

Business Plan for Paradise Initiative

1. Executive Summary

Organization Name: Paradise Initiative
Date of Incorporation: June 30, 2025
State of Incorporation: Colorado
Federal Tax ID Number (EIN): 39-2988160

Mission Statement

The Paradise Initiative is organized exclusively for charitable and educational purposes under Section 501(c)(3) of the Internal Revenue Code, for which tax-exempt status is being sought. Our mission is to unite communities to create cleaner, healthier, and more beautiful environments by removing waste, purifying natural water sources, and remediating water pollution, while promoting sustainable alternatives through innovative technology and collaborative partnerships.

We work to reduce microplastic pollution, support circular economy principles, and enhance green spaces by empowering individuals and organizations to take collective action. Our programs improve community well-being, support environmental health, and ensure that both natural and urban environments can be enjoyed by current and future generations.

Tax-Exempt Purpose Statement

Paradise Initiative is organized and will operate exclusively for charitable and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code, for which tax-exempt status is being sought. Specifically, the organization:

Charitable Purpose: Provides direct community benefit through environmental cleanup activities, waste removal, water purification and pollution remediation in lakes and natural sources, and habitat restoration that serve the general public.

Educational Purpose: Conducts educational programs, workshops, and awareness campaigns about environmental stewardship, sustainable practices, and pollution prevention.

No part of the net earnings of Paradise Initiative shall inure to the benefit of any private shareholder or individual. No substantial part of the organization's activities shall consist of carrying on propaganda or otherwise attempting to influence legislation, and the organization shall not participate in or intervene in any political campaign on behalf of any candidate for public office.

2. Organizational Structure

2.1 Legal Status

Paradise Initiative is organized as a nonprofit corporation under the Colorado Revised Nonprofit Corporation Act, incorporated on June 30, 2025. The organization seeks tax-exempt status under Section 501(c)(3) of the Internal Revenue Code and will operate exclusively for charitable and educational purposes.

2.2 Governance Structure

Board of Directors:

- Keith Andersen, **Board President and Chief Executive Officer**
- Britt Koff, **Director of Strategic Partnerships**
- Ian Anderson, **Secretary/Treasurer**

The Board of Directors provides strategic oversight, ensures compliance with all applicable laws and regulations, and maintains fiduciary responsibility for the organization.

Initial Compensation Structure: All founding board members currently serve without compensation, demonstrating our commitment to the organization's charitable mission and responsible use of donor funds during the startup phase.

Future Compensation Policy: As the organization grows and revenue increases, board members may transition to paid staff positions following proper governance procedures:

- Any future compensation must be reasonable and comparable to similar positions in nonprofit organizations
- Compensation decisions will be made by independent board members without conflicts of interest
- All compensation decisions will be documented with comparable salary data and written justification
- The organization will expand the board with additional independent members before implementing paid positions to ensure proper oversight
- No board member will participate in their own compensation decisions

Required Governance Policies:

- Conflict of Interest Policy (adopted and enforced)
- Whistleblower Protection Policy
- Document Retention and Destruction Policy

- Executive Compensation Policy (to be implemented when paid positions are created)
- Board Independence Requirements (minimum number of independent board members)

2.3 Staffing and Organizational Development

The organization is currently operated entirely by unpaid volunteers, including the founding board members. This volunteer-based approach demonstrates our commitment to maximizing charitable impact and responsible stewardship of donor contributions during our startup phase.

Current Structure:

- All board members serve in unpaid volunteer capacity
- Independent contractors engaged for specialized services (e.g., app development, professional services)
- Community volunteers recruited for program activities

Future Organizational Growth: As funding becomes available and programs expand, the organization may hire part-time or full-time staff to support program coordination, development, and administrative functions. Initial staffing may utilize independent contractor arrangements before transitioning to employment relationships as organizational capacity develops. Any future employment decisions will:

- Follow proper governance procedures for compensation approval
- Ensure all compensation is reasonable and documented with comparable data
- Maintain appropriate board oversight through independent board members
- Comply with federal and state employment and compensation laws

All hiring practices comply with federal and state non-discrimination laws.

Non-Discrimination Policy: Paradise Initiative does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, or any other characteristic protected by applicable law in any of its programs, services, activities, or employment practices.

3. Charitable Programs and Activities

All Paradise Initiative programs serve charitable and educational purposes by providing public benefit through environmental improvement and community education. Programs are designed to serve broad community interests rather than private interests.

A. Community Environmental Cleanup Programs (Charitable Purpose)

Objective: Provide direct community benefit through systematic removal of waste and pollutants from public spaces and natural water sources.

Activities:

- Organize volunteer-led cleanups in parks, beaches, rivers, streets, lakes, and other public areas
- Coordinate neighborhood, city, and regional cleanup events
- Remove trash, plastic waste, and environmental hazards that threaten public health and safety
- Implement strategies for purifying water in lakes and other natural sources, including addressing existing pollution
- Restore and maintain green spaces and healthy aquatic ecosystems for community use

Public Benefit: Improves community health, safety, and quality of life; protects water and soil quality; enhances property values and community pride.

B. Water Quality and Remediation Programs (Charitable Purpose)

Objective: Address water pollution and contamination through direct intervention and community-based monitoring.

Activities:

- Deploy water testing and monitoring equipment to assess pollution levels in lakes, streams, and other water bodies
- Implement water cleanup initiatives using specialized supplies and materials for pollutant removal
- Conduct targeted remediation projects to address microplastic pollution and chemical contaminants
- Establish ongoing water quality monitoring programs with community volunteer participation
- Partner with environmental agencies and research institutions for technical expertise
- Document water quality improvements and share data with relevant authorities

Public Benefit: Protects public health through improved water quality; preserves aquatic ecosystems; provides safe recreational water access for communities.

C. Environmental Education Programs (Educational Purpose)

Objective: Educate the public about environmental stewardship, pollution prevention, and sustainable practices.

Activities:

- Conduct workshops and seminars for schools, community centers, and civic organizations
- Develop and distribute educational materials about microplastic pollution, water quality, and environmental health in English and Spanish
- Create online educational resources and curriculum materials accessible to diverse populations
- Train community members in environmental monitoring and cleanup techniques, including methods for water quality assessment and remediation
- Provide specialized community water education workshops focusing on pollution prevention and water stewardship
- Provide bilingual educational services and Spanish-speaking volunteers to ensure accessibility for Spanish-speaking communities
- Partner with culturally diverse community organizations to expand environmental education reach

Public Benefit: Increases environmental literacy; promotes behavioral changes that benefit public health; builds community capacity for environmental stewardship.

D. Community Outreach and Volunteer Development (Charitable/Educational Purpose)

Objective: Build community capacity for environmental action and engage diverse populations in charitable activities.

Activities:

- Recruit and train volunteers through digital platforms and community events
- Establish neighborhood coordinator network to address local environmental needs
- Participate in festivals and public events to promote environmental awareness
- Develop leadership skills among community volunteers

Public Benefit: Strengthens community social capital; provides meaningful volunteer opportunities; builds local environmental leadership capacity.

E. Environmental Data Collection and Technology Platform (Educational Purpose)

Objective: Develop and provide technology tools that support community-based environmental monitoring and education.

Activities:

- Develop mobile application for reporting and tracking environmental issues, including water quality data and in-app donation capabilities
- Collect and analyze data on pollution patterns, cleanup effectiveness, and improvements in water quality
- Provide community groups with coordination and planning tools
- Share environmental data with researchers and policymakers
- Enable community members to contribute to environmental projects through technology-based fundraising

Public Benefit: Improves community ability to identify and address environmental problems; supports evidence-based environmental policy; promotes transparency in environmental conditions.

4. Revenue and Sustainability Plan

Paradise Initiative will pursue diversified revenue streams to ensure sustainable operations while maintaining focus on charitable purposes. All revenue supports charitable and educational activities exclusively.

Revenue Sources:

- **Individual Charitable Donations:** Online giving, direct mail, and personal solicitation
- **Environmental Grants:** Including specialized water quality and cleanup grants from foundations and government sources
- **Corporate Sponsorships:** Partnerships with environmentally responsible businesses
- **Educational Merchandise Sales:** Eco-friendly branded items that promote environmental awareness
- **Fundraising Events:** Community events that combine fundraising with educational outreach
- **Technology Platform:** In-app donations (not for in-app services) and project-specific funding starting in Year 1

Financial Targets:

- **Year 1:** \$82,000 in total revenue

- **Year 2:** \$113,000 in total revenue
- **Year 3:** \$157,000 in total revenue

Use of Funds: All revenue will be used exclusively for charitable programs (60-64% of budget), necessary administrative expenses (25-32% of budget), fundraising costs (6-9% of budget), and organizational reserves (5% of budget).

Grant Strategy for Water Programs:

- EPA Environmental Education Grants
- State Water Quality Improvement Funds
- Private Foundation Environmental Grants (e.g., Patagonia Action Works, 11th Hour Project)
- Corporate Water Stewardship Grants
- Community Foundation Environmental Grants

5. Target Population and Community Impact

Primary Beneficiaries: General Public: All programs serve broad community interests and are available to the general public without restriction.

Specific Populations Served:

- Residents of communities affected by environmental pollution and neglect
- Students and youth learning about environmental stewardship
- Volunteers seeking meaningful community service opportunities
- Underserved communities with limited access to environmental services
- Spanish-speaking communities through bilingual programming and culturally appropriate outreach
- Diverse cultural communities through targeted partnership and inclusive programming

Geographic Scope: Paradise Initiative initially serves communities throughout Colorado, with plans to expand regionally as capacity allows. All programs are designed to serve public rather than private interests.

Measurable Community Impact:

Environmental: Remove significant quantities of waste from public spaces; prevent microplastic pollution; improve air and water quality; restore ecological health of natural water bodies through targeted remediation efforts.

Educational: Increase environmental literacy and sustainable behavior adoption through comprehensive education programs.

Social: Strengthen community engagement and social cohesion through collective action.

Economic: Reduce public cleanup costs; support local environmental businesses.

Updated Year 1 Targets:

- Remove 6,000+ pounds of waste from public spaces
- Improve water quality in at least 3 lakes or natural water sources (e.g., reduction in specific pollutants by 7-10%)
- Establish baseline water quality data for 3-5 local waterways
- Engage 600+ community volunteers in environmental activities
- Conduct 25+ educational workshops and events, including specialized water education programs
- Establish partnerships with 12+ community organizations
- Launch mobile app with in-app donation capability (not for services) and water quality reporting features
- Complete 3+ targeted water remediation projects

Year 2-3 Projected Impact:

- **Year 2:** Engage 200+ community members in water stewardship activities; expand to 5+ waterway monitoring sites
- **Year 3:** Complete 10+ stream cleanup events and 5+ restoration projects; achieve measurable water quality improvements in target areas

6. Compliance and Operational Standards

IRS 501(c)(3) Application Compliance:

- Organization is structured and will operate exclusively for charitable and educational purposes
- All activities designed to serve public rather than private interests
- No private inurement or private benefit to individuals
- No substantial lobbying or political campaign activities planned
- Commitment to annual Form 990 filing and public disclosure requirements upon tax-exempt status approval
- Proper documentation of all charitable activities and expenditures

State and Local Compliance:

- Colorado nonprofit corporation requirements
- State charitable solicitation registration

- Local permits and licenses as required
- Employment law compliance for future staff

Operational Policies:

- Financial controls and audit procedures
- Volunteer screening and training protocols
- Safety procedures for all cleanup and educational activities, including water-based operations
- Data privacy and security measures for technology platforms
- Water quality testing protocols and equipment maintenance procedures

7. Dissolution Clause

Upon dissolution of Paradise Initiative, all remaining assets shall be distributed exclusively to one or more organizations that qualify as tax-exempt under Section 501(c)(3) of the Internal Revenue Code and whose purposes are substantially similar to those of Paradise Initiative, or to federal, state, or local governments for exclusively public purposes. No assets shall be distributed to any private individual or entity.

8. Conclusion

Paradise Initiative is organized and will operate exclusively for charitable and educational purposes that serve the public interest, as required for tax-exempt status under Section 501(c)(3) of the Internal Revenue Code. Through community-based environmental programs, including significant efforts in water purification and pollution remediation, educational outreach, and innovative technology solutions, we address pressing environmental challenges while building community capacity for sustained environmental stewardship.

Our governance structure, operational policies, and program design ensure full compliance with Section 501(c)(3) requirements while maximizing positive impact on the communities we serve. We are committed to transparency, accountability, and the highest standards of nonprofit management in pursuit of our charitable mission.