dreamline™

me to we

THROUGH OUR PROCESS OF *LISTEN, REFLECT, CREAT*E AND *SHARE*,
DREAMLINE CULTIVATES LIFELONG SKILLS FOR LEADING A PURPOSEFUL LIFE.

Meeting Lifelong Needs

DREAMLINE is a global US-based program that helps young people believe in their dreams. Across cultures and settings we recognize the importance of dreams, yet most students never encounter an intentional program which helps them to focus on and pursue their dreams.

Dreamline is creating a global network that allows young people to share and pursue their dreams in a supported community. Working collaboratively, participants take meaningful steps toward making positive changes in their own lives and the lives of their families, communities, nations, and planet.

Through our process of *Listen, Reflect, Create* and *Share*, Dreamline cultivates lifelong skills for leading a purposeful life.

dreamline™
EXPERIENCE

LISTEN
Engage empathy by listening and responding to dreams of others around the world.

REFLECT
Focus on values, problems, and visions, building self and global awareness.

CREATE
Imagine and express a dream to share with the world in a unique Dream Banner.

SHARE
Change the world by sharing hope, art, and action. Share your Dream Action Plan and Dream Banner on Dreamline's digital platform and in local events.

History & Program

Our program is based on the work of founder, Jeffrey Harlan. Through his many decades as a school teacher, Jeffrey discovered that inviting students to express their dreams, and allowing them to do so in an artistic and connected format, created unprecedented student engagement. His approach organically spread to reach students in states across the US, as well as in 37 countries.

As a result of these shared global Dreamline experiences, hundreds of thousands of individually made Dreamline Banners– uniformly sized pieces of cloth expressing student dreams–have been created and shared across Dreamline's global network.

Dreamline's simple yet impactful Dreamline Banners are generated by a disruptive process that intentionally infuses imagination, awareness, community and positive change wherever it happens.

By shifting student perspective from "Me" to "We," Dreamline not only gives each student voice, but also a powerful opportunity to be heard.

Strategic Plan

The result of our six-month strategic planning process is the following plan to create a transition from Dreamline's current small scale operation and financial position to an organization that will serve thousands more young people and build a secure financial future for its operation.

Dreamline's original program has been refined and focused with multiple iterations, most recently a pivot to all-online work in response to the global pandemic. The world is in a moment of need as we face the problems of increasing fragmentation, isolation and outrage related to the pandemic and global social justice movements. Dreamline directly addresses each of these needs in concrete, constructive ways.
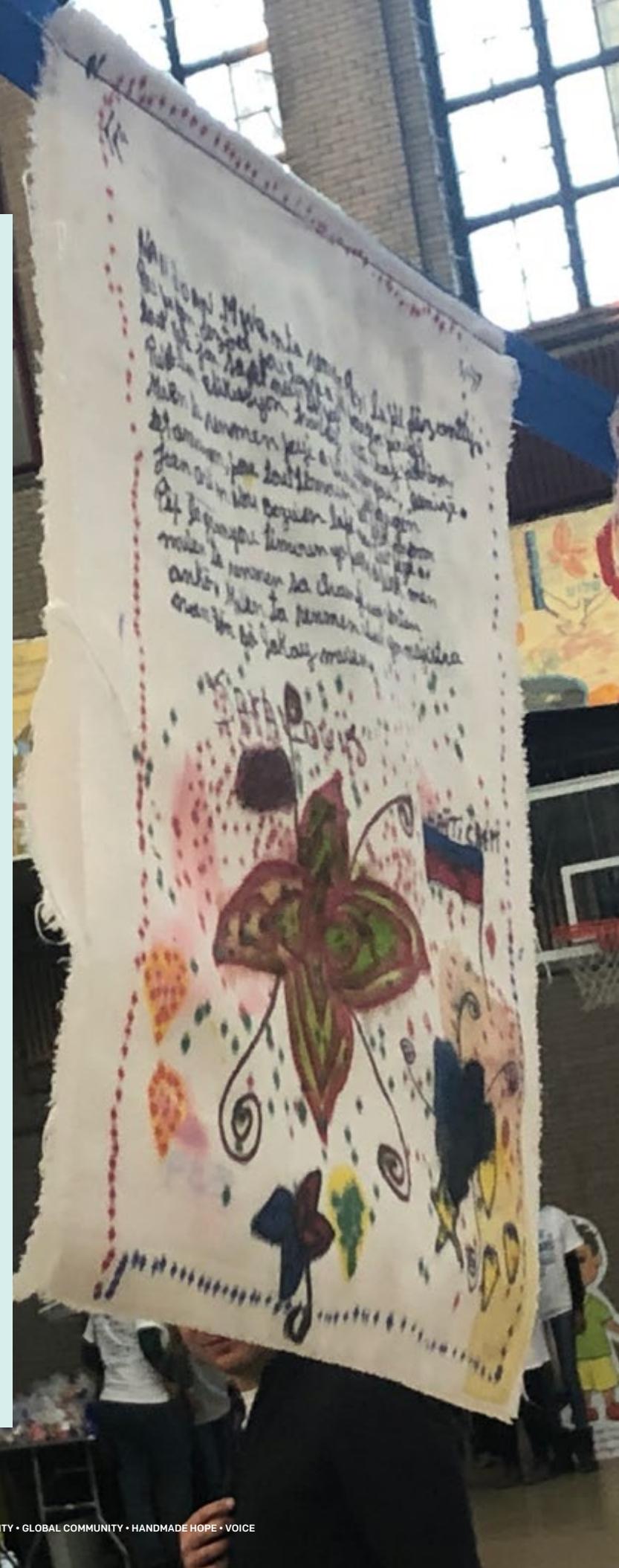
DREAMLINE'S STRATEGIC PLANNING GROUP

Jeffrey Harlan, Dreamline Founder

Bill Adair, 12-year Program Director at the Pew Center for Arts & Heritage

Gerard Lewis, Senior Vice President and Chief Technology Counsel for Comcast Cable Communications, LLC

**Vivian Sun**, Global Giving and Philanthropy Program Manager at Salesforce

Laura Jana, Author, Human Development Expert, and Spokesperson for the American Academy of Pediatrics

Barbara Bassett, Curator of Education, Teacher, and Student Programs at The Philadelphia Museum of Art

Charesse Ford, Author, Educator/ Consultant for Penn-Delco School District

Carlos Ortiz, Manager at Deloitte Consulting

Alec Zopf, CTO of Wellth Corporation
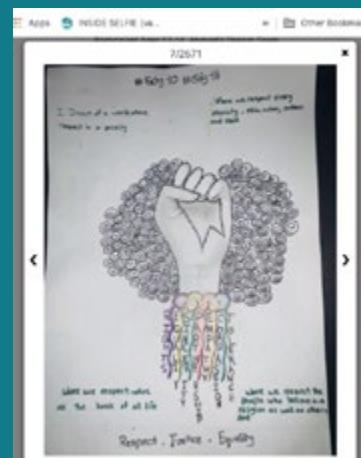
Through our strategic planning process we clarified the following:

DREAMLINE'S

MISSION

Dreamline cultivates imagination, awareness, community, and change by engaging young people to listen, reflect, create, and share their dreams.

DREAMLINE'S

VISION

Our vision is to create a global network of young people, each with a dream they believe in, a vision for making it happen, and the community connections to make it real. In the process, they develop empathy, deepen awareness, celebrate identity, and build confidence.

DREAMLINE'S

VALUES

Me to We

Authenticity

Radical Inclusivity

Global Community

Handmade Hope

Voice

In five years Dreamline will:

INCREASE participation from 6,000 to 100,000 young people annually, full-time staff from 1.5 to 7, and annual budget from $48K to $570K.

TRANSFORM student connections from Banner sharing to direct peer-to-peer global dialog.

BUILD mentor-guided global student teams that collectively realize shared dreams.

FOSTER lifetime skills and relationships through multi-year program innovations.

Program Development Priorities

GROWING ACCESS
GROWING RELATIONSHIPS
GROWING CHANGE

Each of these program priorities is about change.

We begin with inward change—empathy, belonging, and prosociality—then support sustained individual actions for change in a broader community, and, finally, launch a platform for collective and collaborative group actions for change on a global scale.

Growing Access

Giving more young people the tools to discover and believe in their dreams

HOW DOES THIS HAPPEN?

- Focus on curriculum programming will standardize and align Dreamline's organically developed program elements for widespread use in all school settings.

- Smart technology development will drive mass distribution of the Dreamline experience at low cost.

- **An independent research study will measure and document specific student outcomes–such as empathy, belonging, and prosociality–increasing Dreamline's access to grant funding.**

Growing Relationships

New programs will build broader engagement and support.

HOW DOES THIS HAPPEN?

- Dream Horizon alumni programming will focus on dream realization and continued community connection with summer gatherings, "dreamfinder" notifications, and ongoing relationship development.
- Student and parent programs will build broader community engagement and support.
- Technology development will connect and aggregate data to reveal what we are learning about shared dreams.
- Growing our community will grow our donor base, creating more sustainable opportunities for growth.

Growing Action

New emphasis on direct action for change through collaboration between students around the world.

HOW DOES THIS HAPPEN?

- The Dreamline World mobile app will become a communications platform for global peer-to-peer connection, strengthening and supporting young people to pursue dreams in unprecedented ways.
- Providing mentor-guided work spaces for group collaborations across schools will drive action and activism that shows students they can and do make a difference in the world we share.
- The rapid expansion of this platform will drive general public awareness of Dreamline's programming, increasing our donor base, earned revenue, and corporate sponsorship opportunities.

Program Development & Growth Summary

Through a four-year progression, Dreamline will realize the Growing Access, Growing Relationships, and Growing Change priorities while reducing per student costs, increasing revenue opportunities, and building from its current reach of 6,000 students per year to 100,000 through smart growth.

Dreamline's strategy for program delivery is primarily a train-the-trainers approach. Dreamline engages schools and other organizations, then trains and supports teachers and other adult leaders throughout the Dreamline experience. Dreamline also offers direct instruction of young people led by Dream Team Youth Mentor part-time staff through virtual platforms.

Budgets are based on an aggressive increase of 100% per year for students served, detailed projections of both external and internal costs for program development items, projections of operational costs extrapolated from pasts costs of serving 6,000 students per year, and similar projections for costs of program marketing and delivery, anticipating economies of scale.

	BUDGET K$	COST/10 STUDENTS	100s STUDENTS SERVED
YEAR 1: 2021–22	$200	$167	120
YEAR 2: 2022–23	$220	$ 92	240
YEAR 3: 2023–24	$470	$ 98	480
YEAR 4: 2024–25	$570	$ 59	960

ANNUAL BUDGET, PER STUDENT COST & REACH

YEAR 1: 2021–22

$200K: 12,000 STUDENTS
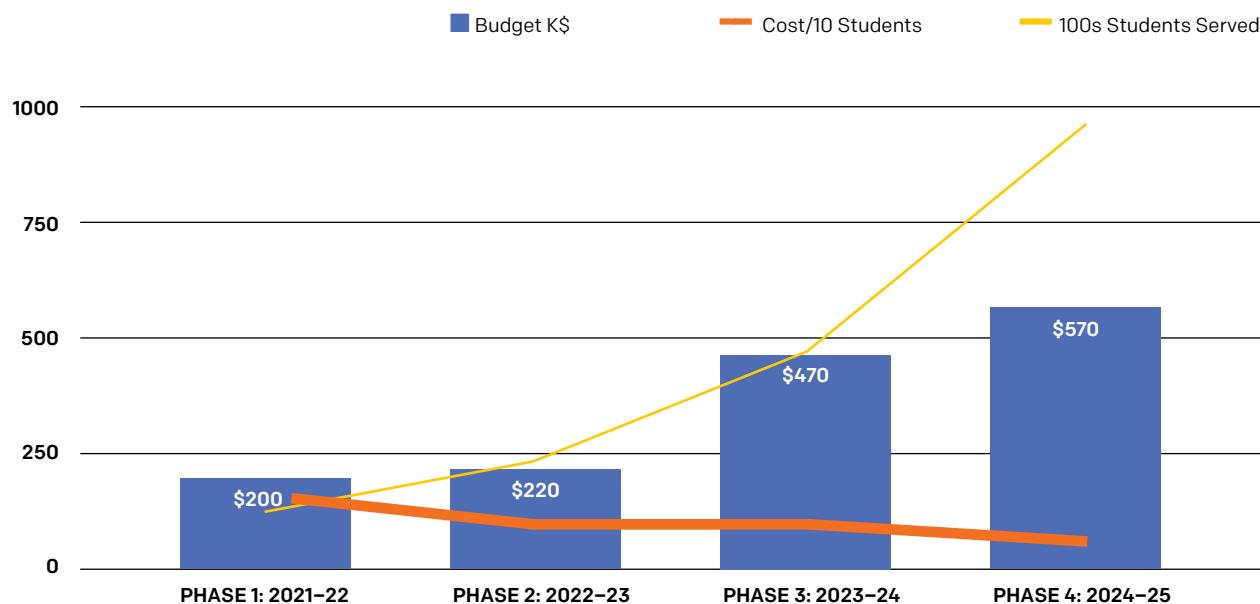
- Realize **GROWING ACCESS** program development priorities with $60K investments in critical curriculum and technology for scale
- Deliver programming for 120 schools, focusing on upper elementary and middle schools
- Conduct research on student impact to support future grant funding
- Create 2 FTE positions, allocating 25 staff hours per school

Operation
20.0%

$40,000 **$60,000**

Program Development
30.0%

$100,000

Program Delivery
50.0%

YEAR 2: 2022–23

$220K: 24,000 STUDENTS
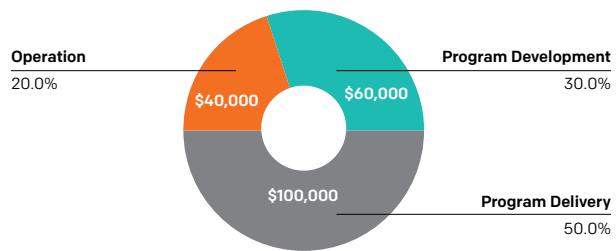
- Realize **GROWING RELATIONSHIPS** program development priorities with a $40K investment to support community growth and long term engagement
- Community programming for 240 schools
- Conduct research on community impact to expand grant funding
- Create 3 FTE positions, allocating 20 staff hours per school

Operation
22.7%

$40,000

$50,000

Program Development
18.2%

$130,000

Program Delivery
59.1%

YEAR 3: 2023–24

$470K: 48,000 STUDENTS
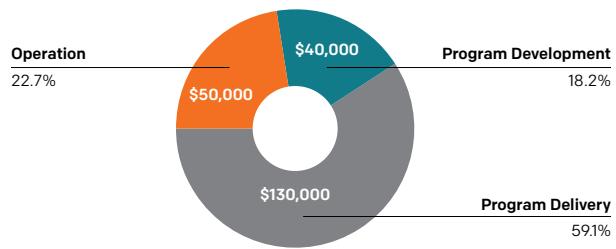
- Realize **GROWING ACTION** program development priorities with a $170K investment in cutting edge technology applications and associated curricular development.
- Technology supported community engagement and program for 480 schools
- Initiate long term crowdfunding programs
- Create 4 FTE positions, allocating 15 staff hours per school

Operation
12.8%

$60,000

$170,000

Program Development
36.2%

$240,000

Program Delivery
51.1%

YEAR 4: 2024–25

$570K: 96,000 STUDENTS
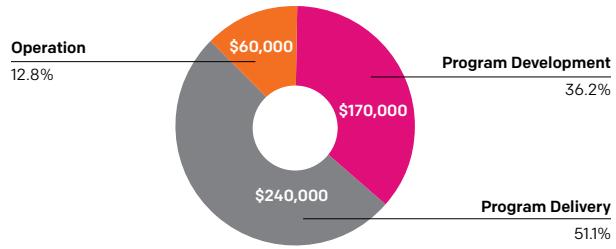
- Invest $50K in **ONGOING** program development to continuously innovate
- Fully developed program and support for 960 schools
- Continued development of grant, donor, sponsor, and earned revenue funding
- Create 7 FTE positions, allocating 14 staff hours per school

Operation
15.8%

$90,000 **$50,000**

Program Development
8.8%

$430,000

Program Delivery
75.4%
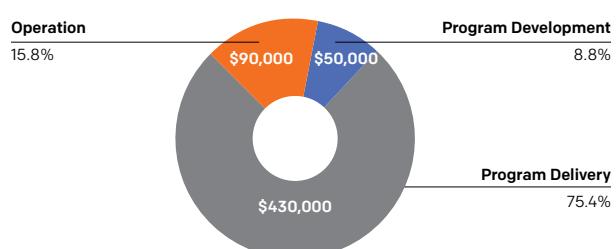
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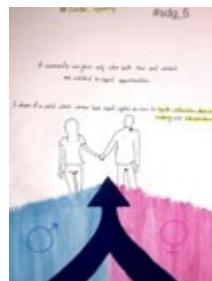
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Dubai, UAE

Fargo, North Dakota
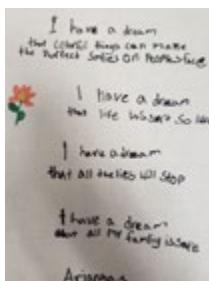
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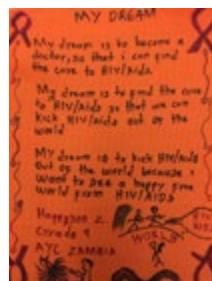
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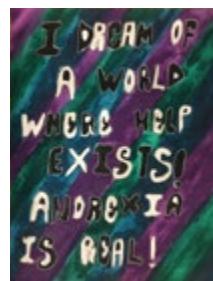
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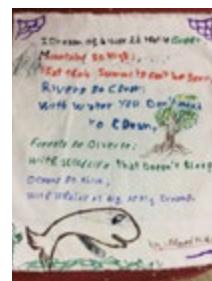
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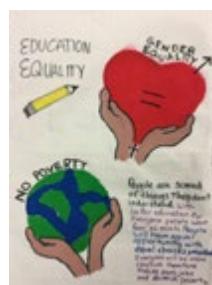
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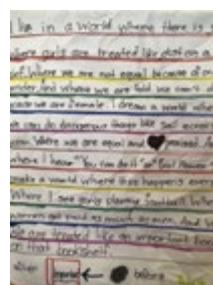
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Prince George, Virginia

Shanghai, China
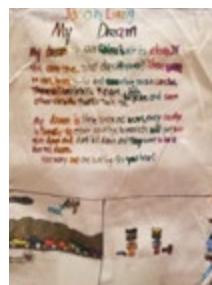
White Mountain, Alaska

Veracruz, Mexico