2021 TARGETS

REACH

Grow an increasingly racially diverse and inclusive community including a new focus on building Hispanic engagement.

# OF PARTICIPANTS

- SUMMITS: 1.3+ MILLION, 45 COUNTRIES
- PODCAST: 50K DOWNLOADS
- STUDENTS: TENS OF THOUSANDS
- TEACHERS: 2,500
- ANNUAL DONORS: 1,000+
- CORPORATE: 500
- VETERANS: 400
- CAREGIVERS: 350
- DONOR EVENTS: 250

SOCIAL MEDIA

- FACEBOOK: 30K
- INSTAGRAM: 10K
- TIK-TOK: 1,000+, LAUNCH IN '21
- EMAIL: 30K

PRODUCTIONS

- PROFESSIONAL SHORTS: 3-4
- NB PRODUCED VIDEOS: 6-8
- MEDIA CONTENT PARTNERS: MINIMUM 1
- TOTAL VIEWS: 1 MILLION +

IN THE NEWS

- MEDIA IMPRESSIONS: 100+ MILLION
- NATIONAL STORIES: 2 OR MORE
- REGIONAL STORIES: 10

IMPACT

As our reach grows exponentially, our focus is on how to meaningfully engage with our communities - especially those that do not attend in-person events. Key goals include:

- Improve meaningful engagement in our virtual membership communities
- Measure and report on impact of our in-school curricula initiatives
- Become bilingual organization serving Spanish-speaking communities, focusing first on our Summit and educational curricula
- Continue to provide life transforming in-person experiences for a limited number of veterans, caregivers and Summit attendees

REVENUE

- $2.7 MILLION
  - Sponsors: 68.2%
  - Individuals: 21.9%
  - Fees: 9.9%

- Maintain $850K operating reserve
- Test fee-for-service revenue models with goal of identifying reliable sources by 2022
- Grow individual donors by 18%
- Maintain '20 corporate sponsor levels
- Hold capital reserve fund and pause campus construction until 2022
We have always taught that part of being human is learning to struggle through adversity. In 2021, more than ever, the world needs to believe that What's Within Us Is Stronger Than What's In Our Way. Due to the ongoing COVID-19 crisis, we are learning how to reach exponentially more people in schools, the workplace, and at home virtually. This expansion of focus in the virtual space helps position and align us to achieve the kind of scale to reach our BHAG (Big Hairy Audacious Goal) of becoming a global leader by 2030. While scale will be an important objective in 2021, we're also committed to making relationships and community the human thread that transcends all that we do. Even when in-person programming fully rebounds later next year, we believe that our work this year to meaningfully engage with people in their home communities will strengthen No Barriers for the long-term. In 2021, we expect to get better and better at engaging people in discussions, supporting individual and team growth and development, and injecting fun and inspiration into our virtual and in-person experiences. Here are a few of our target priorities:

- **Engaging with Educators:** Thousands of teachers have joined our virtual educator community since we launched last fall. It’s a place for teachers to find resources to teach their students about hope, optimism and resilience. As this community grows daily, we are focused on engagement, learning from our members, and measuring impact.

- **A Truly Global Summit:** During the first week of October, we’ll host a weeklong virtual celebration of resilience that will have 1.3+ million viewers from 45 countries, 80+ cities, and representation from every state in the USA.

- **Bilingual & Diverse:** We've committed to increasing racial diversity and inclusion across our programs. From translating many of our materials into Spanish, to targeting new racially diverse communities to participate in our Summit and in-school programs, we hope that our 2021 participant profile will be more diverse than ever before.

- **Storytelling:** We'll be releasing several inspirational and educational short-form films and animated shorts that will serve to inspire, educate and invite exponentially more people into our community.

- **In-Person Experiences:** We are eager to also offer in-person programming when it is safe to do so. We are planning life-changing retreats and expeditions for veterans and caregivers for the second half of the year. Hopefully, 2022 will bring a full season of in-person experiences for all the populations that we serve. Plus we're committed to finishing our campus-rebuild project, complete with an accessible one-step-away-from-wilderness experience for a grand opening in the Summer of 2022.

We will rely more than ever on partners, volunteers and board members to support our mission. If our vision excites you, please reach out and let us know how you'd like to be involved!

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**A Note from Our Executive Director and Co-Founder David Shurna**

We will be a global community united by a belief in our ability to break through barriers, unleash individual and collective potential and have a positive impact on the world.

We will be a top leader in providing cutting edge, high-quality and proven transformational programming. The barometer of our success will be our ability to change individuals’ lives. Relationships and community will be the human thread that transcends all that we do. Our scalable model and approach will be sought internationally. We will have an effective, financially sustainable model allowing for advance planning, creative innovation, and excellence. And, we will become a role model for a successful modern workplace that prioritizes diversity and inclusion and unleashes each team member’s potential.

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**OUR 2030 VISION**

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