



HeartProfit® Founders Circle

Fueling a New Era of Leadership

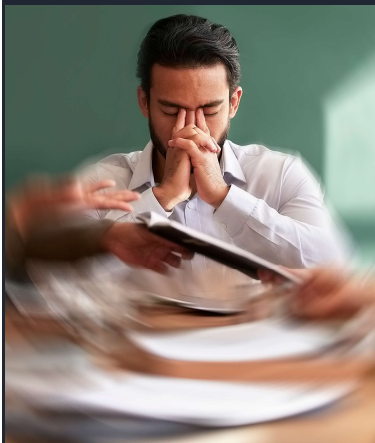
We Are a Movement

We are disruptors — challenging the status quo when the world needs it most. The workplace is a powerful place to address today's mental health crisis, and we believe compassionate leadership is the catalyst for change. Backed by decades of professional expertise from our growing HeartProfit Board, we bring the wisdom and credibility needed to lead this movement with vision and rigor. Through community, training/certification and we equip leaders to build cultures of **compassion, care, and connection.**

Our vision is bold: to make HeartProfit® a household name and bring to life a new global standard for how compassionate leadership is lived and practiced worldwide.



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Our Vision

HeartProfit is transforming business culture through compassionate leadership. The urgency has never been greater: **we are living in the midst of a global mental health crisis**, and the workplace is one of the most critical places we can make a difference.

With pressures pushing people closer to burnout, leaders can either fuel disconnection or foster resilience, well-being and trust.

HeartProfit provides the tools, training and community to create workplaces grounded in compassion, care and connection.

Why Founding Donors?

This is not just about funding programs — it's about **seeding a new culture of leadership** at a time when the mental health crisis demands urgent action. Foundational gifts provide the movement capital needed to scale HeartProfit's next phase of growth — expanding and strengthening our systems and providing impact where it matters most: in the workplace.

HeartProfit® Founders Circle donors are recognized not simply as funders, but as **co-builders of a movement**. To honor that role, we offer various giving levels so each donor can engage in a way that aligns with their capacity and vision.

PATHFINDERS

\$10,000 - \$24,999

Early visionaries seeding HeartProfit's growth.

Recognition:

- Listed in the Founders Circle on the .org site
- Highlighted in Annual Impact report

Access: Invited to sit on Founding Circle Advisory team
Curriculum: Evo|Lead training access for up to 3 leaders

CATALYSTS

\$25,000 - \$49,999

Leaders accelerating the movement, fueling growth/scale.

Recognition:

- Prior level recognition +
- Elevated recognition in HeartProfit publications
- Spotlight opportunities in Newsletter, UNBOSSSED

Access: Invited to sit on Founding Circle Advisory team

Curriculum: Evo|Lead training access for up to 7 leaders

VISIONARIES

\$50,000+

Champions of the movement who shape long-term impact.

Recognition:

- Prior level recognition +
- Prominent listing on .org,
- Annual Conference acknowledgement

Access: Invited to Founding Circle Advisory team. (Qtrly updates)

Curriculum: Evo|Lead training access for leaders up to 15 leaders



Your Gifts Fund:

PROGRAM EXPANSION **Train more compassionate leaders.**

- Expand training certification tiers, build digital learning platform (on-demand learning)
- Curriculum updates and optimization (continued focus on increasing relevancy)
- Offer scholarship access to ensure inclusivity
- Develop optimized experiences for movement participants (build loyalty)

TOOLS & SYSTEMS **Expand the infrastructure to scale efficiently and sustainably.**

- Enhance .org platform with relevant content and experience driven focus.
- Develop online directory of certified leaders, organizations
- Invest in project related resources such as Brand evaluation/enhancement workstream
- Implement automation systems to streamline communications, engagement and reporting

IMPACT MEASUREMENT **Demonstrate outcomes / impact that validate the movement.**

- Establish metrics to track transformation and impact reporting dashboards to measure
- Produce, publish annual reports, case studies, white papers etc...
- Produce story-driven media (video, features, UNBOSSSED series to spotlight impact narratives)

Why Your Gift Matters:

You're fueling a movement.

Compassionate leadership isn't a trend—it's the future.

Your gift ensures leaders are equipped to transform workplaces into places of care, healing and resilience.

You're seeding change.

At this critical moment in the mental health crisis, your investment provides the momentum to scale HeartProfit from vision in further action – expanding our program, building capacity, and strengthening our systems.

You're a co-builder.

Founding donors aren't just funders – they are architects of a new leadership culture.

Your support lays the groundwork for a lasting legacy of transformation for leaders and organizations across the world.





Join Us Today

"I'm inviting you to stand with me as one of our founding donors."

This is not just about philanthropy — it's about becoming a co-creator of a movement that will shape leadership for generations to come. Together, we can anchor HeartProfit's growth and ensure this vision becomes reality.

Please join the HeartProfit Founders Circle — as one of the first 20 visionaries to help lay the foundation of HeartProfit. Your gift isn't just an investment in an organization; it's an investment in the leaders and communities who will carry compassion forward into the world."

Staci Wright, Founder & CEO

Email: staci@heartprofit.org

Phone: 903.819.4186



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