



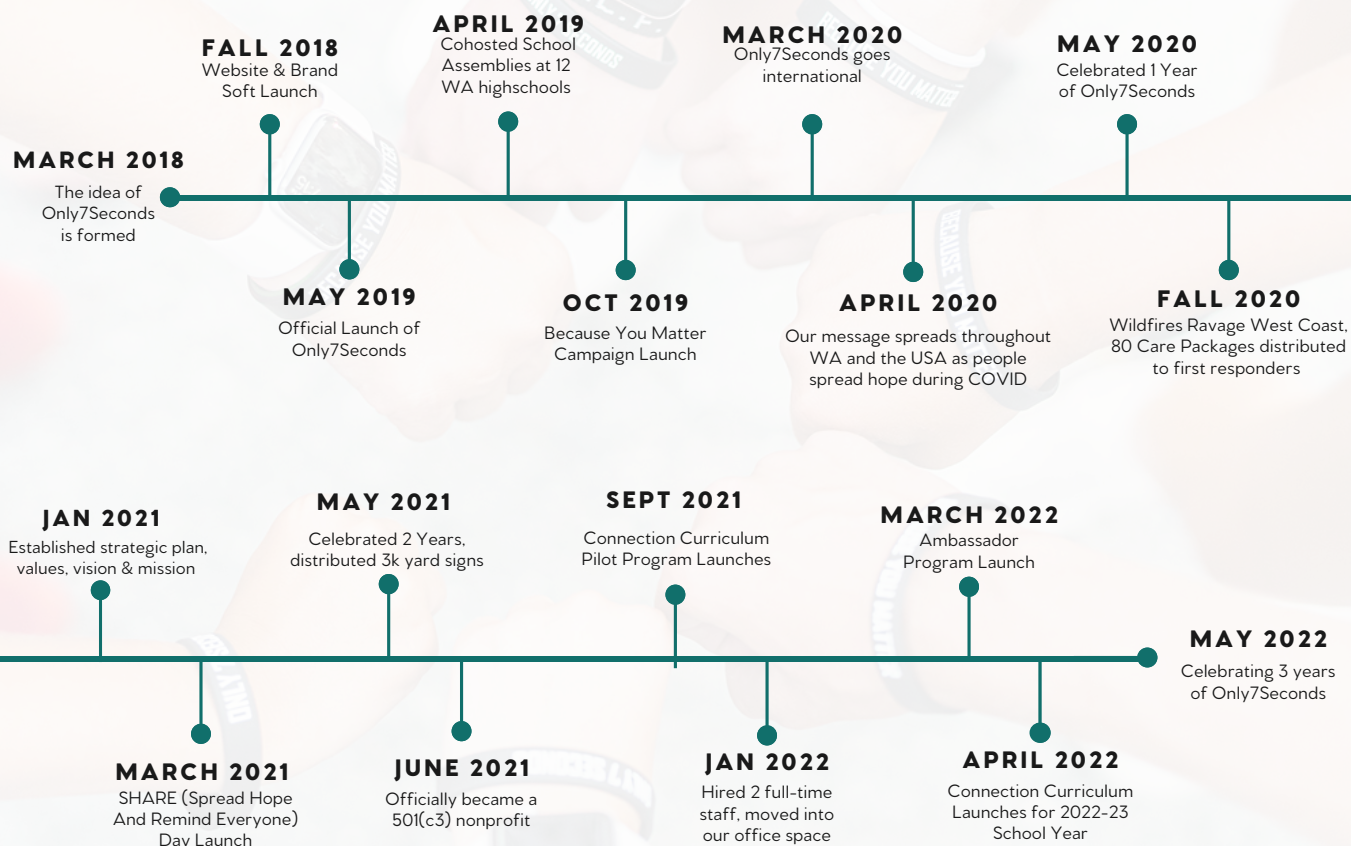
STRATEGIC PLAN 2022 - 2025

UPDATED JANUARY 2022

TABLE OF CONTENTS

OUR STORY	3
THE O7S TEAM	4
VISION, MISSION & VALUES	5
O7S PROGRAMS	6
ORGANIZATIONAL GOALS	7
OPERATIONAL	7
STRATEGIC	8

TIMELINE: 2018-2022





OUR STORY

AFTER YEARS OF HEARING YOUTH SHARE STORIES, KRISTIN WALL HEARD A COMMON THEME: “I JUST FEEL SO ALONE.”

In 2018, Ethan Wall was unexpectedly bedridden with a sickness for nearly a month. During that time, friends and family didn't reach out and check in on him. It led to loneliness and then depression. After a few weeks, his mom Kristin asked “How long does it take to send the text: ‘I care about you.’ or ‘How are you doing?’? How long does it take to dial a phone number and hit send?”

THE ANSWER? ONLY 7 SECONDS.

Years of working with youth in a separate non-profit, Kristin recognized the pain of loneliness through life experiences of anxiety, depression, eating disorders, addiction, trauma, and suicide. Recognizing how a simple text could make a difference, was the beginning of Only7Seconds. A simple text, smile, handwritten note, a t-shirt, a sign, or a post-it note are ordinary acts that make an extraordinary difference.

From there, Only7Seconds began working with individuals to encourage them to reach out and let people know they mattered. Community partners and schools began to support the message of Only7Seconds and increase awareness of loneliness and the simplicity of making connections. In 2020, COVID-19 hit the entire world. Isolation, mandatory lock-downs and social distancing has pushed loneliness further into the public conversation. Multiple suicides in Washington State brought to light a growing need for conversation around mental health and connection.

Only7Seconds is now growing with three official programmatic pieces.

- **Storytelling** — Our storytelling and youth curriculum (Connection Curriculum) was developed and debuted in 2021 for nine schools and youth programs. It is now expanding for all schools, as well as public and community use in 2022.
- **Ambassadors** — This program equips and trains people who are passionate about starting conversations that matter. Ambassadors intentionally connect with their people and inspire and activate their communities.
- **Advocacy & Awareness** — We engage in various community activities to spread our message of addressing loneliness and reminding people they matter. These activities include our SHARE Days (a community day the 7th of each month), speaking engagements at events, partnerships with businesses and organizations, and other community outreach opportunities.

**LIKE YOURS,
OUR STORY IS
STILL BEING
WRITTEN. WON'T
YOU JOIN US AS
WE SEEK TO
GROW HUMAN
CONNECTION
AND ELIMINATE
LONELINESS?**

THE 07S TEAM

What started in 2018 as a heart-project for now-Board Member, Kristin Wall, Only7Seconds was led by two dedicated volunteers. In the two years following and in deep gratitude for the immeasurable generosity of those committed to a world without loneliness, Only7Seconds now has two full-time staff and a Board of Directors with seven members dedicated to expanding the engagement of leaders committed to ending loneliness.

OUR STAFF:



LUKE WALL
EXECUTIVE DIRECTOR



MARCIA MULLETT
DIRECTOR OF PROGRAMS

At Only7Seconds, diversity, equity and inclusion are part of our DNA. Only7Seconds is a movement for all people. Loneliness does not discriminate and neither do we. We seek to inspire intentional connection with people of all ages, accessibilities, disabilities, ethnicities, races, genders, sexual orientations, cultures, backgrounds, creeds or religions. To end loneliness, every single person must have a sense of belonging and significance.

BOARD OF DIRECTORS:



DONNA LINDSAY
BOARD CHAIR
*Development Director at
Special Olympics Washington*



SHEILA HODGES
BOARD VICE CHAIR
*Founder of Pura Vida
Foundation*



KRISTIN WALL
BOARD SECRETARY
*Only7Seconds Founder
& Nonprofit Leader*



WENDY BOWMAN
BOARD TREASURER
Accountant and Bookkeeper



VINCENT POWELL
BOARD MEMBER
Multimedia Director & Producer



KERRY MCGHIE
BOARD MEMBER
Business Owner & Real Estate Agent



JAY KALKA
BOARD MEMBER
Business Executive

VISION, MISSION & VALUES

THE VISION of an organization guides at the highest level. Internally, the vision serves as the north star; it is unwavering. While the mission, values, goals, and strategies may grow alongside the organization, the vision is a reminder for the world that is needed. Valuable as an introduction to the organization, the vision is often used to remind members of the organization “why” they do what they do.

A WORLD WITHOUT LONELINESS.

**INSPIRING INTENTIONAL CONNECTIONS BY EMPOWERING
PEOPLE AND EQUIPPING PARTNERS THROUGH
ESTABLISHED PROGRAMS AND RESOURCES.**

THE MISSION of an organization describes how the vision will be achieved. It provides a summary of operational expectations and guides decisions related to resource allocation. Missions are a flexible tool able to support organizational growth and development. Representatives of the organization should memorize the mission with the ability to expand on its elements in order to provide lower level organizational details to external parties.

THE VALUES of an organization provide a foundation for operations related to internal personnel and external partners. Value descriptions expand on the intention of each.

RESPECT— recognizing the dignity of each person and the innate value they bring through their beliefs, culture, heritage, and abilities.

EMPOWERMENT — encouraging the authority of each person to recognize and take ownership for sharing their talents and strengths.

COURAGE — demonstrating a readiness to face the challenges and speak the truth needed to show support and inspire hope.

EXCELLENCE — living contagiously above reproach.

JOY — engaging with people and places that encourage gratitude.

WE VALUE:

RESPECT

EMPOWERMENT

COURAGE

EXCELLENCE

JOY

ONLY7SECONDS PROGRAMS



SHARE DAY PROGRAM

SHARE (spread hope and remind everyone) Day is a community event for the 7th of each month.



MERCHANDISE

Designed to start conversations that matter, our merchandise shares the message of Only7Seconds.



PARTNERSHIPS

We partner with businesses and organizations to provide resources and tools for intentional connections.



THE AMBASSADOR PROGRAM

Ambassadors are individuals equipped to make intentional connections and inspire and activate their communities.



THE CONNECTION CURRICULUM

The Connection Curriculum is a youth program serving 7-12th graders to make intentional connections.



THE STORYTELLING PROGRAM

Our Storytelling Program will inspire human connection by sharing stories of loneliness and how connection empowers us to overcome.

launching this fall!

ORGANIZATIONAL GOALS

Organizational goals help define an entity's purpose and guide growth by providing a gauge of progress. These goals help determine priority tasks, courses of action, and evaluation of organizational effectiveness. It is important to develop, evaluate, and refine goals on a regular basis.

OPERATIONAL GOALS

1. Board Development — Strong and effective boards are, well-acquainted with role expectations, equipped with resources for personal and group growth, and represent organizational clients.
 - a. Maintain a board of 6-10 members
 - b. Continue to seek balanced representation of diverse individuals (Geography, race/ethnicity, age, education, socioeconomic status, etc.)
 - c. Introduce new members via the onboarding process
 - d. Provide an annual opportunity for skill/knowledge growth
2. Staff Development — Supporting staff to grow their skills, knowledge and personal effectiveness will directly enhance organizational operations and delivery of products or services.
 - a. Regularly evaluate capacity of staff and contractors
 - b. Ensure regular use of opportunities for training, mental health reflection, and development for individuals and of the team
 - c. Offer annual out-of-office engagement opportunities for staff
3. Volunteer Development — Investing in the sustainability of each volunteer will support a deeper commitment to the vision and reduce resource allocation due to turnover.
 - a. Welcome via an on-boarding process
 - b. Provide leadership training annually
 - c. Plan to regularly demonstrate appreciation volunteers and evaluate potential risks of individual burnout
 - d. Prioritize a culture of inclusivity with diverse representation



A hand with a pink manicure holds a yellow sticky note. The note has handwritten text in black ink. The background is a blurred image of what appears to be a car's interior or a similar mechanical setting.

STRATEGIC GOALS

1. Project Growth & Program Expansion — As projects, programs, services, and merchandise continue to launch and expand, it is important to develop work plans to:

- a. Recognize relative priorities for growth
- b. Understand available capacity for implementation
- c. Describe expected demand on current and future resources.

2. Capture Consumer Interest — Providing high-quality management of engagement for all levels in all areas of interest requires maintenance of an effective dashboard. Such a system should support the tracking of organic engagement and production of reports to make analytic-informed decisions towards increasing engagement and expanding network contact points. Two important views of the database include:

- a. Evaluating consumer experience from beginning to end including transition of staff responsibility and response
- b. Annual metrics for relation-based product distribution such as working with top-level ambassadors or influencers

3. High-Value/Philanthropic Giving — Ensure program for managing gifts and relations with customers and donors is monitored for effectiveness. When qualitative or quantitative data demonstrates increased fiscal generosity, ensure use is identified.

4. Nationwide Programmatic Development — Maintain a comprehensive approach for communicating, storytelling, and feedback for all programs at a large scale. Prioritize updates for elements such as state-specific considerations for launch or expansion of programs including laws/regulations, public sector operations, known private players, and the media contact network with catch points for maintaining the current and engaging new audiences.

5. Comprehensive Merchandise Store — Operate with data-driven production and maintain supply chain partners with reliable, sustainable, and diverse product lines.