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POVERTY STOPLIGHT




USA OFFICE

ANNUAL REPORT 2021



ABOUT US

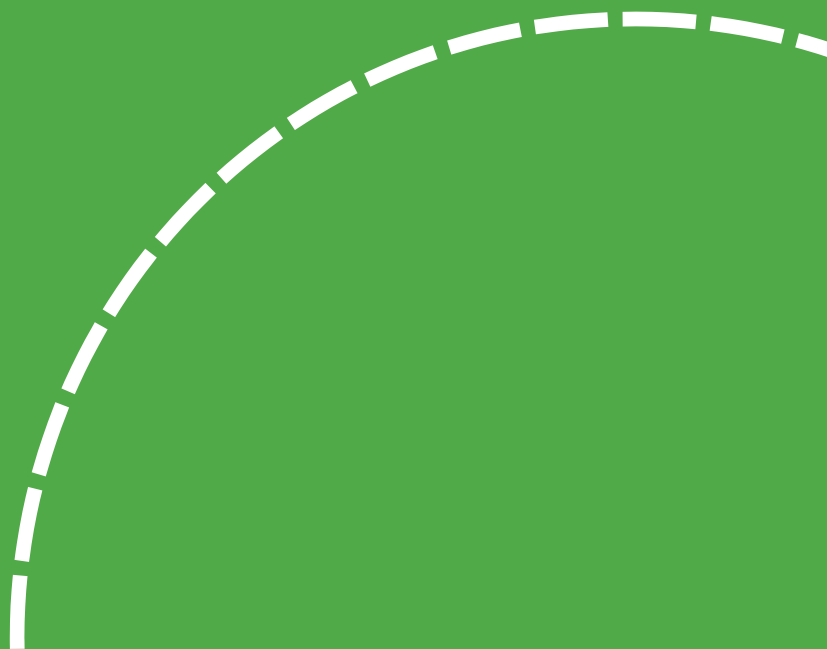
Since 2020 we are the US leader of the Poverty Stoplight movement, we use crowd-sourced data to highlight the best paths to thriving for individuals, families, companies and communities.

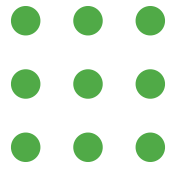




STOPLIGHT SURVEY

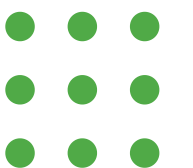
- A new approach to data analysis and impact
- A new type of survey that used to activates agency
- A system for measuring and motivating thriving

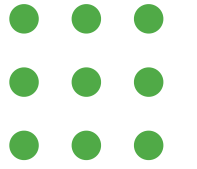




MISSION

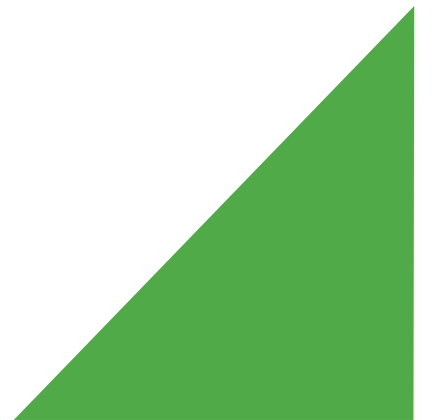
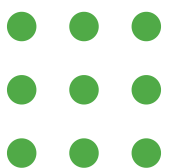
Activate the agency and creativity of individuals and families to address their own challenges.





VISION

A world where everyone can create and
own their path to **thriving**.



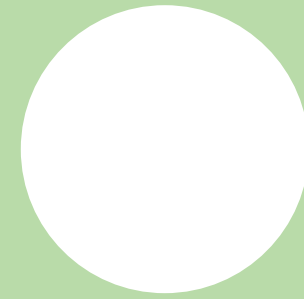


OUR TEAM

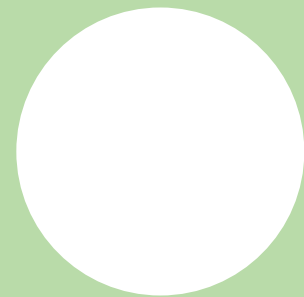
TEAM



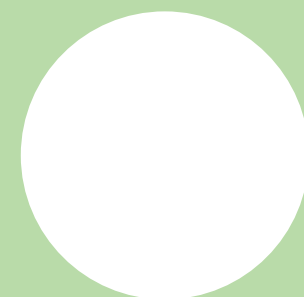
Larry Reed
Executive Director



Stanley Onuoha
Business Development
Director

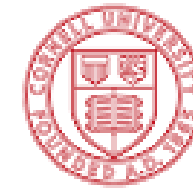
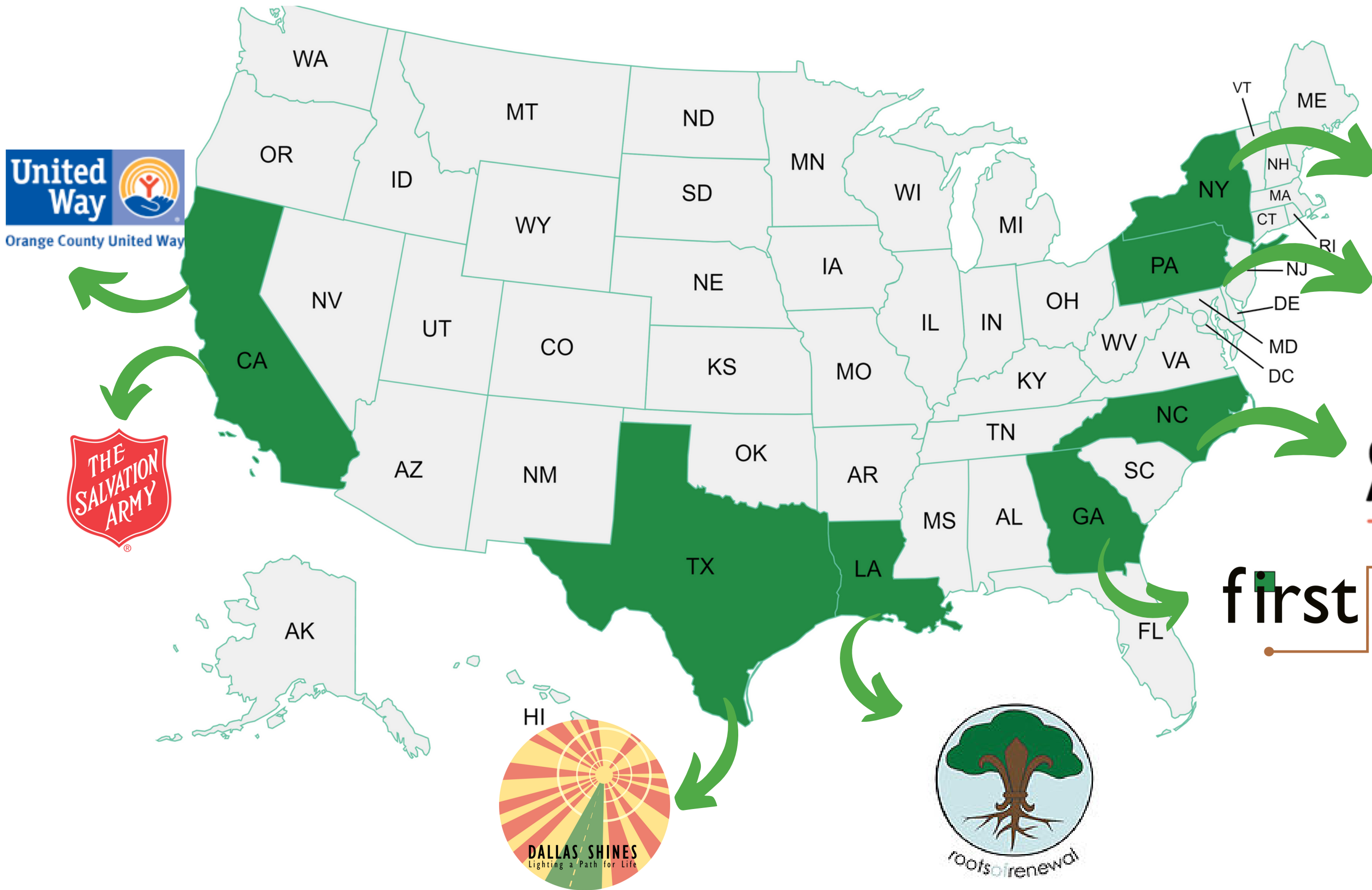


Cecilia Crosa
Program Manager



Sol urbieta
Program Officer

OUR PARTNERS



Cornell University
Cooperative Extension



Community
Aspirations
HUB

first step
STAFFING
for good



SUCCESSSES

New Partners

New Hub in Dallas

- Behind Every Door
- Incarnation Place
- Stand Together Foundation
- 28 more in the consortium

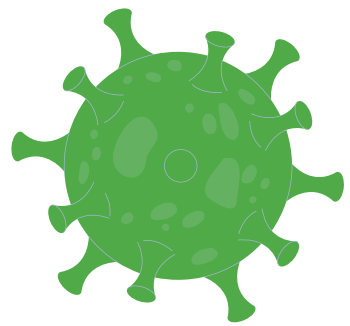
United Way in Orange County

SUCCESSSES

- First Step Staffing launched its survey
- Relunched training with The Salvation Army post reorganization
- Dallas Hub - Launched the Youth Survey & Awarded grant after co-application with Behind Every Door
- USA Partner Survey complete
- 501c3 and Logo and Web Update



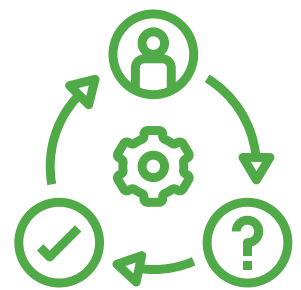
CHALLENGES



Covid indicators and restrictions



Remote Facilitation

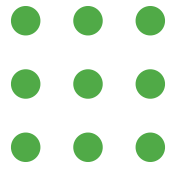


Revising the Business Model



US Privacy Requirements





COVID RESTRICTIONS

The pandemic spread brought lockdowns and travel restrictions in all the cities where we operated. We had to make a quick pivot from a plan based on in-person adaptation, training, and validation to carrying out all these activities in a virtual format.

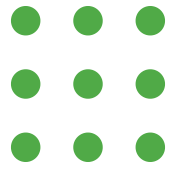


The transition to operating the Stoplight with a US based entity has changed the operating cost structure that was in place before the establishment of the US office. Our business plan, calls for the US office to become self-sufficient over time. That means that the income we receive from partners using the Stoplight will need to exceed our costs. We set prices for our services accordingly. However, we have faced challenges in implementing this pricing structure.



REVISING THE BUSINESS MODEL





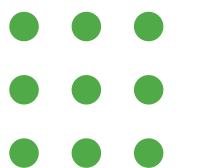
REMOTE FACILITATION

Losing face-to-face contact between organizations and individuals has been a challenging process. We have addressed new ways to increase trust between the organization and each of its beneficiaries as well as the agency of them during remote facilitations.



We revamped our information gathering and data storage policies and procedures to ensure that we comply with the Health Insurance Portability and Accessibility Act (HIPAA) regulations.

US PRIVACY REQUIREMENTS



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22



Build the new NGO

- Organize the Thrive Lights office in the US
- Raise \$500,000
- Obtain 501c3 status

Innovate

- Develop partners in the service industry
- Create Tableau dashboards for US and each partner

Help Partners Grow

- Support existing partners to carry out over 4,000 surveys
- Develop and implement improvement plan based on 2021 survey

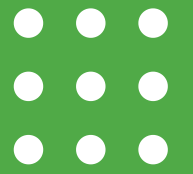
Expedite the adaptation process

- Making it more user-friendly



US COMMUNITY





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