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Dog-Town Eats: A Not-For-Profit Business Plan

by

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An Honors Thesis in partial fulfillment of the requirements for the degree Bachelor of Science in Business Administration in Accounting.

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Executive Summary

Organization Description: Dog-Town Eats is a not-for-profit organization set up in North Little Rock, Arkansas, for the purpose of providing nutritious meals to underprivileged children on the weekends. The organization will also strive to provide meals when children are not in school over the summer months.

Specific Concept: Dog-Town Eats would like to purchase a food truck as well as supplies to offer meals. The organization will progressively expand to the areas surrounding North Little Rock and then eventually the entire state of Arkansas.

Market Description: Children who do not have the means of finding and or providing themselves with meals on the weekends and during the summer months when meals are not necessarily provided for them. See Market Analysis for further information.

Value Proposition: Dog-Town Eats offers meals for children who have no means of obtaining meals during the weekends and during the summer when school is out. When children are not in school, not all kids have the opportunity or the means of finding a meal provided by the school. These children are at risk of starvation and are unable to provide themselves with food even with government assistance. This organization will provide meals to children for those who are unable to provide for themselves.

Key Success Factors: Acquisition of the necessary resources, acquisition of volunteers, acquisition and retention of organizational solid alliance partners, acquisition and retention of generous private donors/combatting donor fatigue, strong brand image, community participation, and proper legal precautions.

Financial Needs: Dog-town Eats will need \$8,600-12,600

Mission

Mission Statement: Dog-Town Eats is dedicated to providing nutritional meals to children during the weekends and the summer months when the schools do not offer meals.

Vision Statement: To decrease child hunger in the state of Arkansas.

Background: The idea for Dog-town Eats came in response to children not being provided meals during the shutdown caused by the 2020 pandemic. It struck me that many children did not know where their next meals were coming from, and since the schools were shut down, they were no longer receiving breakfast and lunch. With the school shutdown over, children are still in need of meals when the schools are not providing them.

Market Analysis

Target Clients Characteristics: According to Feeding America in Arkansas, 149,670 children face hunger. This is equivalent to one in five children in the state of Arkansas. Arkansas currently ranks number four in child food insecurity according to the Feeding America Map the Meal Map for 2020. Dog-Town Eats plans to address the issue of child hunger in communities where food is not provided.

Products and Services

Dog-town Eats will provide nutritious meals to children in their neighborhood to make finding and getting a meal as easy as possible. The organization will keep a spreadsheet of its participants; this data will include their names, a picture, dietary restrictions, and dates they have visited the food truck. The information on when they have come to receive food will be used to provide incentives to the children; after every ten visits to Dog-Town Eats, the child will receive a treat. This incentive will be used to bring kids

back to get food. The food truck will come into the kid's neighborhoods on the weekends for lunch and six days (Monday- Saturday) a week during the summer for lunch.

Marketing

With an organization touting a task so essential to its community, retaining an outstanding public image, and effectively seeking out those in search of food are crucial to fulfilling the organization's cause.

Marketing Concept: Dog-town Eats marketing concept will be centered around the children who are suffering from a lack of food as well as what the organization is doing to help. The organization will try to present the problem so that potential donors will get more involved. Dog-Town Eats goal will be to explain the problem while letting those receiving help maintain their dignity. The overall message is that this project will help people and leave potential donors and clients with a good feeling so as to show they are participating in a worthy cause.

Marketing Strategy: The organization will utilize its website, social media, internet ads, attendance at community events, hosting fundraising events, in-person donor canvassing, interviews, press releases, and story placement to promote its efforts. In order to keep the organization's efforts up to date, it will continually monitor and adjust its marketing strategy.

Potential Challenges

Dog-Town Eats will face several challenges in trying to provide food to hungry children. One is the inability to collect and maintain the necessary donations, as well as donor fatigue. The second pertains to legal matters, including permit and license issues. The last is social stigmatism. No child wants to be hungry, nor do they want the attention it can bring.

Operation and Structure

Key Personnel: The philanthropic partnership will be represented by its leading group of Trustees according to its standing rules. There will be an Executive Director (ED) who will go about as the association's Chief Executive Officer and have the full authority of the Trustees vested in them between gatherings, a Vice Executive Director (VED) to help the ED and run the association in their absence, a Secretary to deal with all essential administrative work for the association, and a Treasurer to direct and investigate the association's assets. Moreover, there will be a Fundraising Director to assist with acquiring donations for the association. There might be extra chiefs/officials named or contracted on a division by office or specialty premise depending on the situation (partner leader chief, website admin, property supervisor, showcasing chief, legitimate advice, client relations administrator, etc.)

Organizational Structure: The leading group of Trustees will regulate the election and appointment of the ED and other officers. The ED will deal with all activities and staff of the association and representative obligations, powers, and obligations to different officials, workers, and volunteers at the point when vital. Furthermore, there will be an Advisory Council present inside the association whose reason will be to give exhortation and ideas from ability in its committeepersons' given fields for use by the association and its administration.

Human Resources Plan: Initially, all representatives of the organization will be unpaid volunteers. If excess funding through donations allows for representatives to receive pay, this will be altered.

Client Service/Support Strategy and Plan: All individuals seeking food will be required to give their name, a photo, dietary restrictions, and their parent's consent (only for the first visit). Their name and image will be used for identification to keep track of individuals and to match their dietary restrictions with the individual. Clients will be able to receive help with concerns through the organization's staff. The administration of the association will work out, through sound judgment, the best strategy in case of any contention that might emerge in serving its clients.

Required Items: The only item required for Dog-Town Eats is a food truck. The organization will utilize this in the distribution of meals. Additionally, outside offices may be necessary for proper organizational governance in the future.

Creating the Financials of the Not-for-Profit

Capital Requirements:

\$4,000-8,000 for a food truck

Sources of Capital: Dog-town Eats will obtain its funds from donors. These donations will be gathered through the website, fundraising events, social media, and other such methods. Any funds not made through these means will be loaned via a bank.

Startup Cost*:

\$4,000-8,000 for a food truck

\$2000 for food, plates, and utensils

\$500 for permits and licenses

\$1000 for pots, pans, etc.

\$100 for a fire extinguisher

\$1000 for miscellaneous expenses

TOTAL \$8,600-12,600

Management of Funds: The treasurer of Dog-Town Eats will manage and monitor all donations and funds. All expenses must be approved by the Executive Director. In the ED's absence, the Vice Executive Director will approve costs.

Evaluation and Assessment

Key Performance Indicators

A decrease in the number of children who suffer from food insecurity

Client satisfaction (obtained through surveys)

Marketing reach

Percentage of funds raised that directly benefit clients

Fundraising ROI

Donor retention rate

Monitoring and Evaluating Strategy: Periodically, the Trustees, Officers, or the Advisory Council will review the activities of the association and framework prescribed changes to work on the quality of service that Dog-Town Eats gives. The Key Performance Indicators above will be utilized as measurements for these surveys. There will be an internal review completed at least once every six months.

*This data is from a Food Truck Startup suggestion

References

The complete breakdown of Food Truck Operation Costs (2022 update). Food Truck Empire. (2022, February 26). Retrieved March 15, 2022, from <https://foodtruckempire.com/how-to/costs/>

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