

Collaborate
Strengthen
Mobilize
Prevail



Mission Investment Prospectus
January 2026

Equipping nonprofits and wellness organizations to strengthen impact, build capacity, and achieve lasting change across Arkansas.

rallypointnc.org



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About This Prospectus

This Mission Investment Prospectus outlines Rally Point Nonprofit Council's strategic model, program priorities, governance framework, and two-year investment plan. It is designed for donors, foundations, and sponsors seeking high-impact, scalable solutions that strengthen the nonprofit ecosystem through shared infrastructure, leadership development, and coordinated service delivery. All financial projections, outcome targets, and governance controls reflect disciplined nonprofit best practices and are intended to support informed philanthropic partnership.

Executive Message From The Founder

Arkansas is home to committed nonprofit leaders who do incredible work every day. What has been missing is **shared infrastructure**, the systems, leadership, and operational support that allow organizations to scale, collaborate, and achieve lasting impact.

Rally Point Nonprofit Council was founded to **solve this systemic challenge**. We are an S-50 backbone organization that strengthens, equips, and connects mission-driven nonprofits and wellness professionals across the state. Every dollar, every volunteer, and every leader is amplified to reach **dozens of organizations and thousands of Arkansans**.

Through RPNC, nonprofits no longer operate in isolation. They gain **shared systems, professional support, and coordinated strategy**, making their work **more scalable, measurable, and sustainable**. This model creates a **force multiplier effect**. **Every dollar invested** strengthens multiple organizations, expands service capacity across communities, and protects donor resources through disciplined governance and accountability.

Defining The Challenge And Our Solution

When I started the Central Arkansas chapter of Sheep Dog Impact Assistance (SDIA) in Little Rock, I faced the common challenges of many nonprofit leaders: **high mission ambition but limited support systems**. Over time, I learned that even the most resolute leaders can burn out if they try to do it all alone. Later, as the National Director of Continued Service & Disaster Response, I found nonprofit units across the country had the same challenges:

- How do we accomplish meaningful work efficiently and effectively?
- How do we reach clients, donors, and partners?
- How do we ensure resources match the need?

From these challenges, four truths became clear:

- **You can't do everything by yourself.**
- **You must know your business.**
- **People want a real-world mission to get their hands dirty.**
- **You have to take care of yourself.**

This is why we structured these needs around the four integrated mission vectors:

- **Collaborate:** Facilitate partnerships, shared learning, and statewide networking to improve effectiveness and reduce duplication.
- **Strengthen:** Build organizational capacity, operational efficiency, and ethical practices to ensure lasting impact.
- **Mobilize:** Lead volunteer service projects, community initiatives, and disaster response to deliver measurable, real-world outcomes.
- **Prevail:** Support leaders and member organizations with wellness programs, post-traumatic growth initiatives, and resilience-building activities through the Rally Point Wellness Network, focused on Active-Duty Military, Veterans, and First Responders.

Each vector is **focused on the different aspects of nonprofit service** ensuring the nonprofit leaders (our end users) have resources that are directed where they produce the greatest long-term impact.

Why Donors Choose RPNC:

- Each dollar strengthens dozens of nonprofits simultaneously.
- Our S-50 backbone model ensures **accountability, efficiency, and compliance**.
- Programs are **measurable, scalable, and sustainable**, generating long-term impact.

Today, Rally Point stands at an **inflection point**. The systems are built. The partners are engaged. **The next two years will determine how many nonprofits we strengthen and how many communities we can reach**. This prospectus outlines how **your investment becomes shared infrastructure, trained leaders, mission-ready response, and resilient organizations across Arkansas**.

Join us in strengthening Arkansas' nonprofit community and setting a national example for collaborative, scalable impact.

Jeff Watts

Founder & Executive Director

The Challenge We Address

Across Arkansas, nonprofits face systemic barriers that limit their impact:

- Many operate in isolation, lacking shared systems and best practices.
- Disaster response and community projects are fragmented.
- Leaders and staff face burnout, threatening mission sustainability.

Sobering Statistics:

- 80% say collaboration is critical, yet over 50% have informal strategies.
 - 50%+ lack dedicated staff for development and partnerships.
 - 37% are still building formal strategies for revenue and partnerships.
- Only 12% of nonprofit professionals feel “very confident” in key fundraising tools.
 - 86% of leaders report burnout; 89% say staff are affected.
 - 50–60% of leaders experience high stress and consider leaving.

Rally Point doesn't just fix infrastructure; it protects the humans doing the work.

The consequence of ignoring the problem: Without a backbone organization:

- Resources are used inefficiently.
- Programs cannot scale statewide.
- Opportunities for collaboration are missed.
 - Community impact is limited

Good organizations exist. What has been missing is coordination, infrastructure, and capacity to amplify their efforts.

Our Solution – A Backbone Organization Model

RPNC strengthens, not replaces, nonprofits. Our **force-multiplier model** ensures every investment amplifies outcomes across **25 tenant organizations, 60+ network partners, and thousands of beneficiaries.**

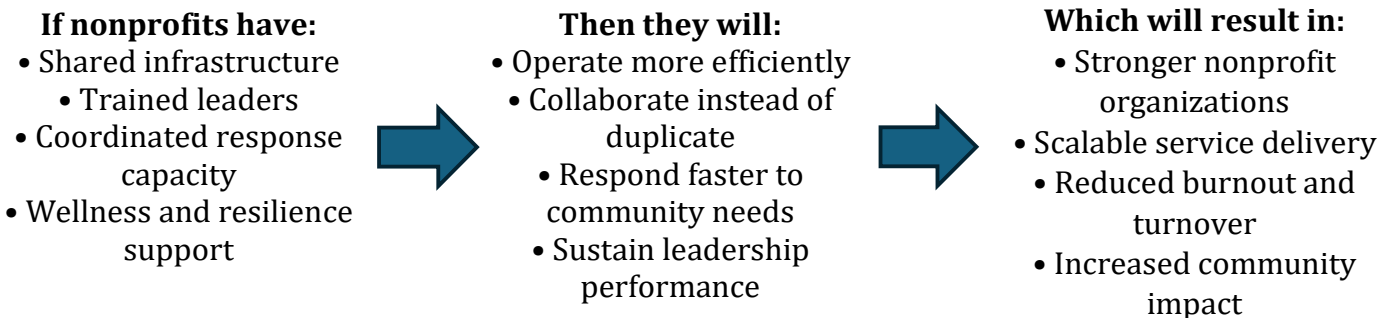
Key Donor Differentiators:

- **Force Multiplier:** One investment strengthens multiple nonprofits simultaneously.
- **Capacity-Building:** Shared systems, leadership training, and operational support.
 - **Mission-Ready:** Rapid disaster response and program deployment.
 - **Sustainable:** Long-term wellness, resilience, and operational stability.
 - **Data-Informed:** Outcomes tracked for measurable impact.
 - **Innovative:** Unique S-50 backbone model enabling collective action.

Services Provided:

- Administrative infrastructure and operational systems
 - Leadership training and mentorship
- Networked collaboration and resource sharing
- Coordinated disaster and community response
 - Wellness and resilience programs

The RPNC Theory of Change



Long-Term Impact:

A coordinated, resilient nonprofit ecosystem capable of meeting Arkansas's most urgent needs with speed, discipline, and measurable results.

Impact Statement:

An investment in RPNC strengthens dozens of nonprofits, enhances thousands of lives, and sets a standard for systemic nonprofit impact in Arkansas

Who We Serve & Our Scope of Impact

Primary service area: Arkansas statewide

- **Direct beneficiaries:** nonprofit leaders, wellness professionals, tenant organizations
- **Secondary beneficiaries:** military personnel, veterans, first responders, family communities
- **Long-term vision:** Arkansas as national model for backbone ecosystems

Voices of Impact

*“Rally Point doesn’t just build systems; they care about the people behind the mission. Our staff morale and retention have improved dramatically.” - **Mark L.***

*“They connect us to resources and partnerships we never had access to before. The impact of every dollar we raise is amplified through Rally Point’s network.” - **Emily R.***

*“I came to the NCOE to look at an office and left excited about the mission and sense of belonging the facility offers” - **Tanya P.***

*“Rally Point’s collaborative model is a gamechanger. Sharing best practices across nonprofits has saved time, money, and energy for our team.” - **Megan S.***

*“The Rally Point network gives small nonprofits a seat at the table. We now have a voice and influence in statewide initiatives that affect our communities.” - **James T.***

*“Rally Point strengthens the entire nonprofit ecosystem in Arkansas. They don’t replace our work—they make it more effective and sustainable.” - **Jessica H.***

Mission Program Overview



Collaborate - Rally Point Connect

Our community outreach initiative is the primary program advancing the Collaborate Mission Vector and **coordinates public-facing engagement efforts to increase awareness, facilitate collaboration, and support the missions of nonprofit organizations** statewide. It is led by our Director of Strategic Partnerships.

Purpose: Build trust, alignment, and shared execution among nonprofits.

Activities: Quarterly events, network building, joint initiatives.

Impact: Reduces duplication, increases scale, multiplies donor impact.



Strengthen - Rally Point Nonprofit Institute

Our institute strengthens leadership, operational capacity, and impact through in-person and online training modules as the primary program of the Strengthen Mission Vector. Programs are designed to build nonprofit management skills, foster ethical practices, and expand organizational effectiveness. **We use trusted sources such as Candid, Better Business Bureau and Charity Navigator** to teach best practices. It is led by our Director of Nonprofit Training and Curriculum

Purpose: Enhance leadership, operational excellence, and sustainability.

Activities: Governance training, fundraising coaching, best-practice instruction.

Impact: Strong nonprofits create strong communities.



Mobilize - Community Response Team (CRT)

Trained, mission-ready volunteers and partner organizations respond to critical incidents, natural disasters, and community service needs through our Community Response Teams (CRT). It is the primary program of our Mobilize Mission Vector and is led by our Director of Community Response.

Purpose: Rapidly deploy trained volunteers for disaster and community service.

Activities: ICS Certified leaders and volunteer teams, coordinated projects, rapid-response infrastructure.

Impact: Prepared teams save lives and reduce community loss.



Prevail – Rally Point Wellness Network

The Rally Point Wellness Network is a **coalition of organizations, professionals, and community leaders working together to support the sustain resilience and promote post-traumatic growth of military personnel, veterans, and first responders across Arkansas.** It is our primary program of the Prevail Mission Vector and is led by our Director of Adaptive Recovery Programs.

Purpose: Promote leader resilience and organizational sustainability.

Activities: Trauma-informed programs, rural first responder workshops, post-traumatic growth initiatives.

Impact: Healthy leaders sustain impact, scale programs, and serve communities better.

Nonprofit Center of Excellence (NCOE)

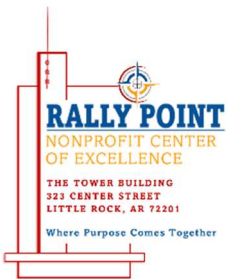
The NCOE is RPNC's **physical manifestation of our mission vectors and an innovative collaborative hub providing affordable space, shared resources, and professional support** that strengthen nonprofit capacity, preserve mission autonomy, and multiply community impact.

Amenities & Services:

- Private furnished offices, podcast studio, board room, meeting spaces
- Large classroom, technology & CRM systems
- Centralized collaboration between organizations in the fight, program coordination, event space

Donor Value:

- Reduces nonprofit's overhead costs
- Increases professionalism and collaboration
- Supports scalable, measurable, long-term impact



The Force Multiplier Effect

“One investment strengthens dozens of missions.”

Rally Point Nonprofit Council operates as a **backbone organization (NTEE Classification S-50)**, uniquely positioned to **amplify the impact of nonprofits across Arkansas**. Rather than supporting a single mission, **your contribution strengthens an entire ecosystem**, driving measurable results across organizations, programs, and communities.

- **Scalable & Mission-Driven:** 25 tenant nonprofits and 60+ network partners benefit from shared infrastructure, training, and resources. Each investment scales statewide impact.
- **Collaborative & Data-Informed:** Hundreds of nonprofit leaders engage through coordinated programs, events, and a shared CRM, ensuring data-driven decision-making and collective problem-solving.
- **Innovative & Multiplied:** By centralizing operational support and leadership development, RPNC creates a **multiplier effect**—one-dollar fuels dozens of missions, reaching thousands of beneficiaries.
- **Capacity-Building & Responsive:** Nonprofits gain the systems, tools, and leadership training needed to respond immediately to community needs, disasters, and opportunities.
- **Sustainable & Credible:** RPNC’s governance, operational rigor, and veteran leadership provide a proven framework for long-term growth, resilience, and community impact.

Bold takeaway: *Every gift is amplified, creating measurable, long-term impact across Arkansas and serving as a model for collaborative nonprofit success nationwide*

Two-Year Impact Goals

- 25 nonprofit tenant organizations fully supported through shared infrastructure
- 60+ partner organizations actively engaged statewide
- 250+ nonprofit leaders trained through the Institute
- 40+ collaborative convenings and network events delivered
- 12+ certified Community Response Team deployments or activations
- 300+ military, veterans, and first responders served through wellness and resilience programming
- 100% of programs tracked through shared CRM and quarterly outcome reporting

RPNC reports quarterly on program delivery, leadership development, response readiness, and network growth so every donor can see measurable return on mission.

Early Traction, Partnerships and Validation

Network & Adoption

- Partnered with Catlett Enterprises on a five-year lease for the NCOE.
- 60+ wellness and nonprofit partners engaged statewide.
- Active collaboration across military, veteran, first responder, and civilian-serving nonprofits

Program Traction

- Community Response Team CRT SOP written with certified ICS leadership
- Training classes are scheduled in the NCOE to include a bi-monthly Lunch and Learn series for nonprofit leadership wellness.
- The inaugural Nonprofit 101 class will be held on February 21st at the NCOE.
- A playbook for Houses of Worship serving first responders in their local communities called Operation Overwatch is in development and beta tested in partnership with New Life Church.

Strategic Partnerships

- The Rally Point Wellness Network was established through the strategic integration of the former Wellness Initiative Network into RPNC. This transition unified an existing statewide coalition of wellness providers and nonprofit partners under RPNC's backbone governance model, strengthening coordination, accountability, and long-term sustainability and is convening quarterly meetings
- A First Responder Resource Database partnership with Camp Alliance is in development for statewide deployment

Positioning Statement

RPNC is not a pilot concept. It is an operational backbone organization already strengthening dozens of nonprofits and preparing for statewide scale.

Financial Stewardship at a Glance

Two-Year Operating Budget Overview

Year One Operating Budget: \$59,461

Lean launch phase focused on proof-of-concept, core infrastructure, and mission pilots.

Year Two Operating Budget: \$119,322

Full program scale with leadership stipends aligned to program directors and the addition of a revenue-generating Development Director.

Two-Year Launch Investment: \$178,783

Disciplined, infrastructure-first funding designed to build a scalable nonprofit backbone serving dozens of missions statewide.

RPNC is launching with a disciplined, infrastructure-first two-year budget designed to maximize donor leverage and prove scalable backbone operations before expansion.

Category	Year One	Year Two	Two-Year
Collaborate - Rally Point Connect	\$7,500	\$12,600	\$20,100
Strengthen - Rally Point Nonprofit Institute	\$2,950	\$7,140	\$10,090
Mobilize - Community Response Team (CRT)	\$18,750	\$17,300	\$36,050
Prevail - Rally Point Wellness Network	\$8,200	\$14,940	\$23,140
Nonprofit Center of Excellence (NCOE)	\$12,936	\$25,272	\$38,208
RPNC Operations	\$ 9,125	\$ 42,070	\$51,195
Total	\$59,461	\$119,322	\$178,783

Two-Year Launch Investment Requirement

RPNC is seeking **\$178,783 over two years** to establish backbone infrastructure, leadership systems, collaborative platforms, and statewide capacity that multiplies donor impact across dozens of nonprofit missions.

Risk Management & Stewardship Controls

- Independent board oversight and finance committee governance
- Segregation of duties in financial management
- Quarterly budget-to-actual reporting to board and major donors
- Program and outcome reporting tied to each funded vector

Strategic Governance & Decision Accountability

- Board Finance and Program Committees oversee budget and outcomes
- Quarterly strategy reviews against outcome targets
- Programs adjusted or discontinued based on performance data
- Donor-designated funds protected by board resolution
- Executive compensation tied to organizational milestones
- Annual strategic planning and budget reset

Donor Value

Your investment is governed by data, discipline, and independent oversight.

The Cost of Inaction

Without backbone infrastructure:

- *Nonprofits continue to duplicate effort*
- *Leaders burn out and exit the sector*
- *Disaster response remains fragmented*
 - *Funding inefficiencies persist*
 - *Collaboration remains episodic*

Bottom line:

Without Rally Point, Arkansas's nonprofit ecosystem remains structurally under-equipped to scale or sustain impact.

Funding Opportunities & Donor Tiers

Invest in Arkansas Nonprofits. Amplify Your Impact

Rally Point Nonprofit Council provides strategic sponsorship levels that **multiply the impact of every dollar**. As an S-50 backbone organization, we empower nonprofits to **work together, scale their missions, and deliver measurable results**.

Rally Point Nonprofit Council (RPNC) gives donors two ways to invest in lasting change:

1. **Focused Donations** – Fund a specific mission vector or operational area at the exact budgeted level for the next two years. Every dollar is tracked, measurable, and tied directly to outcomes.
2. **Donor Tiers** – Choose a flexible giving level from \$5K–\$75K. Each tier supports the RPNC with clear impact.

Focused Donations by Mission Categories

Your donation funds the precise budgeted needs for 2026–2027. Support programs, infrastructure, or leadership & operations directly and see the measurable impact of your investment.

Category	Two-Year Budget	Donor Impact Statement
Collaborate Rally Point Connect	\$20,100	Fund quarterly collaboration events, partner convenings, and public engagement. Strengthens statewide alignment and reduces duplication.
Strengthen Rally Point Nonprofit Institute	\$10,090	Support leadership training, governance coaching, and best-practice instruction. Builds sustainable nonprofit capacity.
Mobilize Community Response Team (CRT)	\$36,050	Enable certified volunteer response teams, disaster readiness, and community service missions. Ensures nonprofits are mission ready.
Prevail Rally Point Wellness Network	\$23,140	Deliver resilience, post-traumatic growth, and wellness programs for leaders. Sustains healthy, high-performing nonprofits.
Nonprofit Center of Excellence (NCOE)	\$38,208	Fund shared offices, technology, administrative services, and training spaces. Amplifies impact across 25+ tenant nonprofits and 60+ partners.
Operations	\$51,195	Provide disciplined executive leadership, development capacity, and governance oversight. Protects program dollars, ensures accountability, and maximizes donor ROI.

Impact Statement: One focused donation empowers a mission-ready vector, strengthens dozens of nonprofits, and multiplies outcomes for thousands of beneficiaries, including through strategic leadership and operations support.

RPNC Donor Investment Tiers

Tier	Investment	Donor Impact Statement
Community Builder	\$5,000	Strengthens foundational operations, supporting scalable, measurable impact across the nonprofit ecosystem. You make a meaningful difference in communities statewide.
Impact Partner	\$10,000	Enhances organizational capacity and program effectiveness. Your support expands reach, improves outcomes, and positions RPNC to respond quickly to emerging community needs.
Change Leader	\$25,000	Provides transformational support for leadership, infrastructure, and network growth. You enable rapid deployment, stronger systems, and lasting impact across multiple missions.
Strategic Enabler	\$50,000	Powers large-scale initiatives and capacity-building efforts. Your gift amplifies outcomes, supports network-wide collaboration, and positions nonprofits for sustained success.
Legacy Investor	\$75,000	Sustains long-term backbone operations, multiplies impact across programs, and strengthens organizational resilience. You become a strategic partner in creating enduring, statewide change.

Key Takeaways for Donors:

- **Scalable:** Your support grows with the network, reaching more nonprofits each year.
- **Mission-Driven:** Every dollar supports a vector or infrastructure with measurable outcomes.
- **Collaborative & Amplified:** One gift strengthens dozens of nonprofits simultaneously.
- **Leadership-Enabled:** Funding ensures disciplined executive oversight and governance, protecting your investment.
- **Sustainable & Measurable:** Investments drive long-term, systemic change with documented outcomes.
- **Credible & Proven:** RPNC's S-50 structure, leadership, and governance provide accountability and reliability.

Recognition & Engagement Opportunities

Named Recognition & Visibility

- **Named spaces and program sponsorships** within the Nonprofit Center of Excellence (training rooms, collaboration hubs, leadership classrooms, response assets)
- Recognition on **facility signage, digital displays, annual reports, and website donor walls**
- Program-level naming for leadership cohorts, wellness initiatives, response teams, and training series

Impact Reporting & Private Briefings

- **Annual Impact Report** with network-wide outcomes, financial stewardship, and mission performance
- **Semi-annual or quarterly donor briefings** with executive leadership and program directors
- Customized **investment impact summaries** aligned to your funded mission vectors or operating areas

Mission Access & Insider Engagement

- Invitations to **program launches, leadership graduations, disaster response briefings, and major deployments**
- Priority invitations to **Nonprofit Institute sessions, Wellness Network events, and NCOE convenings**
- Opportunities to observe **training, collaboration sessions, and response preparation**

Executive & Leadership Access

- Direct access to the **Founder, Executive Team, and Program Directors**
- Invitations to **private leadership roundtables and strategic briefings**
- Opportunities to advise, mentor, or serve as **strategic partners within the ecosystem**

Legacy & Long-Term Partnership Recognition

- Recognition as a **Founding or Anchor Partner** for early investors
- Multi-year partners recognized as **Backbone Investors** in statewide capacity building
- Legacy acknowledgment in permanent NCOE installations and founding partner archives

Why Rally Point Nonprofit Council is Different

Rally Point Nonprofit Council (RPNC) is not a traditional charity. We are a **backbone organization**, purpose-built to strengthen the entire nonprofit ecosystem in Arkansas and beyond.

Every investment you make is **amplified across dozens of missions**, reaching thousands of people while building capacity for long-term impact.

Key differentiators:

- Scalable & mission-driven
- Collaborative ecosystem
- Data-informed and measurable outcomes
- Innovative and novel approach
- Amplified / multiplier effect
- Capacity-building infrastructure
- Mission-ready responsiveness
- Sustainable, long-term impact
- Proven and credible leadership

Foundation & institutional Alignment

RPNC directly aligns with major foundation funding priorities:

- Capacity Building & Organizational Effectiveness
- Disaster Preparedness & Community Resilience
- Leadership Development
- Mental Health & Wellness
- Collaborative Impact & Collective Action
- Rural and Underserved Communities
- Military, Veteran, and First Responder Support

Reporting Standards

- Outcomes tracked through shared CRM
- Quarterly program and budget reporting
- Annual Impact Report
- Financial transparency aligned with Candid, BBB, and Charity Navigator

Donor Value

Your investment is not a donation—it's a strategic multiplier impacting an entire ecosystem. RPNC provides institutional-grade accountability with startup-phase leverage.

Leadership & Governance

Rally Point Nonprofit Council's leadership is purpose-built to deliver measurable impact across Arkansas's nonprofit ecosystem. Our team brings decades of combined experience in military service, first responder operations, nonprofit management, and business leadership—ensuring every investment is guided by seasoned, mission-driven, and accountable leaders.

Jeff Watts – Founder & Executive Director



- Over 30 years leading operational, project, and nonprofit initiatives.
- U.S. Army Infantry veteran, Persian Gulf War; former 101st Airborne Division Team Leader.
- Founded the Central Arkansas Chapter of Sheep Dog Impact Assistance (SDIA), expanding local disaster response to national missions. Led 34 nationwide disaster deployments and an international veteran mission to Mount Kilimanjaro in 2024.
- Former federal and commercial security project manager: 5,600+ projects valued over \$141 million. Recognized nationally for integrating veterans into operational excellence.
- Boulder Crest Warrior PATHH graduate, committed to post-traumatic growth and building mission-focused communities.

Zac Farley, J.D. – Chief Operating Officer



- Retired Major, Little Rock Police Department; 25 years in law enforcement, served from patrol officer to division commander.
- Arkansas Army National Guard Combat Engineer, deployed in support of Operation Iraqi Freedom.
- Past President, Little Rock Fraternal Order of Police; skilled in policy, advocacy, and leadership development for first responders.
- Juris Doctor, William H. Bowen School of Law; B.A. in Criminal Justice, University of Arkansas-Little Rock.

Ernie Spycher – Chief Information Officer



- 30+ years in nonprofit, community, and veteran support programs; founder of Northern Ohio SDIA team.
- Military veteran: Ohio & Virginia Army National Guard; deployed under Operation Iraqi Freedom.
- Expertise in crisis intervention, mental health navigation, and cross-sector network building.
- B.A. in Political Science; M.A. in Nonprofit Management candidate.

Chris Phillips – Director of Strategic Partnerships



- 27+ years in law enforcement leadership, crisis response, and special operations; retired with 30+ commendations.
- Entrepreneur: founder of Local Roofing & Construction; multi-million-dollar business experience.
- Civic leader and political strategist; leverages broad networks to build collaboration and amplify nonprofit impact statewide.

Board of Directors – Strategic Oversight & Network Amplification

Our board combines military service, first responder leadership, nonprofit expertise, and business acumen. Collectively, they ensure RPNC remains scalable, responsive, and sustainable:

- **Andrea Fisher, Board Chair** – USO Global Programs Manager, military family advocate, founder of multiple veteran-support nonprofits. Recipient of multiple national service awards.
- **Lamar Porter, J.D.** – Trial lawyer with 40+ years of experience; community advocate and longstanding nonprofit trustee.
- **Brent Lewis** – U.S. Army veteran; disaster response leader; 35+ years leading utility and restoration operations.
- **Sarah Gumm, LMSW** – Marine Corps veteran; social worker; co-founder of Arkansas Paint Project; trauma-informed wellness expert.
- **Ron Redding** – Retired Chief Master Sergeant, U.S. Air Force; retired Deputy Fire Chief; Air Force Emergency Management contractor.
- **Gary Seibel** – CFO and banking executive; Captain, Little Rock Fire Department; veteran nonprofit board leader.
- **Carla Tilghman, LPC** – Licensed professional counselor and former law enforcement officer; EMDR therapist; Crisis Intervention Team leader.

Why RPNC Leadership Matters to Donors

- Each leader’s experience ensures every donor dollar strengthens multiple missions, 25 tenant organizations, 60+ partners, hundreds of leaders, and thousands of beneficiaries.
- Leadership structure allows RPNC to grow programs while maintaining accountability and operational excellence.
- Military and first responder backgrounds provide readiness, rapid deployment capability, and high-impact problem-solving.
- Executives and board members have consistently led high-stakes operations, disaster response, and nonprofit growth initiatives with measurable outcomes.
- Leaders actively develop nonprofit talent and operational systems, ensuring organizations within the network thrive long-term.

Donor Value: Leadership ensures scalability, mission readiness, operational rigor, and proven outcomes.

Investment Partnership

Your support is an investment in Arkansas's nonprofit infrastructure.

Rally Point Nonprofit Council operates as a statewide backbone organization — aligning systems, leadership, and collaboration so that effective nonprofits can scale, coordinate, and deliver measurable impact.

Your partnership strengthens the capacity of dozens of independent missions while advancing shared outcomes in leadership development, disaster readiness, wellness, and community resilience.

Your investment delivers:

- **Statewide nonprofit capacity building**
- **Coordinated disaster response and service leadership**
- **Trauma-informed wellness for military, veterans, and first responders**
- **Shared data systems and outcome accountability**
- **Backbone infrastructure that multiplies program effectiveness**

Two-Year Return on Mission

Within two years of full operation, Rally Point will:

- Support **25 nonprofit tenant organizations** through shared infrastructure
- **Engage 60+ partner organizations** statewide
- **Train 250+ nonprofit leaders** through the Rally Point Institute
- **Deliver 40+ collaborative convenings** and network events
- Deploy or activate **12+ certified Community Response Teams**
- **Serve 300+ military, veterans, and first responders**
- **Track 100% of programs** through shared CRM and quarterly reporting

This is not a program grant.
This is a **systems investment**.

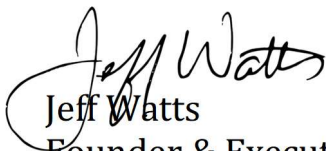
We invite you to partner with Rally Point Nonprofit Council to build durable nonprofit infrastructure that strengthens organizations, protects leaders, and improves outcomes for communities across Arkansas.

Thank you for your leadership, your service to Arkansas, and your willingness to invest in systems that strengthen communities for the long term.

Your partnership makes collaboration possible, builds resilient organizations, and ensures that those who serve — and those who depend on them — are never left to stand alone.

We are honored to stand with you in this mission.

Contact

A handwritten signature in black ink that reads "Jeff Watts". The signature is fluid and cursive, with the first name "Jeff" written in a larger, more prominent script than the last name "Watts".

Jeff Watts
Founder & Executive Director
Rally Point Nonprofit Council
jeff@rallypointnc.org
501-326-9778
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We invite you to formalize your partnership through the Mission Investment Commitment that follows.

Appendix: Detailed Budgets

Collaborate - Rally Point Connect

Purpose: Convene nonprofits, wellness partners, and stakeholders to drive alignment and joint mission execution.

Two-Year Budget Summary

Component	Year One	Year Two	Two-Year
Events & Public Engagement	\$5,000	\$6,000	\$11,000
Communications & Outreach	\$2,000	\$2,400	\$3,900
Network Technology & CRM	\$500	\$600	\$1,100
Director of Strategic Partnerships	—	\$3,600	\$3,600
TOTAL	\$7,500	\$12,600	\$20,100

Impact Focus

- Quarterly collaboration events statewide
- Black Bear Awards Banquet
- Partner communications and sponsor visibility

Donor Value

- Direct access to nonprofit leaders and first responder networks
- High-visibility community engagement
- Low overhead, partnership-driven growth



Strengthen - Rally Point Nonprofit Institute

Purpose: Build leadership capacity and operational excellence across member nonprofits.

Two-Year Budget Summary

Component	Year One	Year Two	Two-Year
Curriculum & Instruction	\$1,050	\$1,260	\$2,310
Learning Platform & Technology	\$1,700	\$2,040	\$3,740
Virtual Conferencing	\$200	\$240	\$440
Director of Nonprofit Excellence	—	\$3,600	\$3,600
TOTAL	\$2,950	\$7,140	\$10,090

Impact Focus

- Expert-led governance and leadership training
- Virtual delivery eliminates facility costs
- Scalable statewide reach

Donor Value

- Multiplies effectiveness of every partner nonprofit
- High-impact capacity building at low cost
- Measurable leadership outcomes



Mobilize - Rally Point Community Response Team (CRT)

Purpose: Activate trained volunteers and deploy disaster and service missions for military, veterans, and first responders.

Two-Year Budget Summary

Component	Year One	Year Two	Two-Year
Training & Certification	\$850	\$480	\$1,330
Service Missions & Events	\$1,800	\$2,120	\$3,920
Equipment & Response Assets	\$13,600	\$3,600	\$17,200
Mission Deployments	\$2,500	\$7,500	\$10,000
Director of Community Response	—	\$3,600	\$3,600
TOTAL	\$18,750	\$17,300	\$36,050

Impact Focus

- Certified disaster response teams
- Equipment trailer and deployable assets
- Rapid activation capacity statewide

Donor Value

- Direct life-safety and disaster impact
- One-time capital builds lasting capability
- Clear linkage between funding and deployment readiness



Prevail - Rally Point Wellness Network

Purpose: Deliver wellness, resilience, and post-traumatic growth programming for those who serve.

Two-Year Budget Summary

Component	Year One	Year Two	Two-Year
Lunch & Learn Classes	\$1,200	\$1,440	\$2,640
Guest Speakers	\$1,000	\$1,200	\$2,200
Rural First Responder Training	\$3,950	\$4,740	\$8,690
Network Meetings	\$800	\$960	\$1,760
Materials & Curriculum	\$750	\$900	\$1,650
Evaluation & Outcomes	\$500	\$600	\$1,100
Boulder Crest Partnership Travel	—	\$1,500	\$1,500
Director of Wellness Programs	—	\$3,600	\$3,600
TOTAL	\$8,200	\$14,940	\$23,140

Impact Focus

- Trauma-informed wellness delivery
- Rural first responder outreach
- Post-traumatic growth programming

Donor Value

- Direct mental health and resilience outcomes
- Strategic national partnership development
- Continuous measurement and reporting



Nonprofit Center of Excellence (NCOE)

Purpose: Backbone infrastructure serving 25 nonprofit tenant organizations and statewide partners.

Two-Year Operating Budget

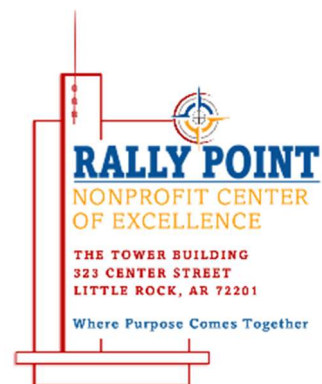
Component	Year One	Year Two	Two-Year
NCOE Manager	\$8,736	\$17,472	\$26,208
Bookkeeping / Accounting	\$1,200	\$2,400	\$3,600
Supplies & Incidentals	\$500	\$2,400	\$2,900
Technology / CRM / IT	\$2,000	\$2,400	\$4,400
Events & Tenant Engagement	\$500	\$600	\$1,100
TOTAL	\$12,936	\$25,272	\$38,208

Operational Efficiency

- All leases cover facility costs
- Positive operating margins per lease phase
- Centralized support for 25 missions

Donor Value

- Sustains the backbone organization
- Strengthens every tenant's nonprofit
- Eliminates duplication and waste



RPNC Operations

Purpose: Provide disciplined executive leadership, fund development capacity, and governance support while protecting program dollars and donor trust.

Year Two Leadership Budget

Role	Year One	Year Two	Two-Year	Classification
Executive Director	0	\$3,600	\$3,600	Program-level stipend
COO / Chief of Staff	0	\$3,600	\$3,600	Program-level stipend
CFO / Treasurer	600	\$3,600	\$4,200	Program-level stipend
Development Director	\$2,400	\$14,400	\$16,800	Revenue-generating salary
Leadership Travel / Conferences	\$1,000	\$4,000	\$5,000	Operations
Social Media & Communications	\$1,000	\$6,000	\$7,000	Operations
Subscriptions & Software	\$400	\$2400	\$2,800	Operations
Chamber Memberships	\$1,225	\$1470	\$2,695	Operations
Other Overhead	\$2500	\$3000	\$5,500	Operations
	\$ 9,125	\$ 42,070	\$51,195	

Development Director — Revenue Investment Position

This role is structured as a revenue-generating position, not an administrative expense.

Base Compensation: \$14,400 annually (part-time, 15–20 hours/week)

Performance Expectations (Best Practice)

Minimum standard: 3:1 return on investment (\$45,000+ raised annually)

Target performance range: 5:1–8:1 ROI (\$75,000–\$125,000+ raised annually)

Position Purpose

- Grant writing and foundation relations
- Corporate sponsorship development
- Major donor cultivation and stewardship
- Multi-year funding pipeline development

Organizational Operating Budget Summary

Year One Operating Budget: \$59,461

Focused on lean launch: proof-of-concept, core infrastructure, and mission pilots. No executive salaries.

Year Two Operating Budget: \$119,322

Full program scale with leadership stipends aligned to program directors and the addition of a revenue-generating Development Director.

Two-Year Launch Investment: \$178,783

Disciplined, infrastructure-first funding designed to build a scalable nonprofit backbone serving multiple missions statewide.

Category	Year One	Year Two	Two-Year
Collaborate - Rally Point Connect	\$7,500	\$12,600	\$20,100
Strengthen – Rally Point Nonprofit Institute	\$2,950	\$7,140	\$10,090
Mobilize - Community Response Team (CRT)	\$18,750	\$17,300	\$36,050
Prevail – Rally Point Wellness Network	\$8,200	\$14,940	\$23,140
Nonprofit Center of Excellence (NCOE)	\$12,936	\$25,272	\$38,208
RPNC Operations	\$ 9,125	\$ 42,070	\$51,195
Total	\$59,461	\$119,322	\$178,783

Budget Allocation Includes:

- Program operations and direct network support
- Leadership and administrative support
- Shared services and backbone infrastructure
- Nonprofit Center of Excellence operations

Percentage Allocated to Direct Program & Network Support: 86%

This demonstrates that the overwhelming majority of funds directly advance mission impact, while leadership stipends and administrative costs remain carefully controlled.

Financial Oversight & Reporting

Budgets are reviewed by executive leadership and the board finance committee. All spending and outcomes are tracked through quarterly financial and program reporting.

Donor Investment Positioning

This is a **revenue-generating, mission-multiplying investment**. Leadership compensation is disciplined:

- Base compensation represents <12% of annual funds raised
- Stipends are phased only after proof-of-concept success

Executive & Leadership Compensation Discipline

- Year One: No executive salaries
- Year Two: Stipends for executives align with program director levels
- Founder and officers compensated only after proof of concept
- Leadership costs maintained below national nonprofit benchmarks

Year Two Stipend Ratio:

Total stipends: \$25,200

Total Year Two budget: \$178,783

Stipends ≈14% of total spending, well below national administrative and compensation averages

Discipline Highlights

- Phased leadership stipends ensure proof-of-concept first
- Development Director added only when sustainable growth is proven
- Every dollar invested builds a **scalable, mission-ready nonprofit backbone**

DONOR COMMITMENT FORM

Mission Investment Commitment

Rally Point Nonprofit Council

Thank you for your partnership in strengthening Arkansas's nonprofit infrastructure and supporting those who serve our communities. Your investment advances collaboration, builds capacity, and multiplies impact across the statewide nonprofit ecosystem.

Investment Selection

Please indicate your intended level of support:

Community Builder — \$5,000

Strengthens foundational operations and supports scalable, measurable impact statewide.

Impact Partner — \$10,000

Expands organizational capacity and program effectiveness across the Rally Point network.

Change Leader — \$25,000

Provides transformational support for leadership development, infrastructure, and network growth.

Strategic Enabler — \$50,000

Powers large-scale initiatives, collaborative systems, and statewide capacity-building efforts.

Legacy Investor — \$75,000+

Sustains backbone operations, strengthens long-term resilience, and multiplies impact across multiple missions.

Other Amount: \$_____

Gift Structure:

One-time investment

Multi-year pledge (Term: ____ years)

Program Designation (Optional)

Please indicate a preferred area of support:

- Backbone Infrastructure & Shared Operations
- Leadership Institute & Nonprofit Training
- Community Response & Disaster Readiness
- Wellness & Resilience Programs
- General Support / Greatest Need

Recognition & Intent

Recognition Preference:

- Public recognition
- Anonymous
- Organization / Foundation listing

This commitment represents:

- An expression of intent (non-binding)
- A formal pledge (invoice requested)

Donor Information

Organization / Foundation Name: _____

Primary Contact & Title: _____

Email: _____ **Phone:** _____

Mailing Address: _____

Authorized Signature: _____ **Date:** _____

Please return this form to:

Jeff Watts

Founder & Executive Director
Rally Point Nonprofit Council
jeff@rallypointnc.org | 501-326-9778

Rally Point Nonprofit Council is a 501(c)(3) nonprofit organization. Contributions are tax-deductible as permitted by law.

FOUNDATION-SPECIFIC COMMITMENT FORM

Foundation & Institutional Mission Investment Commitment

Rally Point Nonprofit Council

Thank you for considering a strategic investment in Rally Point Nonprofit Council. Your support advances a scalable, accountable backbone organization strengthening nonprofit capacity, leadership development, and coordinated service delivery across Arkansas.

Grant / Investment Amount

Foundation Name: _____

Approved Grant Amount: \$_____

Grant Term:

One-year

Multi-year (Term: _____ years)

Payment Schedule (if applicable):

One payment

Installments: _____

Program Designation

This grant is designated for:

Backbone Infrastructure & Shared Services

Leadership Institute & Capacity Building

Community Response & Disaster Operations

Wellness & Resilience Programs

General Operating Support

Grant Conditions & Reporting

Special conditions or restrictions (if any):

Preferred reporting schedule:

- Quarterly
- Semi-annual
- Annual
- Other: _____

Compliance Statements

This grant is made with the understanding that:

- Rally Point Nonprofit Council is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code.
- No goods or services were provided in exchange for this contribution, except as permitted by law.
- Funds will be used exclusively to further the charitable purposes described in the approved proposal and prospectus.
- Rally Point Nonprofit Council will provide financial and programmatic reporting consistent with foundation requirements.

Authorization

Authorized Foundation Representative: _____

Title: _____ Date: _____

Signature: _____

Return To

Jeff Watts
Founder & Executive Director
Rally Point Nonprofit Council
jeff@rallypointnc.org | 501-326-9778