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5-Year Business Strategy for Reentry Ready

Reentry Ready C/O FNC Philly
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Year 1: Foundation & Pilot Programs

Objectives:

- Build organizational infrastructure and pilot core programs including the art program, job-building initiative, commutation support, and mentorship for individuals returning home.

Key Actions:

- **Art Program Launch:** Start with a small group of incarcerated artists. Set up online and local exhibitions where a portion of the proceeds support victims and community services.
- **Job-Building Initiative:** Begin by connecting with local businesses willing to employ individuals post-release. Focus on building relationships with fair-chance employers.
- **Commutation Support Program:**
 - Assist 5 life-sentenced individuals with commutation applications
 - Provide guidance and answer questions for an additional 60 applicants in the first year.
- **Mentorship for Returning Individuals:** Provide guidance and support for individuals returning to society.
- **Fundraising Outreach:** Launch a targeted fundraising campaign, build a network of volunteers, and hold local events to raise awareness and increase community involvement.
- **Operational Development:** Develop systems to track metrics, such as recidivism reduction, community impact, program engagement, and success rates for commutation applications.

Key Metrics:

- Successful launch of the art program and job-building initiative with 10 participants each.
- Assist 5 commutation applicants and answer questions for 60
- Raise \$100,000 in donations and grants

Year 2: Growth & Program Expansion

Objectives:

- Expand the commutation program alongside the art and job-building initiatives. Continue building organizational reach and sustainable funding.

Key Actions:

- **Community Program Expansion:**
 - Increase the number of applicants assisted to 10, and provide resources and support for an additional 100 applicants.

- **Art & Job-Building Program Expansion:**
 - Increase the number of incarcerated artists and job participants. Begin integrating the job-building initiative into more industries.
- **Mentorship Program Growth:** Expand the mentorship program to incorporate community mentors to match more returning individuals with mentors to help ease their reintegration into society.
- **Partnership Development:** Continue forming partnerships with local government victim services and legal advocates for both commutation support and reentry services.

Key Metrics:

- Increase artist and job-building participants to 25 each
- Assist 10 commutation applicants and answer questions for 100
- Raise \$150,000 in funding

Year 3: Advocacy, Policy Influence & Relationship Building

Objectives:

- Advocate for policy changes strengthen ties with the clemency board (Board of Pardons). And establish Reentry Ready as a leader in quality applicant selection.

Key Actions:

- **Policy Advocacy:** Focus on clemency reform and fair-chance employment. Engage in coalitions with other nonprofits to influence policy at state level.
- **Commutation Program Evolution:**
 - Assist 20 applicants and answer questions for 150. Establish a reputation for presenting quality candidates who are prepared for reentry
 - Begin building relationships with the BOP and legal advocates to establish credibility and demonstrate quality of Reentry Ready applicants.
- **Program Development:** Introduce a peer mentorship component for those in the commutation program, pairing individuals who've successfully navigated the process with current applicants. This program will run in conjunction with the already existing mentorship program.
- **Operational Refinement:** Consider hiring part-time staff to manage the growing demand for services. Continue refining success metrics for all programs

Key Metrics:

- Assist 20 commutation applicants, answer questions for 150, and see several successful commutations
- Increase artist participation to 50 and job-building component to 30
- Raise \$200,000 in funding

Year 4: Scaling & Diversification

Objectives:

- Expand the commutation support program and reentry services to cover more individuals such as those with virtual life sentences while continuing policy advocacy at higher levels.

Key Actions:

- **Demographic Expansion:** Begin expanding commutation and reentry services to assist more non-life sentenced individuals
- **Commutation Program Scaling:**
 - Assist 30 applicants and answer questions for 200. Establish a track record of successful commutations, further boosting credibility
 - Attempt to partner with the BOP and DOC to develop an online portal to guide applicants through the commutation process
- **Program Diversification:** Introduce new services such as mental health support and skill-building workshops tailored to specific industries, to complement the existing reentry and commutation initiatives.

Key Metrics:

- Assist 30 commutation applicants, answer questions for 200, and establish a strong record of successful outcomes.
- Increase funding to \$300,000

Year 5: State Recognition & Advocacy Leadership

Objectives:

- Establish Reentry Ready as a state leader in commutation advocacy, reentry services, and policy influence.

Key Actions:

- **Commutation Program Leadership:** Assist 50 applicants and provide support for 300. Become recognized as a leader in preparing high-quality commutation applicants, with an increasing number of individuals successfully returning home.
- **State Advocacy:** Continue amplifying advocacy efforts for clemency and criminal justice reform, influencing key policy discussions at the state level.
- **Program Visibility:** Host conferences, bring together commutation advocates, policy experts, and formerly incarcerated individuals to showcase the success of Reentry Ready's programs.

Key Metrics:

- Assist 50 commutation applicants, answer questions for 300, with increasing success rates
- Raise \$500,000+ in funding and secure long-term financial stability