their peers in larger communities. They also need a place to gather and connect. The addition of PvilleYI's building will allow us to meet these needs for the youth in Pleasantville.

We do not, however, see ourselves as a competitor with our local churches, school, or library. On the contrary, our goal is to be a supplemental ministry that helps teens connect with a local church, club, or activity. For this reason, we will not have events on Sunday nights or Wednesday nights, so we can encourage teens to check out a local youth group if they are interested one.

In addition to youth events, we will also host adult connection groups and all-community events at our location. We want to encourage community connections to combat isolation and loneliness, build relationships among community members, and help people discover partnership opportunities.

PvilleYI will connect our community with outside resources by helping them to locate services and having space in our location for community members to meet with professionals who can pray with them and counsel them .

We believe these services will improve the overall health of our community members.

**TABLE: TARGET MARKET SEGMENT**

GENDER	Male/Female
AGE	12-18 years old
EDUCATION LEVEL	6 <sup>th</sup> through 12 <sup>th</sup> Grade
INCOME LEVEL	ALL
INTERESTS	Art, Music, Cooking, Volunteering, Faith, Events, Connection

Over 500 May Baskets delivered to the elementary school each year for the last six years





# MARKETING PLAN

## MARKETING PLAN

We launched our fundraising campaign on April 30th, 2021 with an informational community meeting to let our community members know about our plans for the new space.

We utilize social media platforms to market upcoming events and fundraisers. In addition, we have created both printed materials and presentations to use when presenting our mission to area organizations. The materials direct people to our website, [pvilleyi.org](http://pvilleyi.org), for information about who we are and what we do.

Beginning stages of our marketing plan included meeting with and/or sending material to local and surrounding area churches and businesses for support and education on our organization. We have also been in contact with local area news platforms with information about our events and fundraisers.

We also launched two separate campaigns with a company called Media Cause on Facebook. These campaigns were funded by the Meta Non-Profit Growth Program Leader Network, which PvilleYI Co-Founder Jennie Koenig was selected to be a part of. Less than 200 organizations were selected to be involved in this group through Meta.



*Each year we have one post-football game party for 7th-12th graders with DJ, photo booth, and snacks.*



# OPERATIONS PLAN

## SHORT-TERM PLAN

We have formed four committees that handle oversight in each of the following areas:

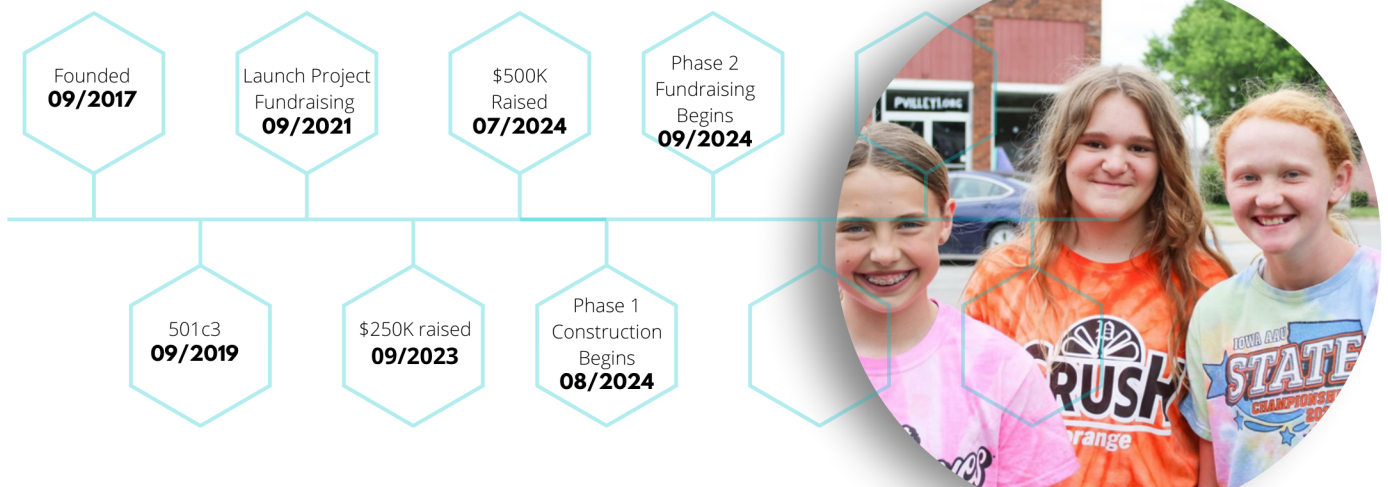
- **Youth Events & Coordination:** handles day to day functions of PvilleYI including scheduling and coordinating events, paying bills, social media, outreach, financial reporting, and volunteer coordination.
- **Fundraising Committee:** handles finding and writing grants. They look for networking and donor opportunities.
- **Large Event Planning Committee:** helps plan and organize large fundraisers and events.
- **Construction Committee:** is responsible for the oversight and communication of our building project.
- **Advocacy Committee:** this group works on developing and implementing programs for mentoring, support groups, and tutoring.

## LONG-TERM PLAN

Once the building project is finished we will have Co-Founders Jennie and Emily working to oversee all functions of the non-profit. Jennie will focus on media & marketing, curriculum creation & approval, as well as event & outreach coordination and volunteer coordination.

Emily will focus on financial oversight, task management/scheduling, operations, and other logistics.

We will rely on our staff and volunteers for student events, fundraising efforts, and classes. A healthy volunteer program will be one of the first things we will establish once our doors are open.



# FINANCIAL PLAN

## SUSTAINABILITY

Although our community has a very active volunteer base, finding a large amount of consistent high dollar donors may prove to be challenging in our small town. We have many clubs and organizations and we are all seeking donations from the same rural pool, and we can't therefore rely on donations alone.

Therefore we have implemented a self-sustaining section into our financial plan to help make sure our operating expenses are being met month to month.

The lower level of our building will feature around 3,000 square feet of open rentable space. We envision this space to be utilized by dance, fitness, and other group class instructors. The area will be a flex-space where multiple renters can schedule classes.

We will also have a rentable meeting room. This room can be reserved by community members for professional meetings or small group meetings.

Our main level plan includes a commercial kitchen that we can rent out to local merchants for food prep and storage.

We have purposefully added space to our location that will not only provide sustainability for our ministry but contribute to the overall health and economy of our community.

Our main goal is to have our operating expenses covered so when community members donate to our ministry they know their dollars will be invested directly back into the community.

*We love our volunteers! These ladies from St. Paul's United Methodist Church volunteered all summer to help us distribute meals!*



# FINANCIAL PLAN

## ASSUMPTIONS

Our new building will be a total of 10,000 square feet. We have had the site surveyed and our architect has given us the following as an estimate for our total build out cost.

- The main level where our ministry will take place has a build out cost of \$175/sq foot totaling \$875,000
- Our lower basement level has a build out cost of \$100/sq foot totaling \$500,000.

Estimated build out cost is \$1,375,000 and when we add the cost of demolition we get an overall project cost of \$1,500,000.

## BUILDING CONSTRUCTION WILL HAPPEN IN THREE PHASES.

# 3 PHASES OF CONSTRUCTION

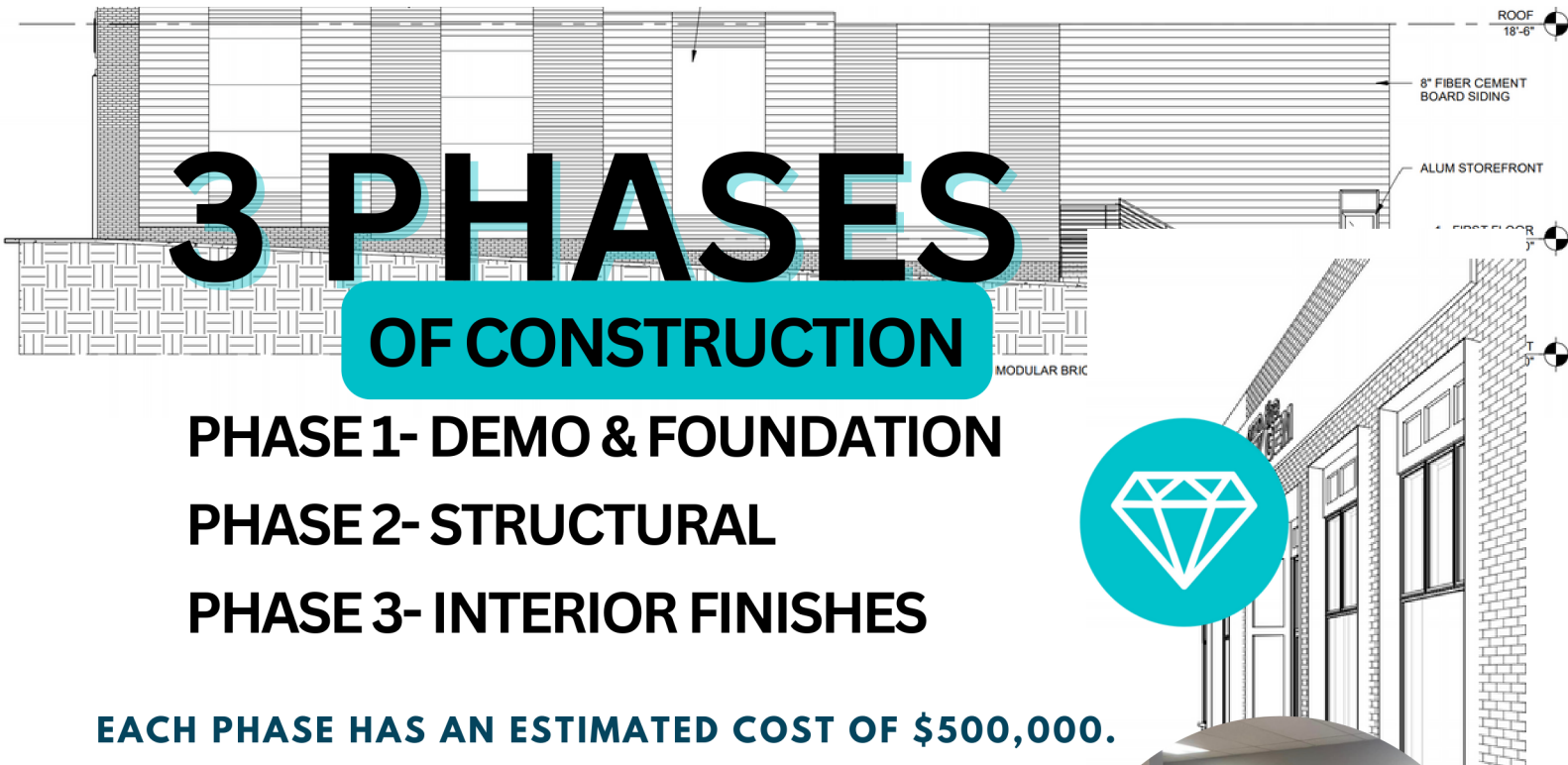
PHASE 1- DEMO & FOUNDATION

PHASE 2- STRUCTURAL

PHASE 3- INTERIOR FINISHES

EACH PHASE HAS AN ESTIMATED COST OF \$500,000.

*Our office space in town will serve as a headquarters while we complete our phases PLUS, a generous donor paid our rent for an entire year!*



# FINANCIAL PLAN

## FUNDRAISING

So far we have raised a little over \$250,000 toward our building project, and are pre-approved for a \$100,000 line of credit through our local bank. We have also secured in-kind donations for the value of our roof estimated around \$50,000 and volunteered architecture services valued at \$8,000. That makes our total funds raised towards phase 1 of \$408,000. We are currently looking to move forward with Phase 1 of our project in 2024. We have split our project into 3 phases of construction. This will allow us to get started sooner and give our community an opportunity to rally around our project. We have been approached by construction companies wanting help by donating time and material. Getting the first phase of our building up will allow those individuals the opportunity to provide resources for our project and allow us to continue our fundraising efforts.

**TABLE: PLEDGES GRANTED**

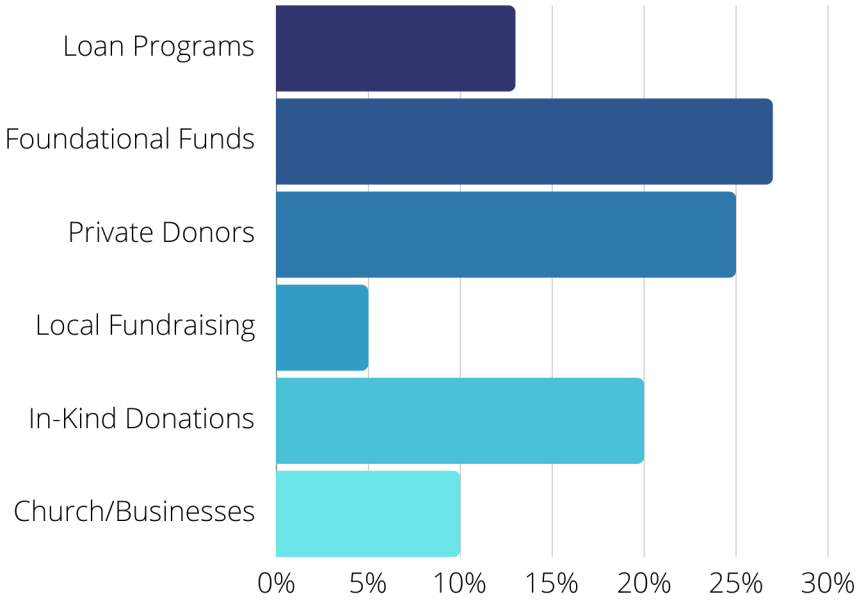
ORGANIZATION NAME	SPONSORSHIP / PLEDGE AMOUNT
100+Men on a Mission Red Rock	\$10,425
City of Pleasantville	\$6,000
Alan Sprinkle Foundation	\$10,000
Celebrate Church	\$10,000
Private Family Foundation	\$50,000
Private Church Donation	\$100,000
Pella Rolscreen Corp	\$15,000
Private Business In-Kind Donation of Roof	\$50,000
Architecture Services Donation	\$8,000
<b>TOTAL AMOUNT</b>	<b>\$259,425</b>



*Volunteers were excited to offer free hair and makeup for Pleasantville's prom! We also served a lovely brunch for all the girls!*

# FINANCIAL PLAN

TABLE: SOURCES OF FUNDING



We have raised over \$20,000 on social media



# FINANCIAL PLAN

## PROJECTED CASH FLOW

TABLE: PROJECTED CASH FLOW STATEMENT

CATEGORY / TYPE	Monthly	Annually
Rentable Space		
Lower Level Flex Space	\$2,500	\$30,000
Rentable Conference/Meeting Room	\$100	\$1,200
Main Level Kitchen & Event Space	\$200	\$2,400
<b>TOTAL CASH FLOW FROM RENTABLE SPACE</b>	<b>\$2,800</b>	<b>\$33,600</b>
Fundraising		
Fundraisers	\$1,000	\$12,000
Donations	\$1,500	\$18,000
Grants	\$1,450	\$17,400
<b>TOTAL CASH FLOW FROM FUNDRAISING</b>	<b>\$3,950</b>	<b>\$47,400</b>
<b>TOTALS</b>	<b>\$6,750</b>	<b>\$81,000</b>
<b>NET CASH FLOW</b>	<b>\$70</b>	<b>\$840</b>



# FINANCIAL PLAN

## PROJECTED EXPENSES

TABLE: PROJECTED EXPENSES

EXPENSE	MONTHLY	Annually
Building & Events		
Utilities	\$1,500	\$18,000
Building Insurance	\$835	\$10,020
Cleaning/Trash Services	\$340	\$4,080
Office Supplies	\$50	\$600
Payroll	\$2,000	\$24,000
Building Maintenance	\$100	\$1,200
Event Expenses	\$850	\$10,200
Technology Services		
Wi-Fi	\$300	\$3,600
Security System	\$150	\$1,800
Monthly Subscriptions (website, event tracking system, podcast fees, copy lease)	\$205	\$2,460
Accounting Fees	\$350	\$4,200
<b>Total Expenses</b>	<b>\$6,680</b>	<b>\$80,160</b>



# FINANCIAL PLAN

## BALANCE SHEET

TABLE: BALANCE SHEET

CATEGORY / TYPE	2021	2022	2023	2024
ASSETS				
Cash	\$77,297	\$94,961	\$220,523	\$370,000
Property	\$27,177	\$27,177	\$30,000	\$30,000
<b>TOTAL ASSETS</b>	<b>\$104,474</b>	<b>\$122,118</b>	<b>\$250,523</b>	<b>\$400,000</b>
LIABILITIES				
Accounts Payable	\$42,139	\$22,793	\$34,833	\$316,380
<b>TOTAL LIABILITIES</b>	<b>\$15,951</b>	<b>\$22,793</b>	<b>\$34,833</b>	<b>\$316,380</b>
EQUITY				
Unrestricted Net Assets	\$3,822	\$27,177	\$30,000	\$30,000
Temporary Restricted Net Assets	\$58,513	\$72,148	\$185,690	\$53,620
Retained Earnings				
<b>TOTAL EQUITY</b>	<b>\$62,335</b>	<b>\$99,325</b>	<b>\$215,690</b>	<b>\$83,620</b>
<b>TOTAL ASSETS</b>	<b>\$104,474</b>	<b>\$122,118</b>	<b>\$250,523</b>	<b>\$400,000</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$104,474</b>	<b>\$122,118</b>	<b>\$250,523</b>	<b>\$400,000</b>

# WRAP UP

## WE ARE READY.

1.5 million dollars is a lot of money to raise for a ministry in a tiny town in the middle of Iowa, right? What possible impact could it really make?

Let's look at it this way:

Small towns might be easy to overlook. Especially ones with populations less than 2,000 people. But the coolest thing? God doesn't overlook small towns. In fact, Jesus Himself was a small town boy. He grew up in a little town called Nazareth; a place nobody thought much about at all. A place nobody really noticed.

But God noticed. He sees the people here, too. He loves them.

We can see God moving in the hearts of young people in our community. We see Him meeting them in their loneliness, in their joys, in their heartbreaks, and in their celebrations. They need to know the Good News: that they are incredibly loved by the God who made them. And more: They need to know how to show that love to the world.

We take Jesus seriously when He said "love one another as I have loved you." Jesus didn't overlook the small places. He often focused His ministry in tiny communities scattered across the region in which He lived.

Today, He lives in us. And this is where we live: Pleasantville, Iowa. And so we will love this place and all the people in it as He did.

We want to do that to the best of our ability, and we believe this building project will enable us to love and serve Pleasantville as He calls us to.

A small town boy named Jesus changed the entire course of history and reconciled humanity to God, living the most beautiful, sacrificial life ever lived.

But he started out as Mary and Joseph's boy, doing chores and eating meals. Playing games and learning. Living in a small, insignificant, nobody-knows-where little town.

So shouldn't we conclude, then, that the people in this tiny, who-has-even-heard-of-it community can change the world, too? We say YES and AMEN.





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