

The Blue Umbrella, Inc.



ANNUAL REPORT

2025

# The Blue Umbrella Inc.

## 2025

### About The Blue Umbrella, Inc.

The Blue Umbrella Inc. is committed to creating pathways toward economic mobility, entrepreneurship, education, and self-sufficiency for youth, families, and aspiring business owners. Through innovative programming, mentorship, workforce development, entrepreneurship education, and financial literacy initiatives, we work to equip individuals with practical tools that empower long-term success.

Our mission centers on helping individuals break cycles of poverty by providing accessible education, real-world business development opportunities, and supportive community resources.

### Message From Leadership

This past year has been one of growth, impact, and transformation for The Blue Umbrella. As economic challenges continue to affect families and underserved communities, our organization remained focused on delivering practical, life-changing programming that empowers participants with entrepreneurial, workforce, and financial skills.

We are proud of the measurable outcomes achieved through our programs and deeply grateful to the community partners, volunteers, educators, donors, and participants who made this work possible. Every certification earned, every business plan completed, and every business launched represents a step toward greater independence and generational opportunity.

The accomplishments highlighted in this report demonstrate not only the effectiveness of our programming, but also the resilience and determination of the individuals we serve.

### Our Impact at a Glance

#### Measurable Outcomes

Over the past year, The Blue Umbrella Inc. achieved significant milestones across our entrepreneurship and workforce development initiatives:

- ◆ 96.7% national certification exam pass rate among program participants
- ◆ 42 professionally bound business plans successfully developed
- ◆ 4 marketing plans created for participants with existing businesses
- ◆ 8 participants successfully incorporated their businesses with the State of Indiana

These outcomes reflect our commitment to practical education, individualized support, and measurable community impact.

# Program Highlights

## Entrepreneurship Development Program

Our entrepreneurship program provides participants with foundational and advanced business knowledge designed to help aspiring entrepreneurs turn ideas into sustainable ventures. Participants receive hands-on instruction in:

- ◆ Business planning
- ◆ Branding and marketing
- ◆ Financial literacy
- ◆ Budgeting and pricing
- ◆ Customer service
- ◆ Legal business formation
- ◆ Professional communication
- ◆ Pitch development

This year, participants completed professionally developed business plans that positioned them to pursue funding opportunities, launch businesses, and strengthen operational strategies.

## Business Formation Support

The Blue Umbrella Inc. assisted participants throughout the process of legally establishing their businesses. Through step-by-step guidance, participants learned how to:

- ◆ Select business structures
- ◆ Register with the State of Indiana
- ◆ Understand basic compliance requirements
- ◆ Develop foundational operating strategies

As a result, eight participants successfully incorporated their businesses during the reporting period.

## Marketing & Branding Assistance

Participants with existing businesses received direct support in developing customized marketing strategies. These services included:

- ◆ Target audience identification
- ◆ Branding strategy
- ◆ Social media planning
- ◆ Promotional campaign development
- ◆ Community outreach planning

Four participants completed customized marketing plans to help strengthen visibility, customer engagement, and long-term sustainability.

# Community Commitment

The Blue Umbrella Inc. remains dedicated to serving youth, families, and underserved populations through education-based initiatives that encourage self-sufficiency, confidence, and economic growth.

Our work extends beyond entrepreneurship by helping individuals develop critical life and workforce skills that contribute to stronger families and healthier communities.

We believe sustainable change occurs when individuals are provided with:

- ◆ Access to educational opportunities
- ◆ Supportive mentorship
- ◆ Practical skill development
- ◆ Resources that promote long-term stability

# Looking Ahead

As we move into the coming year, The Blue Umbrella Inc. plans to continue expanding its programming and community impact through:

- ◆ Enhanced youth entrepreneurship initiatives
- ◆ Expanded family financial literacy and workforce programs
- ◆ Increased certification opportunities
- ◆ Community partnerships and collaborations
- ◆ Additional small business development resources
- ◆ Financial literacy and economic mobility education

Our goal is to continue building programs that create measurable outcomes while strengthening individuals, families, and communities.

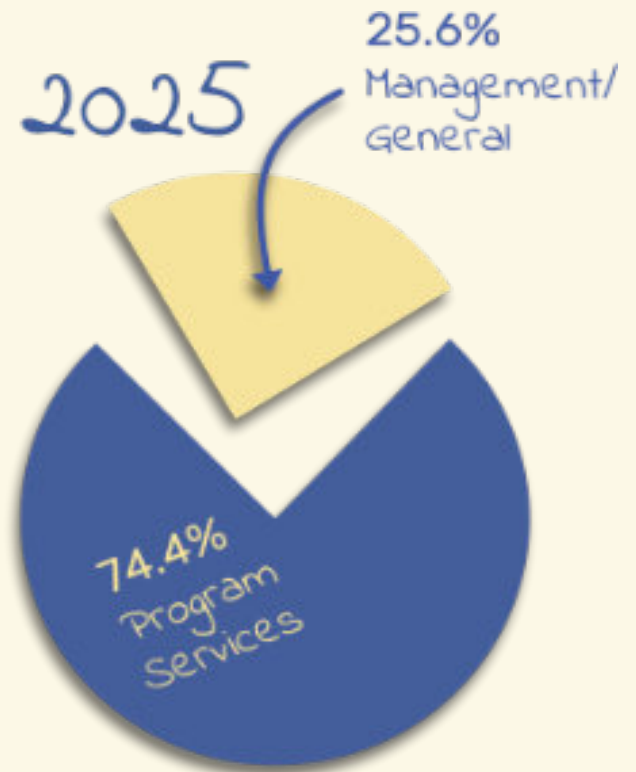


# Sustainability

Although overall income in 2025 remained modest, The Blue Umbrella achieved a 70% increase in revenue compared to 2024. This growth was driven primarily by the expansion of our educational services, which provided a stronger financial foundation for the organization.

As a result, we were able to begin expanding our entrepreneurship programs and increase direct support for participants.

By maintaining low operating and administrative costs, The Blue Umbrella ensured that the majority of funds raised were directed toward program implementation and participant services. This careful stewardship of resources allowed us to maximize community impact while continuing to build organizational sustainability and capacity for future growth.



	2024	2025
<b>INCOME</b>	\$8,053.12	\$26,924.94
<b>EXPENSES</b>		
Operating	\$2,757.45	\$3,441.52
Programming	\$3,860.93	\$9,983.14

## Appreciation

The Blue Umbrella Inc. extends sincere appreciation to every participant, volunteer, community partner, donor, educator, and supporter who contributed to our mission this year. Your support helps create opportunities that change lives and empower future generations. Together, we are building stronger communities through education, entrepreneurship, and economic empowerment.

## Contact Information

The Blue Umbrella Inc.  
2020 N Dequincy St  
Indianapolis, IN 46218  
[www.theblueumbrellainc.org](http://www.theblueumbrellainc.org)

