



CRUISING FOR CAUSES

2025-2026 FOUNDING ANNUAL IMPACT REPORT

Building the Foundation for Experiential Travel and Charitable Impact



A visual expression of the community impact, partnerships and service infrastructure Cruising for Causes is building toward.

Sailing together. Making a difference.

FOUNDING-YEAR REPORT | Reporting Period: 2025-2026

A Note About This Founding Report

This first annual impact report is intentionally different from the report of a mature nonprofit. Cruising for Causes (CFC) officially launched during the reporting period, making 2025-2026 primarily a year of organizational formation, infrastructure development, program design and preparation for future impact. Accordingly, this report distinguishes between activities completed during the founding period, programs under development, and future initiatives. It does not present planned activities as completed outcomes.

Our founding-year standard is straightforward: report what was actually built, explain why it matters, establish the systems needed for accountability, and create a measurable baseline against which future years can be evaluated.

1. Message from Leadership

Cruising for Causes was created around a simple but powerful idea: travel can be more than a destination. It can become a platform for education, cultural understanding, community service, charitable fundraising, health and wellness, scholarships, veterans initiatives and lasting human connection.

During our founding period, our priority was not to rush programs into the marketplace simply to demonstrate activity. We focused on building the institutional foundation necessary to operate responsibly and sustainably. That work included developing our program framework, governance structure, policies, fundraising systems, signature experiences, educational resources, partnership strategy and long-term operating model.

As we move forward, our responsibility is to convert that foundation into measurable public benefit. Future reports will increasingly measure scholarships, charitable funds generated, nonprofit partners served, educational programming delivered, volunteers engaged, participants reached and communities supported.

Leadership, Cruising for Causes

2. Who We Are

Cruising for Causes is a nonprofit experiential travel and charitable impact organization. CFC uses travel and shared experiences as platforms through which charitable and educational purposes can be advanced.

Primary Exempt Purpose

CFC's primary exempt purpose is charitable and educational: strengthening communities, expanding education and opportunity, preserving and promoting cultural heritage, supporting health and wellness initiatives, supporting veterans and their families, encouraging community service and volunteerism, providing scholarship opportunities, and strengthening the capacity of nonprofit organizations.

THE CAUSE IS THE PURPOSE. TRAVEL IS THE PLATFORM.

3. Our Four Areas of Impact

Impact Pillar	Founding Purpose
Community & Service	Connect participants, volunteers, nonprofits and partners to fundraising, service and community-building opportunities.
Culture & Heritage	Preserve, interpret and celebrate history, heritage and cultural contributions through educational and immersive experiences.
Education & Opportunity	Expand learning, scholarships, leadership development, professional growth and pathways to opportunity.
Health & Wellness	Support health education, awareness, survivorship, resilience and wellness-centered community programming.

4. Our Founding Story

CFC was established to bridge two systems that are often separate: charitable impact and experiential travel. Nonprofits frequently need new ways to engage supporters, raise funds and communicate their mission. At the same time, travel naturally creates community, shared identity, education and memorable experiences. CFC's model is designed to bring these strengths together in a structured nonprofit environment.

The organization is being developed not as a retail travel agency, but as the charitable program owner and impact organization. Travel fulfillment and commercial travel functions are intended to be governed through appropriate operating relationships, written agreements, financial controls and nonprofit oversight.

5. 2025-2026: Building the Foundation

During the founding period, CFC concentrated on organizational capacity in the following areas:

Foundation Area	Work Undertaken / Developed
Governance	Board and committee structure, governance roles, bylaws and policy development.
Compliance	Federal and organizational compliance preparation, public-policy framework, recordkeeping and administrative systems.
Program Architecture	Four impact pillars and a portfolio of charitable, educational, cultural, health, scholarship, veterans and service initiatives.
Fundraising	Donation concepts, sponsorship structures, matching-gift resources, fundraising-cruise methodology and grant-readiness work.
Training	Fundraising cruise curriculum, Meetings at Sea education, bootcamp/webinar concepts and partner training resources.
Brand & Communications	CFC positioning, websites, program brands, public messaging, donor messaging and outreach materials.
Partnership Development	Frameworks for cruise-line, corporate, nonprofit, host-agency, travel-advisor, HBCU and community partnerships.
Operations	Development of the CFC travel-operations model, participant workflows, program standards and financial-control concepts.

6. Our Founding Program Portfolio

CFC's founding year was dedicated to developing a diverse portfolio of mission-driven programs designed to turn experiential travel into opportunities for education, charitable impact, cultural engagement, health and wellness, and community service. The initiatives below represent the programs and experiences we are developing for future implementation. As these programs launch, we invite donors, participants, nonprofit organizations, sponsors, and community partners to become part of their growth and impact.

Program / Initiative	Primary Impact Alignment	Publication Status
Juneteenth Freedom Cruise(TM)	Culture & Heritage; Education & Opportunity	Scheduled / In Development
The Africa Experience(TM)	Culture & Heritage; Education & Opportunity	In Development as an extension of the Juneteenth Freedom Cruise ecosystem
Juneteenth Scholarship Awards	Education & Opportunity; Culture & Heritage	In Development
Pink Waves Cruise for Cancer(TM)	Health & Wellness; Community & Service	Scheduled / In Development
Veterans Programs / Veterans Beyond Borders	Community & Service; Education & Opportunity	In Development
Fundraising Cruise Program	Community & Service; Education & Opportunity	In Development
Fundraising Cruise Training	Education & Opportunity	Developed / In Development
Meetings at Sea Training	Education & Opportunity	Developed / In Development
Community Service Travel	Community & Service	Planned
Educational & Cultural Travel	Culture & Heritage; Education & Opportunity	Planned / In Development

7. Signature Initiative: Juneteenth Freedom Cruise(TM)

The Juneteenth Freedom Cruise(TM) is being developed as a major CFC cultural, heritage, education and empowerment initiative. Its purpose extends beyond a themed vacation. The program is designed to center the history and meaning of Juneteenth while connecting that history to education, heritage, leadership, HBCU support, cultural celebration and legacy.

The broader ecosystem includes scholarship and education concepts, cultural programming, youth and leadership opportunities, charitable engagement and The Africa Experience(TM), an international heritage extension connected to the Juneteenth Freedom Cruise.

8. Signature Initiative: Pink Waves Cruise for Cancer(TM)

Pink Waves Cruise for Cancer(TM) is being developed as a health and wellness platform focused on cancer awareness, survivorship, education, caregivers, community support and charitable engagement. The long-term model is designed to support both flagship experiences and cause-specific programming while maintaining clear health-education and charitable objectives.

9. Building Nonprofit Fundraising Capacity

A central CFC initiative is the development of a repeatable fundraising-cruise model that allows nonprofit and community organizations to use group travel as a fundraising and supporter-engagement platform without requiring those organizations to become travel agencies.

- Standardized fundraising-cruise methodology and implementation framework.
- Training for nonprofit organizations, travel advisors and partner agencies.
- Marketing, sponsorship, participant and compliance resources.
- Controls intended to separate charitable fundraising from travel-payment activity.
- Scalable partner structure designed for future nonprofit cohorts.

10. Fundraising Outlook & Resource Development

As a newly established organization, Cruising for Causes used its founding period primarily to build the programs, governance, partnerships, fundraising infrastructure and operating systems necessary to support responsible growth. CFC did not conduct significant public fundraising during this foundational period; therefore, this report does not use contributions or grant revenue as a measure of first-year success.

As CFC moves into its next phase, the organization is preparing to pursue a diversified fundraising strategy that includes individual contributions, corporate sponsorships, foundation and government grants, matching gifts, program-specific campaigns, scholarship support and strategic partnerships. Fundraising goals will be connected to defined programs and measurable charitable outcomes so donors and partners can understand how resources are intended to be used.

2026-2027 Resource Development Target	Planning Goal
Individual & Community Giving	\$50,000
Corporate Sponsorships	\$100,000
Foundation & Government Grants	\$150,000
Scholarship & Education Campaigns	\$75,000
Corporate Matching Gifts	\$25,000
Program-Specific Fundraising	\$100,000
TOTAL RESOURCE DEVELOPMENT GOAL	\$500,000

How We Plan to Put Support to Work

Mission Investment Area	Planning Allocation
Education & Opportunity	\$150,000 - Scholarships, HBCU initiatives, youth leadership and educational programming.
Community & Service	\$125,000 - Nonprofit capacity building, community-service initiatives and fundraising programs.
Culture & Heritage	\$100,000 - Cultural education, heritage preservation and experiential programming.
Health & Wellness	\$75,000 - Cancer awareness, survivorship, wellness education and related programming.
Organizational Capacity & Impact Measurement	\$50,000 - Technology, compliance, program administration, evaluation and infrastructure needed to deliver and document CFC

Mission Investment Area	Planning Allocation
	charitable work.

These amounts represent organizational fundraising goals and planning targets for 2026-2027. They are not contributions received, committed funding, grants awarded or guaranteed future revenue.

11. Governance & Accountability

Strong governance is part of CFC's impact strategy. The organization is building systems intended to protect charitable assets, maintain appropriate oversight, document decision-making and separate nonprofit activity from related commercial travel functions.

- Board oversight and defined officer/committee responsibilities.
- Conflict-of-interest procedures and related-party transaction safeguards.
- Financial controls and separate organizational recordkeeping.
- Nondiscrimination and public-access policy framework.
- Donation, sponsorship, privacy and fundraising policies.
- Document retention and compliance procedures.
- Program budgeting and impact measurement.
- Written operating agreements for services performed by outside or affiliated entities.

12. Challenges and Organizational Resilience

As a newly launched organization, CFC's founding period included the ordinary challenges of building governance, programs, financial systems and operating capacity while preparing for public-facing implementation. The organization used the period to strengthen its administrative structure and establish processes intended to support timely compliance and continuity as CFC grows.

13. 2026-2027 Strategic Priorities

Priority	Next-Stage Objective
Program Execution	Move signature programs from development into measurable implementation.
Fundraising & Development	Grow individual giving, grants, sponsorships and matching-gift participation.
Scholarships	Establish transparent scholarship funding, eligibility, selection and reporting systems.
Partnerships	Expand nonprofit, HBCU, health, veterans, corporate, cruise-line and community relationships.
Training	Deploy fundraising-cruise and travel-industry education to nonprofit and advisor audiences.
Impact Measurement	Establish baseline KPIs and collect beneficiary/program data throughout the year.
Financial Sustainability	Diversify revenue, strengthen controls and begin building unrestricted reserves.
Public Accountability	Publish annual impact and financial information and maintain accessible governance resources.

14. How the Community Can Participate

- Make a charitable contribution to support CFC's mission and programs.
- Support scholarship and educational initiatives.
- Become a corporate or program sponsor.
- Partner with CFC as a nonprofit, school, HBCU, veterans organization, health organization or community group.
- Volunteer or support community-service programming.
- Participate in a mission-aligned CFC experience.
- Refer organizations that could benefit from the fundraising-cruise model.
- Support CFC through employer matching-gift programs where eligible.

15. Looking Forward

The founding year was about building the institution. The next stage is about deploying that foundation responsibly. CFC's success will not be measured simply by the number of cruises, destinations or participants. It will be measured by the charitable resources generated, educational opportunities created, scholarships supported, communities strengthened, people served and lasting partnerships built.

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