

| KPI | Target | Frequency | Notes |
|-----------------------------|--|-----------|---|
| App Users | 20 stable members by year-end | Monthly | At least 2 new members per month |
| Internal Member Increase | 12 new internal members by year-end | Monthly | 1 new internal member per month |
| Internal Member Donations | 12 donations totaling at least \$1,200 | Monthly | Averaging \$100 per month per donation |
| External Grant Applications | At least 12 grant applications | Yearly | Seeking external grants and scholarships |
| Grants Approved | 2 grants approved, totaling \$20,000 | Yearly | Averaging \$10,000 in cash and \$10,000 in-kind |
| Women and Children Impact | Impacting at least 12 families | Yearly | Averaging \$100 per family |