



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

Strategic Plan Overview

LaLa Speaks Foundation is entering 2026 with stronger structure, clearer pathways, deeper partnerships, and a growing role as a trusted voice in brain health awareness and community support. This Strategic Plan outlines priorities for 2026 through 2028, with a focus on public education, regional expansion, operational systems, funding stability, and measurable outcomes.

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 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.
- LaLa Speaks is positioned to support public awareness as the Missouri awareness bill is Truly Agreed and Passed and awaiting final action from the Governor.
- 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

Flagship awareness experience that brings brain health education to life through storytelling, interactive engagement, and shared connection across schools, workplaces, faith spaces, wellness fairs, and community settings.

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

Youth and young adult pathway using creativity, advocacy, storytelling, and digital skills to support healing, leadership, and voice.

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

Scale education so more individuals recognize brain aneurysm warning signs and understand when to seek emergency care. Focus areas include schools, workplaces, faith institutions, libraries, wellness fairs, and healthcare-adjacent spaces.

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

Position LaLa Speaks as a trusted community education partner for healthcare systems, hospitals, public health entities, foundations, schools, and civic partners.

Priority 4: Amplify Visibility Through Media and Speaking Platforms

Grow the Foundation's presence as a credible public voice in brain health awareness, community education, and survivor-centered advocacy through media, panels, podcasts, speaking engagements, and civic forums.

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

In addition to Missouri, LaLa Speaks Foundation will explore aligned partnerships and speaking opportunities in Illinois, Tennessee, and Atlanta through existing relationships and trusted community, medical, and media networks.

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, healthcare systems, neurologists, clinics, public health partners, and healthcare foundations.
Mental Health and Recovery	NAMI St. Louis, Sharing Hope, 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	VOP News, podcasts, radio, print, digital outlets, and community storytellers that amplify brain health awareness and survivor-centered messaging.
Corporate and Community	Regions Bank, Old Vienna, Walmart, Sam’s Club, The Little Bit Foundation, Grow with Google, Gamble Community Center, Delux Cares, BabyDoll Glam, Major Moves Innovation, 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's next major public engagement is the Brain Health & Early Intervention Summit on May 28, 2026, at The Post, Press Hall, 1190 Cole St., St. Louis, Missouri. This physician-led convening will bring together medical voices, community partners, and public education around early recognition, prevention, and brain health awareness.

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.

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.