

BonaGany, Inc.

Business Plan

Revised on June 1st, 2023

Company Description

Service

The Non-Profit 501-C “BonaGany, Inc.” was created to help foster a positive relationship between Saint Bonaventure University (SBU), its students, and their Allegany community. We are certain that both Allegany and SBU benefit greatly from their shared existence and prosperity. Our goal is to nurture that shared prosperity. Our student interns support that mission by assisting in all aspects of BonaGany, Inc. These Interns apply classroom learning to real-world work experiences that support SBU’s values of compassion, wisdom, and integrity.

A strong emphasis is placed on providing community service projects for SBU’s on/off-campus housing students. These service projects allow students and community members an opportunity to work side by side with each other. Interns market, organize, oversee, and then publicize our community service projects and special community events. Interns also provide diverse services to other local non-profits which can include but not limited to website development, marketing, communications, and accounting. Our Interns and community service projects are the glue that keeps BonaGany together.

Customers/Stake Holders

Students - SBU Students and their families

Landlords - Off campus student housing property owners

Community - The Village of Allegany and Local non-profits

Institution - Saint Bonaventure University (SBU)

Mission Statement

Our goals are many and our opportunities are limitless. The Non-Profit 501-C “BonaGany, Inc.” was created to help foster a positive relationship between SBU, their Students and The Village/Town of Allegany. We believe Allegany and SBU benefit from their shared existence and prosperity.

Our Student Interns apply classroom learning to real world work experiences that support SBU’s values of compassion, wisdom, and integrity. Local non-profits provide us with an opportunity to give back to our community and foster positive relationships amongst our stakeholders. As stated, our opportunities are limitless and here are some of them:

- Create sought after rewarding internship opportunities. Student Interns play an active role in all aspects of BonaGany. We have five paid Internships available: Marketing/Communications, Finance, Accounting, Management and Health Science (feral cat coordinator).

- Offering community service projects for the Students of SBU to participate in. These service projects allow students and community members an opportunity to work side by side with each other.
- Student Interns will have opportunities to market, organize, oversee, and then advertise our various community service projects and special events.
- Student Interns will have opportunities to provide services for other non-profits. For example: Website development, Marketing, Communications.
- Student Interns are needed to oversee our Feral Cat Catch, Vaccinate, Neuter and Release program in the Village.
- Student Interns are encouraged to create their own Intern initiated projects. As part of the interview process, BonaGany seeks out Intern driven ideas which could advance BonaGany's mission statement.
- Maintain a due process for adjudicating complaints between local landlords, students, community, and Bona Student Property Management "BSPM". Our goal is for all to be accountable to each other and the community they reside in.
- Financially support other local non-profits, who promote causes that benefit our shared SBU/Allegany community.

Legal Structure

BonaGany, Inc. is a New York Not-For-Profit Corporation 501(c)3

Non-Profit unpaid initial Board of Directors

Thomas Dettore
 Timothy Peterson
 Drake Dettore

BonaGany has created a five-person advisory committee. The members include a representative for SBU, SBU Students, The Village of Allegany, local landlords and a BonaGany Intern. As an example: SBU's Director of Government and Community Relations, SBU's SGA President., Allegany Superintendent of Public works, a local property owner and a BonaGany Intern.

This committee will be used to deliberate policy changes, adjudicate complaints between stake holders, and determine how funds are invested in our Bonaventure/Allegany Community.

Company Advantages

The Non-Profit Structure:

- Perpetual existence (A nonprofit corporation has a statutory right to exist in perpetuity).
- Credibility (There may be more established credibility for a nonprofit corporation since the profit incentive by an individual is eliminated).
- Limited liability protection (A nonprofit corporation protects members, officers and directors against being held personally responsible for their company's debts and liabilities).
- Tax exempt status and Tax-deductibility.

Donated office space and management systems:

The first floor of "The BonaGany House", at 51 West Main Street, was donated by Bona Student Housing "BSH". This 20-year \$1 lease includes utilities and taxes. These expenses will be paid by BSH or any subsequent owner of 51 West Main during the lease term.

BSH has contributed their Network Solutions Website hosting and all their management/marketing systems to BSPM. The positive cash flow revenue from BSPM has been donated to fund the operations of BonaGany. BSPM operations are completely separated from BonaGany and future positive cash flow revenue is not obligated to be donated to BonaGany each year.

Student Interns:

Our Student Interns help support our mission by assisting in all aspects of BonaGany, Inc. We offer 5 paid Internships each school year. Our Student Interns help to ensure that we communicate effectively to fellow SBU students. Our Interns apply classroom learning to real world work experiences that support SBU's values of compassion, wisdom, and integrity. To attract high achieving Interns, BonaGany pays a \$15-\$20 hourly stipend.

Community Services Include:

- Being visible in the Village while providing community service. Our squads of student volunteers can be the glue that unites all our stakeholders.
- Continuing to work with SBU's student government to help market our community service projects to on-campus students.

- Service projects allow students and community members the opportunity to work side by side with each other and then enjoy a complementary meal together afterwards.
- Financially support other non-profit organizations which help move our mission statement forward in the community.
- All BSPM leases require student tenants to provide two hours of community service each semester or donate \$100 per academic year to community non-profits. This lease requirement creates an army of off-campus student volunteers.
- Help to beautify the community by performing weekly Village trash collection and working with the enchanted garden club/Allegany superintendent of public works .

Benefits for SBU Include:

- Supporting Franciscan values and SBU's mission to inspire students with a lifelong commitment to service and citizenship.
- Create sought after internship opportunities. Interns can apply classroom learning to real world work experience that supports SBU's values of compassion, wisdom, and integrity.
- SBU will have a direct line of communication with the community, property owners and off-campus students.
- We believe the high quality and affordability of SBU's off campus housing units compares favorably to other Universities and increases SBU's enrollment.
- Having a strong and vibrant off campus housing market helps to create tighter longer lasting alumni relationships. Lifelong memories and relationships are created and nurtured in off-campus properties.
- BonaGany creates opportunities for Bonaventure students to give back to their community, which promotes positive feelings towards SBU and the Village of Allegany.
- BonaGany intends to provide scholarships to incoming freshman and other current students who can help move our shared mission forward.

Off Campus Housing Accountability

BonaGany's advisory committee can help ensure that students, landlords, and property managers are all accountable to each other and the community they reside. This committee will voluntarily be utilized to adjudicate complaints between stakeholders. Concerning the adjudication, we anticipate the most common action taken will be community service hours for students and tenant reimbursement by landlords. SBU's Code of Conduct will be used as a guide for student violations and business "best practices" for their property managers and landlords. The goal is to create accountability between all the stakeholders.

Intellectual Property Rights

BonaGany, Inc as a non-profit will not retain any intellectual property rights. It is our purpose to move our mission statement forward and not restrict forms of competition.

Future Plans for BonaGany

- A non-profit which unites all stake holders towards a common mission will benefit all the stake holders in perpetuity. The current structure must be integrated with a system that is more dependent on Student leadership and is self-perpetuating. We currently retain a graduating Intern who remotely oversees, supervises, and mentors our current group of Interns. Ideally, this position would be staffed by an individual who lives locally to better mentor our current Interns.
- We must carefully amend our by-laws and corporate structure to protect against future abuses. Our bureaucratic structure needs to maintain transparency and incentivize competition to help avoid corrupt monolithic behavior by any single stakeholder.
- Continue to offer community events like Nashville in Allegany which occurred on May 13, 2023. These events exemplify how The Village and SBU are better together. These events would not occur without each other. These events represent our united community working with and benefiting from each other. The festival can be a uniting symbol of our shared cooperation. Our Student Interns helped supervise volunteers while working with SBU, Village authorities, shop owners and other non-profits.
- BonaGany intends to provide scholarships to incoming freshman and current students who can help move our shared mission forward. Two examples: Create a \$1,000 scholarship to an incoming Eagle Scout who can then be awarded a paid internship. The Eagle Scout intern would have the responsibility of providing "The Citizen in the Community" Eagle required badge to local Boy Scout Troops. Create another scholarship for the incoming GM of the SIMM club. The scholarship would pay the cost of a financial analyst prep summer course. Finance is currently SBU's largest major, and the SIMM club provides an excellent opportunity to propel its members with practical hands-on knowledge.
- We hope to provide storefront space and supportive services to SBU's innovation entrepreneurial program. We will consider providing financial support to student run small business ventures. All funding must be approved by our advisory committee. Currently our Interns are developing the pricing, marketing, and management plans for eight storage units in the Village of Allegany. The opportunities to move our mission statement forward are limitless with the potential of creative student problem solving and our non-profit structure.

- One entrepreneurial example, which moves our mission statement forward: Our Student interns with SBU program support could create a consolidated marketing plan for small shop owners and restaurants in the Village of Allegany. These owners could benefit from the use of current communication and payment technologies. For example, shop owners could offer SBU students a rebate (ex. 10%) when paying electronically (Square, Apple pay, Google pay, Pay pal etc.). These same shop owners could offer SBU a larger discount (ex. 20%) for “BonaGany Dollars”. SBU could then offer Students “Flex BonaGany dollars” (ex. \$100 per semester) as an option to their meal plans.
- BonaGany dollars could be used to purchase local business products and services. These same small business owners could benefit from other services, such as accounting, personnel, payroll, and risk management. Many of these shop owners have not spent the effort or utilized their collective scale in reviewing options. Our student interns would benefit from real world learning, problem solving and help our Bonaventure Allegany community prosper together.