

I. MISSION STATEMENT

What we do and for whom

The Siddhartha School Partnership's mission is to give the children of Ladakh, India, access to a rich, thoroughly modern education that is in harmony with their Himalayan heritage and their cultural traditions.

II. VISION OF SUCCESS

Our picture of the impact we seek on the people and communities we serve

The sole purpose of the Siddhartha School Partnership is to support the school's mission and vision to become self-sustainable and accessible for all Ladakhi children, regardless of their economic means.

III. SIDDHARTHA SCHOOL PARTNERSHIP IN THREE YEARS

An internal, guiding description of where we will be in three years

Over the next three fiscal years (FYs 2020-2022), Siddhartha School Partnership will achieve fiscal sustainability through a combination of fee-based programs, donor, philanthropic foundation and community support, and appropriate mission-supporting revenue generating opportunities. It will intentionally develop into an organization that is strategic and relies less on being opportunistic (responding to opportunities rather than seeking them out based upon best practice and known needs).

The organization will be guided by a Board of Directors with the skills and passion needed to oversee fulfillment of the mission, steward the assets that help to make the School viable, and build the resources required for long-term sustainability. All board members will be active in cultivating the financial support and goodwill of the region's communities of supporters, emphasizing the organization's upcoming 25th anniversary.

Siddhartha School Partnership will be staffed by skilled and knowledgeable professionals who lead and model the values of respect, kindness, effectiveness and collaboration. Staff development will be integral to program planning, not an afterthought. Strong policies and practices will be put into place and actively applied at every turn.

IV. 2020-2022 Goals & Strategies (updated 1/22/21)

Goal 1: Ensure that the necessary talent and commitment exists at the board and staff levels, presently and into the future.

- A. *Re-brand the organization by changing its name to one that more fully aligns with its purpose and contributions. (Completed August 2020)*
- B. Clearly define board, staff and advisor roles, outlining responsibilities, functions, and span of control/authority.
- C. Formalize board leadership roles.
- D. Develop protocols for board recruitment, including needed skill sets, affiliations and experiences.
- E. Clarify decision making processes.
- F. Formulate a succession plan for board and staff leadership roles.
- G. Document all the above on an easy-to-access platform.

Goal 2: Enhance organizational effectiveness by creating the necessary policies, protocols and practices indicative of a mature, high-functioning entity.

- A. Establish a clearly outlined budget creation process, including steps necessary for spending and other approvals and tracking of transactions.
 - a. Create a visual depiction of the process for easy of understanding by all.
- B. Establish a protocol for vetting ideas that require funding to be implemented.
- C. Outline the digital strategic communications flow and related processes.

Goal 3: Ensure long-term sustainability of the Siddhartha School Partnership and the School, increasing self-reliance by the School whenever realistic.

- A. Develop a process for formulating an annual storytelling process, with roles and filing deadlines. Include “evergreen” pieces essential to a consistent understanding of the School’s approach and accomplishments.
- B. Develop a process for routinized submission of potential donor names by board members and advisors to staff. This includes alums and those working with School officials to secure names and known addresses. Include methods for soliciting new donors and clear assignment process for outreach by board, staff and advisors.
- C. Host Rinpoche in 2021 with the express intent of promoting the School.
- D. Secure board buy-in and ownership of telling the School’s story in a consistent, agreed-upon manner.
- E. Secure the services of a consultant to develop a grants research and application process and conduct initial submissions creation.
- F. Conduct an endowment feasibility study.
 - a. Reach out to Jeff Curry at Donor Stance (Sydney has had a few conversation with him; Carol Martin appreciated his response to email conversations.)

Silver Jubilee - Brand Strategy

What should our motto be?

Educating tomorrow's compassionate leaders.

Going Forward WE Focus on "Aggregation of Marginal Gains" -

Searching for a tiny margin of improvement in everything that we do.

Break down everything that we can think of when it comes to outreach, elevating our story and raising funds for SSP and improve it by one percent, get a significant increase when all of these actions are coalesced together.

Theory attributed to Dave Brailsford, f. performance director British Cycling

WE ARE NOT A NON-PROFIT; WE ARE A START-UP!

Let's stop thinking like the rest of the pack and infuse SSP with entrepreneurialism!

In the next 25 years, we will:

- 1. Have vision - envision a bigger piece of the funding pie for SSP.*
- 2. Ambition - it is the desire to do what it takes to create impact, the responsibility to be strategic and to stretch every dollar/minute with as many shortcuts as possible.*
- 3. Courage - we must be bold and take risks to get on the world's radar.*
- 4. Have an entrepreneurial spirit - we must be flexible, persistent and imaginative.*
- 5. Resilient to our Core. We will love failure, own it and learn from it.*
- 6. Communications. We need to be good listeners as well as communicators.*
- 7. Leverage. Who will be on our squad to get things done. We must expand our circle of influencers.*
- 8. Collaborate. Who can we partner with to achieve our goals.*

Media Outreach Plan and Influencers Who Should Know SSP *(requires further develop.)*

Story Lines:

1. SEL model
2. How a school in the Himalayas is altering the course of compassion in the world through education
3. The legacy of a Siddhartha School education - alumni stories
4. How a simple monk changed the life trajectory of 2,444 children
(we would find the number of graduates since inception)

Board, ED and Advisory Council:

1. Write our elevator pitch; each spokesperson have the ability to state it to whomever they meet in their role.
2. Be ready to share this pitch with your peer circle.
3. Be ready to state this pitch to key influencers.

Print (published/online)

1. New York Times Magazine
2. Mindful
3. *Tricycle - Completed with publication of Dana Sawyer article*
4. Lion's Roar
5. Regional Dailies with large numbers of practicing Buddhists

TV/Video

1. CBS Sunday Morning
2. TedX Talk by Rinpoche and Sophie on SEL

Radio

1. Fresh Air (NPR) - Rinpoche, Thupten Jinpa and Sophie on SEL
2. DJ Buddha (Urales Vargas)

Social Connect/Speaking Forums

1. Young Global Leaders (The Forum of)
2. LinkedIn Groups - Posting/Reposting Articles
 - a. Teacher Training and Education
 - b. Education in Developing Countries
 - c. Social & Emotional Wellness Initiative (out of Los Angeles)

Events

1. Silver Jubilee - Ladakh Summer 2021
2. New York, SF/Bay Area, Seattle, Colorado, Maine

Influencers - who is on our list to reach a younger population of donors

Strategy for New Fund Development Platforms - What is the Donor Value Proposition and Beneficiary Value Proposition?

Teacher Fundraising Platform - Completed November 2020 with establishment of the Fund for Teachers

1. Possible Campaign Names:

1. Teachers' Benevolence Society - be a member of the nonprofit's funding source for teacher's salaries
2. Teachers' Clubhouse - be a member of...
3. Fund to TEACH
4. Educate Ladakh
5. Teach for Siddhartha Fund

2. Existing Models:

1. Teach for All
 - a. Teach for India (Shaheen Mistri, CEO)
2. The Akanksha Foundation (Shaheen Mistri, CEO)
3. Educate Girls (Safeena Husain, Founder)

3. Complimentary orgs to list to tap into their connections and make them aware of our collective impact:

1. See above organizations.

Class Fundraising Platform

1. Possible Campaign Names:

1. Class of 2026 Campaign for Excellence
2. Class of 2026 - Compassionate Deer Fund (pick one of the hero animals to affiliate with each Class)
3. 2026 (just the graduating class # - we could create a tagline for each)

2. Existing Models:

1. Education Venture Capitalists (education philanthropists):
 - a. Grantmakers for Education
 - i. Ford Foundation
 - ii. ADD to this list

3. Complimentary organizations to establish relationships and tap into their knowledge base:

1. Meet with endowment officers and/or board chairs from U.S. private schools K-12
 - a. Yarmouth Academy
 - b. Sidwell Friends School
 - c. Burgundy Farm Country Day School

Khensur Rinpoche Legacy Fund

Goal - \$8 Million, Invested in two funds - one U.S. and one India

The launch of this fund requires carrying out a donor feasibility study. Sydney has researched entities with Donor Stance to be the most aligned for an organization of our size. This study provides data obtained from online and phone interviews with current donor base. Questions answered - Do we have donors with desire and capacity to give? Do we have to grow our donor pool to be successful? Other factors needed to carry out a five-year campaign with quiet phase raising 50% of goal prior announcement.

Online Auction Platform (to be determined and outlined by Board)

Teaching Platform (to be determined and outlined by Board)