LaLa Speaks
FOUNDATION

STRATEGIC PLAN
2026-2028

Turning pain into passion.

Silence is Deadly. Awareness Saves Lives.

Founder | Brain Health Advocate | Community Educator | Speaker

LaLa Speaks Foundation
lalaspeaksfoundation.org

A Compassionate Plan For Hope

LaLa Speaks Foundation's Compassionate Plan to Save Lives guides its work from 2026 through 2028. Notice. Pause. Act. connects brain health education, early recognition, self advocacy, youth voice, coalition building, and sustained community presence. The plan advances established pathways, intentional regional partnerships, organizational capacity, and measurable learning and systems change.

Strategic Direction

LaLa Speaks is moving from visibility to structured public health leadership. The Foundation will continue turning pain into passion while building systems, partnerships, and pathways that allow awareness, education, and support to reach more communities with consistency and care.

What This Plan Advances

- A clear L.A.L.A. initiative and pathway structure
- Statewide and regional expansion rooted in intentional partnerships
- A stronger public voice for brain health awareness, early recognition, and survivor support
- Sustainable operations, donor engagement, and impact reporting
- A measurable 2026 roadmap for activations, outreach, funding, and visibility

Founder’s Strategic Note

LaLa Speaks Foundation was born from love, grief, and the urgent realization that awareness can save lives. What began as a mission to honor Jacqueline “LaLa” Rhone has grown into a public health movement rooted in education, advocacy, survivor-centered support, and trusted community relationships.

As Founder, Brain Health Advocate, Community Educator, and Speaker, I am committed to building a Foundation that carries LaLa’s legacy with excellence and structure. Our next season is about more than visibility. It is about systems, partnerships, data, funding, and consistent community presence.

This Strategic Plan reflects our evolution. LaLa Speaks is strengthening its flagship awareness experience, expanding community pathways, preparing for broader speaking opportunities, and aligning with healthcare, education, media, civic, and corporate partners who share our belief that silence is deadly and awareness saves lives.

With gratitude and purpose,
Jazzie Ford
Founder, LaLa Speaks Foundation

Mission, Vision, and Positioning

Mission

LaLa Speaks Foundation saves lives by advancing brain health awareness, education, and advocacy through culturally responsive, trauma-informed community engagement. Founded in honor of Jacqueline “LaLa” Rhone, the Foundation raises awareness of brain aneurysms, promotes early recognition in underinvested communities, and supports individuals and families through healing-centered education, mental wellness programming, and community recovery initiatives.

Vision

A world where brain aneurysm warning signs are recognized early, health equity is prioritized, and preventable loss is reduced through awareness, education, and compassionate community care.

Founder Positioning

Jazzie Ford is positioned as Founder, Brain Health Advocate, Community Educator, and Speaker, using lived experience, community trust, and strategic partnerships to advance brain health awareness and support.

Credibility and Transparency

LaLa Speaks Foundation maintains a commitment to compliance, transparency, and responsible stewardship, including the 2026 Candid Platinum Seal of Transparency and accepted IRS 990-N filing.

The Public Health Need

Brain aneurysm awareness gaps continue to place Black and underinvested communities at increased risk for delayed diagnosis, preventable neurological emergencies, and loss of life. Symptoms are often overlooked or misinterpreted, and access to timely education, referral pathways, and trauma-informed support remains limited.

LaLa Speaks Foundation addresses these gaps by meeting people where they are through culturally responsive education, survivor-centered storytelling, trusted partnerships, and community-based support. The Foundation's work bridges public health education, healthcare engagement, and community trust so awareness can lead to informed action before a crisis occurs.

Why This Matters Now

- Brain aneurysm warning signs remain under-recognized in public conversation.
- Families often do not learn the signs until a medical crisis has already occurred.
- Community-based education helps translate awareness into practical action.
- The Foundation is translating public awareness and civic engagement into ongoing education, coalition relationships, and institutional follow through.
- The Foundation is building pathways that support education, healing, workforce readiness, youth voice, and community recovery.

Signature Initiative and L.A.L.A. Pathways

LaLa Speaks Foundation will carry LaLa's name across its initiatives and pathways to preserve legacy, strengthen brand consistency, and make each program clearly connected to the Foundation's mission.

L.A.L.A. Silent Sounds, Loud Impact - NOTICE. PAUSE. ACT.

Flagship brain health and early intervention education experience using Notice. Pause. Act. through storytelling, interactive learning, and shared connection in schools, workplaces, faith spaces, wellness fairs, and community settings. NOTICE: know your baseline. PAUSE: name the change. ACT: get the right help. Sudden, severe neurologic symptoms require immediate emergency action. Pause never means delaying a 911 call.

L.A.L.A. The Red Light Moment

Annual national public awareness campaign held in honor of Jacqueline "LaLa" Rhone during Brain Aneurysm Awareness Month. The campaign uses storytelling and reflection to help communities recognize warning signs, honor lives lost, and understand how one moment of awareness can change an outcome.

L.A.L.A. Reclaim & Rise

Recovery and resilience pathway providing trauma-informed support, resource navigation, workforce connection, and community rebuilding support for individuals and families impacted by crisis, disaster, medical trauma, and grief. "STL" may be used as a local activation label when programming is specific to St. Louis.

L.A.L.A. Creative Youth Pathway

Established LaLa Youth Pathway, also known as the L.A.L.A. Creative Youth Pathway, uses creativity, advocacy, storytelling, digital skills, healing, leadership, and youth voice. L.A.L.A. Beats, Brushes & Peace is an activation within this pathway. Notice. Pause. Act. will be embedded through age appropriate activities, family resources, and practice speaking to a trusted adult. Materials for ages 8 to 12 will explain emergency action clearly without asking children to diagnose symptoms or take responsibility for an adult's health.

L.A.L.A. Workforce Pathway

Workforce development pathway focused on digital skills, career readiness, flexible employment access, and practical support for individuals rebuilding after crisis or transition.

L.A.L.A. From Da Block to Broadcast

Media mentorship pathway empowering youth and community voices to amplify issues, stories, and solutions through ethical storytelling and creative production.

Strategic Priorities 2026–2028

Priority 1: Expand Brain Health Awareness and Early Recognition

Embed Notice. Pause. Act. across community education, the Toolkit, youth activations, and partner resources. Teach recognition, clear communication, and appropriate care seeking. Measure whether participants can name a change and identify immediate emergency action. Continue education in schools, workplaces, faith institutions, libraries, wellness fairs, and healthcare settings.

Priority 2: Strengthen Survivor and Family Support Pathways

Move beyond awareness by connecting survivors, families, and caregivers to trauma-informed support and practical resources through mental wellness programming, resource navigation, workforce connection, and compassionate follow-up.

Priority 3: Build Healthcare and Institutional Partnerships

Build ongoing relationships with healthcare systems, public health entities, foundations, schools, libraries, and civic partners. Convene residents, survivors, caregivers, and youth to identify barriers, choose shared priorities, and seek documented institutional responses. Partnerships should support recurring education, referrals, shared outreach, follow up, and community participation in decisions.

Priority 4: Amplify Visibility Through Media and Speaking Platforms

Share the existing Toolkit cover and Notice. Pause. Act. messages across Foundation channels, media, speaking engagements, and civic forums. Direct audiences to the Foundation website for continued learning and participation. Track website visits, Toolkit access, partner inquiries, and repeat engagement alongside social reach.

Priority 5: Strengthen Systems, Funding, and Sustainability

Build internal structure through project management, donor tracking, volunteer workflows, impact reporting, compliance, diversified funding, and board-aligned oversight.

Geographic Expansion Strategy

LaLa Speaks Foundation will expand with intention. The Foundation will continue building activation density in St. Louis while preparing a phased model for Missouri and selected regional markets. The goal is not to grow everywhere at once. The goal is to build trusted local entry points through partners, community spaces, institutions, and media outlets that can help carry the message responsibly.

Priority Missouri Regions

- St. Louis City and St. Louis County, with continued emphasis on North St. Louis and underinvested neighborhoods
- St. Charles County, through community health, women's health, youth, and family engagement opportunities
- Columbia and Mid-Missouri, through higher education, healthcare, and civic engagement pathways
- Kansas City, through strategic community, health, and media partnerships
- Springfield and Southwest Missouri, through health education and community event partnerships
- Southeast Missouri, including Cape Girardeau and surrounding communities, through regional awareness and partner-hosted activations

Regional Growth Beyond Missouri

Prioritize relationship development in St. Clair County, Illinois, alongside St. Louis City and County. Seek recurring partner hosted activations, shared outreach, participant referrals, and community feedback. Continue exploring aligned opportunities in Tennessee and Atlanta through trusted relationships, with expansion paced to staffing and funding.

Partnership Growth Strategy

Partnerships are central to the Foundation's growth strategy. LaLa Speaks will prioritize relationships that support education, referral pathways, funding stability, data collection, participant follow-up, media amplification, and sustained community presence.

Partner Lane	Current and Future Focus
Healthcare and Medical	Dr. Abdullah Hakoun, Dr. Salah G. Keyrouz, Missouri Baptist Hospital, Barnes-Jewish Hospital, St. Louis County Board of Health, Fulton County Board of Health, healthcare systems, neurologists, clinics, public health partners, and healthcare foundations.
Mental Health and Recovery	NAMI St. Louis, community-based providers, peer support partners, and trauma-informed facilitators.
Education and Youth	Schools, youth-serving organizations, libraries, recreation centers, Bayer YMCA, Shenandoah Middle School, and higher education partners.
Media and Storytelling	News, podcasts, radio, print, digital outlets, and community storytellers that amplify brain health awareness and survivor-centered messaging.
Corporate and Community	Regions Bank, Midland Bank, Old Vienna, Walmart, Sam's Club, St. Louis Philanthropic Organization, Grow with Google, Gamble Community Center, Ferguson Community Empowerment Center, and aligned corporate giving partners.
Civic and Statewide	City, county, and state partners that support awareness, public education, community health, and future statewide recognition efforts.

2026 Signature Engagement

Brain Health & Early Intervention Summit

The Foundation completed its first Brain Health & Early Intervention Summit in May 2026. The convening connected medical voices, community partners, and public education. Its relationships and learning provide a foundation for continued Notice. Pause. Act. education, institutional engagement, and community advocacy.

Strategic Purpose of the Summit

- Position LaLa Speaks as a credible convener of medical and community voices.
- Create space for practical public education on brain health and early intervention.
- Strengthen relationships with healthcare, media, corporate, civic, and community partners.
- Generate content, testimonials, and follow-up opportunities that support ongoing outreach.
- Build momentum toward September Brain Aneurysm Awareness Month and statewide visibility.

2026 Measurable Goals

LaLa Speaks Foundation will use measurable goals to guide execution, evaluate progress, and report impact to funders, partners, and the community.

Goal Area	2026 Target
Program Reach	Host 8 L.A.L.A. Silent Sounds, Loud Impact activations or aligned community education moments by December 31, 2026.
Participants	Reach 1,200 to 1,500 participants through awareness education, community outreach, and pathway programming.
Engagement Data	Collect 200 update sign-ups, 150 survey responses, and 25 testimonials to document community learning and experience.
Funding	Secure $60,000 in combined grants and sponsorships to support programming, outreach, operations, and sustainability.
Recurring Support	Launch and grow a monthly donor program with a goal of 50 recurring donors.
Communications	Send 12 newsletters or supporter updates to maintain engagement, transparency, and donor follow-up.
Systems	Implement a consistent project management system, partner tracker, donor tracker, volunteer workflow, and impact reporting process.

Notice. Pause. Act. Implementation

The framework is a common education and action language across established Foundation pathways. Facilitators will use consistent definitions, age appropriate examples, and a clear distinction between routine health questions and emergency action. Youth practice will focus on naming a change, telling a trusted adult, and knowing that 911 is the immediate step for sudden, severe neurologic symptoms.

Community input will inform materials, partner priorities, and recurring outreach. Track learning, repeat participation, referrals and follow up, and institutional commitments separately. Attendance and website traffic demonstrate reach; they do not by themselves establish systems change or lives saved.

Mobile Bus: Taking the Mission on the Road

Develop a mobile bus as infrastructure for bringing established education and youth activations to communities. The intended result is dependable access, equipment readiness, and recurring presence in St. Louis and St. Clair County, with broader travel paced to capacity. Vehicle configuration and any passenger transport role will be settled before procurement.

2026: Define routes, activation needs, accessible vehicle requirements, staffing, storage, and parking. Gather purchase, donation, lease, and partner vehicle options with written acquisition and operating estimates. Identify capital sponsors separately from general operating grant requests.

2027: Pursue acquisition or a dependable vehicle partnership only when the full operating plan is funded and approved. Account for conversion, insurance, driver qualifications, fuel, maintenance, accessible entry, equipment security, and contingency reserves. Build a recurring partner calendar and document responsibilities before launch.

2028: Review utilization, cost per activation, communities reached, repeat engagement, accessibility, reliability, and partner retention. Expand routes only when resources and demonstrated demand support continued service.

Implementation and Accountability

The Founder will guide mission alignment, relationships, and the public voice. Board oversight will address funding, vehicle acquisition, and long term obligations. Assign coordination, logistics, communications, and learning records to named team members or volunteers as capacity is secured. Review results quarterly with community and partner input.

Use the remaining 2026 implementation period to standardize the Toolkit and youth resource, establish a website and social distribution workflow, document baseline learning, and confirm recurring collaboration spaces. During 2027, strengthen facilitator preparation, partner follow through, and community participation in shared advocacy priorities. During 2028, refine the model using evidence and resource it for sustainable regional delivery.

Operations, Capacity, and Sustainability

LaLa Speaks Foundation recognizes that growth requires structure. The Foundation is moving from rapid founder-led execution toward stronger systems that protect capacity, improve follow-up, support volunteers, and increase confidence among partners and funders.

- Build a centralized command center for events, partner outreach, grants, media, and impact documentation.
- Use repeatable templates for outreach, reporting, sponsorships, event planning, and volunteer assignments.
- Strengthen donor stewardship through consistent thank-you messages, follow-up workflows, and monthly updates.
- Continue using AI-assisted tools responsibly to streamline drafting, calendars, meeting summaries, grant language, and communication workflows.
- Protect leadership capacity through clearer priorities, realistic timelines, delegation, and boundaries.

Sustainability will be built through diversified funding, including grants, sponsorships, recurring donors, in-kind support, and institutional partnerships. LaLa Speaks will continue maintaining compliance, transparency, and professional documentation to support long-term funder trust.

Evaluation and Reporting

- Individuals engaged through brain aneurysm awareness and brain health education initiatives
- Individuals receiving trauma-informed mental wellness support
- Families supported through community outreach and resource distribution
- Relief kits, toolkits, or educational resources distributed or accessed
- Community, healthcare, media, and institutional partners engaged
- Survey responses, testimonials, media mentions, photos, and participant sign-ups collected

2026 Roadmap

Quarter	Primary Focus
Q1: Build the Base	Finalize calendar, update Candid, file 990-N, complete strategic plan, clean partner lists, prepare grant pipeline, and strengthen donor and project tracking systems.
Q2: Visibility and Convening	Execute May 28 Brain Health & Early Intervention Summit, deepen partner engagement, capture testimonials, grow speaking opportunities, and prepare mid-year impact update.
Q3: Awareness Season and Expansion	Activate September awareness strategy, expand outreach across priority Missouri regions, pursue sponsor renewals, strengthen media visibility, and collect quarterly impact data.
Q4: Sustainability and Reporting	Launch year-end giving, finalize annual impact story, thank donors and partners, complete 2026 reporting, and prepare 2027 growth priorities.

Closing Commitment

LaLa Speaks Foundation will continue building a movement that honors Jacqueline “LaLa” Rhone through awareness, education, support, and action. The Foundation’s next season is grounded in structure, strengthened by partnerships, and carried by a clear belief: silence is deadly, and awareness saves lives.

Strategic Capacity and Mission Alignment Guardrail

Effective August 28, 2026, LaLa Speaks Foundation will prioritize mission-aligned work that advances brain health awareness, early recognition, education, advocacy, coalition building, institutional engagement, speaking opportunities, policy change, survivor and caregiver support, youth brain health and wellness pathways, and measurable community impact.

The Foundation will not add or continue activities solely because they are charitable, visible, or traditionally expected of nonprofit organizations. Every proposed event, drive, activation, or partnership must demonstrate a clear connection to mission, a defined purpose, and a reasonable use of organizational capacity.

Capacity will be protected for the work identified in this Strategic Plan. Priority will be given to speaking and educational opportunities, entry into healthcare, education, civic, corporate, and community organizations, coalition development, advocacy and policy engagement, strategic partnerships, funding development, and the strengthening of established programs and pathways.

General Thanksgiving and Christmas drives are strategically retired in their current form. Holiday service may be reconsidered only when it has a direct mission connection, such as support for individuals and families navigating neurological hospitalization, Neuro ICU stays, recovery, rehabilitation, or caregiving.

Youth pathways will continue because they provide a direct opportunity to embed brain health, wellness, emotional regulation, healthy decision making, peace, prevention, and self advocacy early in life. These experiences should continue to be structured for measurable learning, participation, and outcomes.

Strategic discipline standard: The Foundation will not pursue an initiative simply because it is a good thing to do. The Foundation will pursue work when there is a clear reason LaLa Speaks Foundation should be the organization doing it.