

DIRECTION 61:3

Aging out Foster Youth Thriving as Adults

Founded in 2017 as a 501 (c) (3) nonprofit ministry

We serve youth 14-24 aging out of foster care

Many aged out youth are homeless at age 18

We provide residential & nonresidential support as well as a program called THRIVE which includes Real Life Skills and Transitional Support for Independence

HOMES



- **6** TOTAL HOUSES
- **2** Boys Homes Opened Lucas/Denton
- **1** Home Purchased McKinney

TOTAL YOUTH SERVED

- **31** Residents
- **9** Non-residents

GROWING IN CHRIST

- **7** youth attended CAMP WOW (church camp) for the first time.
- **5** youth accepted Christ and baptized
- **1** youth accepted Christ and pending baptism
- **18** youth attended church regularly on Sunday mornings
- **5** youth attending mid-week church functions
- **2** youth serving in church leadership roles
- **1** youth now serving full-time on staff at a local church

EDUCATIONAL ACCOMPLISHMENTS

- **ALL** youth passed 2022 academic year
- **3** youth graduated high school
- **1** youth received GED
- **4** youth enrolled in higher education
- **1** youth on Deans List at Collin College
- **2** youth graduated UNT

LIFE SKILLS ACCOMPLISHMENTS

- **2** youth received drivers permits
- **5** youth received drivers licenses
- **1** youth received a Kingdom Car
- **3** youth pending a Kingdom Car
- **1** youth completed the Kingdom Cars Program
- **11** youth acquired new jobs
- **42** hours of Life-Skills classes taught to each resident
- **1** youth now in stable marriage and working
- **2** youth transitioned to independent living

2023 YEAR IN REVIEW

NOV 1- OCTOBER 31

COMMUNITY **SUPPORT**

REVENUE RECEIVED

(2022-23 Direction 61:3 Budget- \$1,068,000.00)

(Fiscal year ended 10/31/23- Below are approximate percentages of revenue received)

- **40%** Fundraising Events
- **12%** State Support
- **10%** Church Support/Grants
- **10%** Corporate/Foundation Grants
- **28%** Individual Donors

VOLUNTEER **SUCCESSSES**

Total Hours Served **2,268**

Total Volunteers **242**

IN KIND **SUPPORT**

- 6 Vehicles Donated
- Numerous cases of household items, bedding, and supplies
- Complete furnishings, appliances, and décor for two new homes
- Farm House Exterior Renovation by Performance Roofing/Painting
- Farm House Fence Built
- Extensive Landscaping/Irrigation Donated and Installed-Haynes Landscaping
- Trees Removed by Texas Baptist Men
- Counseling Center Funded and under Construction
- 52 meals donated for weekly Thrive gatherings of all residents
- 137 gift cards donated

Funding- 501 (c) (3) Charitable Organization

Funding is 40% Fundraising Events, 12% State Reimbursement, 10% Faith Community Support, 10% Grants and 28% Individual Donors



2024 FUNDRAISING EVENTS

Mark your calendars and join us at these exciting events. Have fun and help a great cause in 2024!

Friday
March 22, 2024

DIRECTION^{61:3}
BBQ & BINGO

Friday, March 22
McKinney Flour Mill
407 E Louisiana St, McKinney, TX 75069
6:00 Garden Courtyard Open
7:00 BBQ & Bingo

The event graphic has a dark blue background with a white line-art illustration of a flour mill. The text is in white and orange. The bottom half of the graphic has an orange background with a white dot pattern.

McKINNEY'S
Christmas
CONCERT WITH
MOSAIX

THURSDAY, NOVEMBER 30 • 8 PM
FRIDAY, DECEMBER 1 • 5 & 8 PM

The event graphic has a dark blue background. It features a stylized Christmas tree made of green and red brushstrokes with a yellow star on top. The text is in white and red. The bottom half of the graphic has a dark blue background with red text.

Finalizing Dates -
Typically week after
Tree Lighting



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Marketing Budget



Marketing Budget – BBQ & Bingo McKinney and Christmas Concert with Mosaix benefitting Direction61:3

Graphics Design	\$1000	For sponsor packet, event flyer, postcard, poster, digital marketing
Printing & Postage	\$2,000	\$1,000 per event
Website	\$500	\$250 per event
Advertising	\$4,000	Community Impact and Radio- KLAKE and The Wave
Total Budget Marketing	\$7,500	



Marketing

Digital & Print **Plan** Postcards and Posters

Media Partnerships & Paid Print/Radio Advertising

News Releases & Marketing Partnerships with Media Partners, Visit McKinney, MCDC, etc

An aerial architectural rendering of a residential development. The scene features a large lake on the left with a dock and two boats. A semi-circular amphitheater with tiered seating is situated on a grassy area. A central parking lot contains several cars. To the right, a swimming pool is surrounded by lounge chairs and umbrellas. The development consists of numerous two-story houses with dark roofs and light-colored siding, arranged in a cluster. A large, multi-story building is visible on the far right. The entire scene is framed by a decorative orange border.

FUTURE PLANS

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