

ILM Center Business Plan

1. Executive Summary

ILM Center is a newly established nonprofit 501(c)(3) religious, cultural and educational organization serving the growing culturally engaged residents in Concord, Kannapolis, Huntersville, and Davidson, NC. Many families currently live 15–20 minutes from the nearest community center, creating a strong demand for a local cultural and community hub.

The mission of ILM Center is to preserve value based faith, heritage, and traditions, while fostering unity and contributing to the diversity of American society.

ILM Center will accommodate:

- Wellness gatherings, Guided reflections, Community sessions and Weekly community gathering on Fridays
- Educational programs (Value based education, youth leadership, language classes, SAT College Prep, Vocational Training)
- Community development (family events, mentorship, outreach)

The current facility is rented at \$3500/Month. We anticipate monthly operational costs of ~\$14,800, supported by a base of 150 committed families contributing ~\$15,000/month, plus revenue from educational programs, events, and sponsorships, projecting 3.5–4x rent coverage.

2. General Organization Description

Mission:

To establish a welcoming and inclusive center where culturally engaged residents can cultivate their faith and traditions while fostering a strong sense of community and contributing to society.

Vision:

To be a leading community center in the Concord region, nurturing the spiritual, educational, and social development of culturally engaged residents while building interfaith harmony.

Legal Structure:

ILM Center is incorporated as a North Carolina nonprofit and will operate as a 501(c)(3) tax-exempt organization. Governance is through a Founding Board of Directors, with bylaws ensuring transparency, accountability, and sustainability.

3. Programs & Services

Religious & Educational:

- Daily prayers, Jumu'ah, Ramadan taraweeh, Eid
- Weekend Values-based education school, Qur'an memorization, halaqas
- Leadership, mentorship, and public speaking workshops
- Language programs (Arabic, English, Urdu)

Community Development:

- Marriage & family counseling
- Youth mentorship programs
- Parenting, health & financial literacy workshops
- Interfaith and civic engagement

Retail & Revenue-Generating Services:

- Bookstore/Gift Shop: Values-based education books, prayer rugs, modest clothing, educational supplies
- Coffee/Tea & Snack Café
- Event & Vendor Rentals (weddings, aqeeqahs, bazaars)
- Future Resale/Thrift Partnerships

4. Marketing & Community Engagement Plan

Target Community: ~250 culturally engaged residents families in Concord, Kannapolis, Huntersville, Davidson, and nearby neighborhoods.

Engagement Strategy:

- Direct outreach by representatives
- Digital presence: Website, social media, newsletters
- Community events and fundraising dinners
- Partnerships with schools, civic groups, and interfaith councils

Differentiators:

- First dedicated community center in Concord
- Focus on education, leadership, and youth engagement
- Inclusive, non-sectarian, family-friendly environment

5. Operational Plan

Facility Requirements:

- Prayer hall, classrooms, multipurpose hall
- Parking and ADA accessibility
- Insurance and safety compliance

Hours of Operation:

- Open daily for prayers
- Weekends/evenings for classes and programs

Governance & Staffing:

- Board of Directors for oversight
- Committees (Education, Finance, Membership, Funds Development, Outreach, Events)
- Volunteers for daily operations
- Future staff: Imam/Religious Director, Administrator

6. Financial Plan

Estimated Monthly Expenses:

- Rent & Utilities: \$5,000
- Insurance: \$1,000
- Program Costs: \$800
- Operations: \$2,000
- Total: ~\$8,800/month

Revenue Streams:

1. Founding Supporters: \$10,000
2. Educational Programs: \$1,000–\$3,000
3. Facility Rentals: \$1,000–\$2,000
4. Special Programs & Sponsorships: \$2,000–\$3,000
5. Annual Fundraising Campaigns: \$250,000–\$300,000
6. Donations & Employer Matching: \$2,000–\$3,000
7. Business Sponsorships/Vendor Partnerships: \$1,500–\$2,000
8. Bookstore/Gift Shop: \$2,000–\$4,000
9. Food and Snack Sales: \$500–\$1000
10. Future Resale/Thrift Partnerships: \$1,000–\$1,500

Projected Monthly Revenue: \$11,000–\$15,000

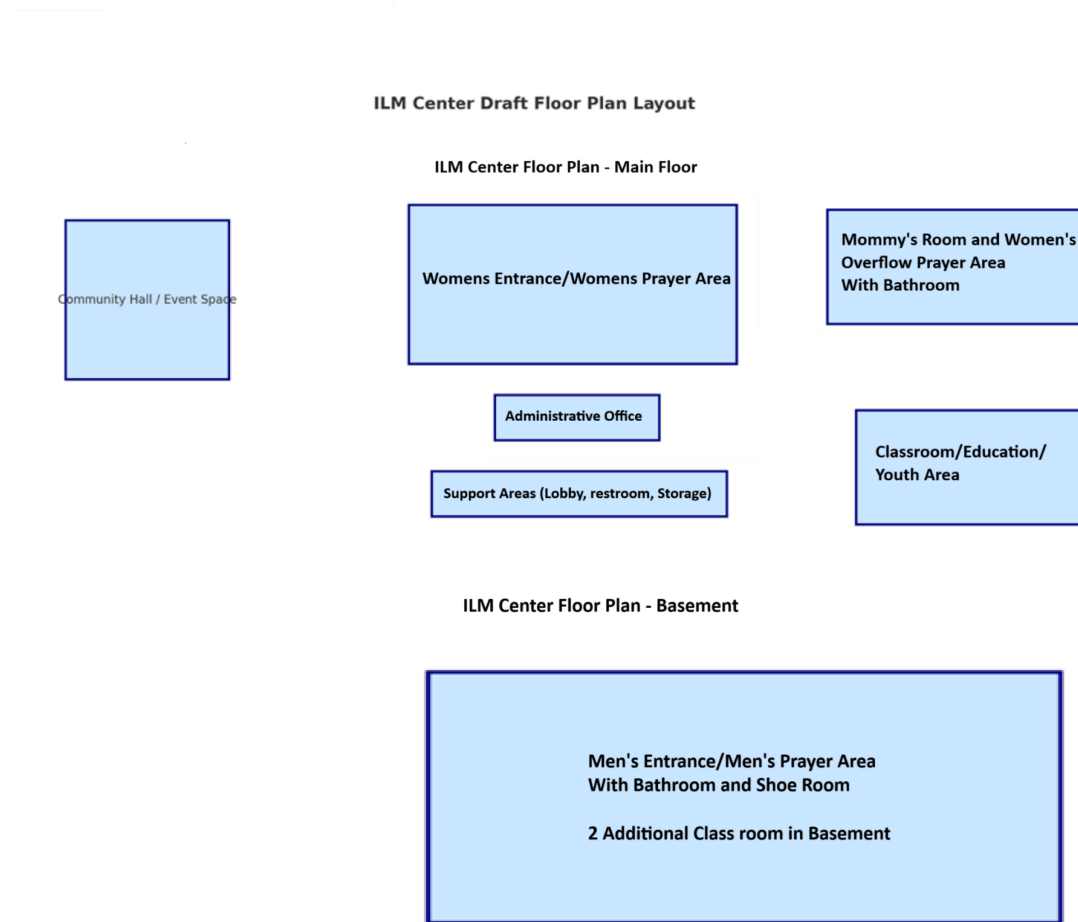
➡ Covers 3x rent + reserves for growth.

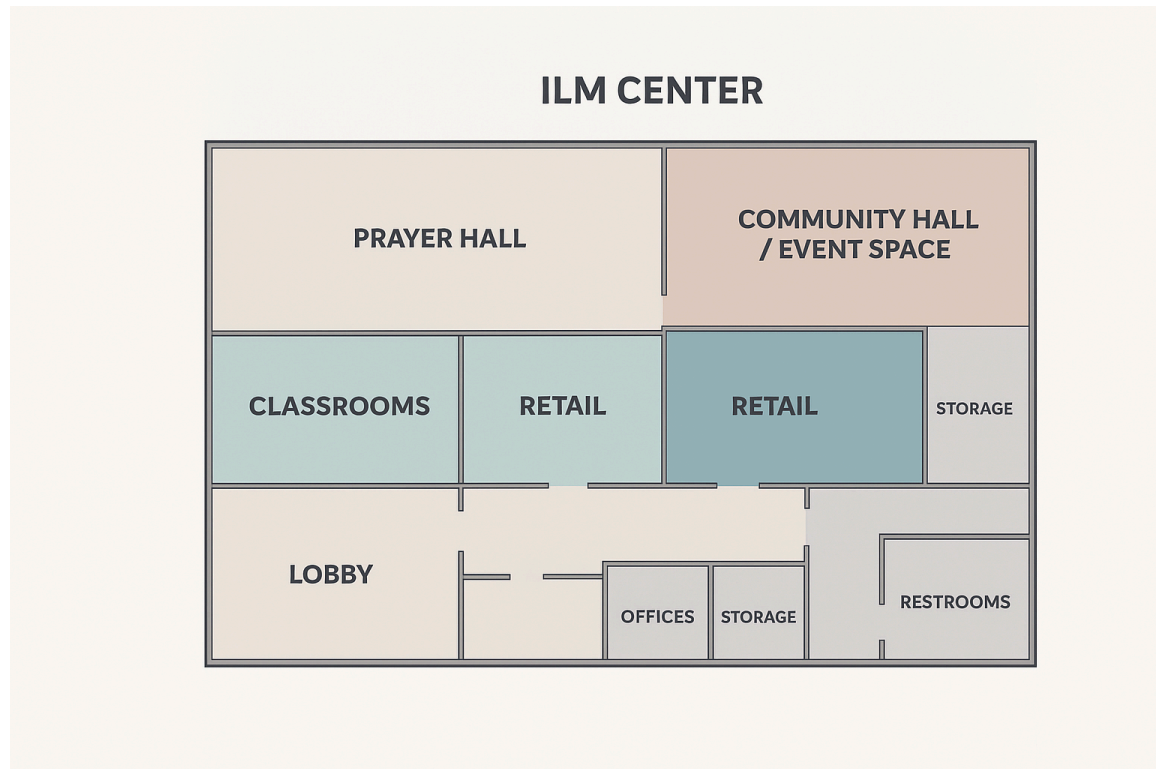
7. Facility & Location

Our current lease includes a facility with 4,000 square feet of usable space. This space contains separate Prayer Hall, Community Hall/Event Space, Classrooms, Retail (Bookstore/Café), Administrative Offices and Support Areas (Lobby, Restrooms, Storage). The space has access for parking and is handicap accessible. The facility includes: electrical, water, sewer, garbage, phone, cable, internet.

Hours of operation: 56 hours per week, Monday – Sunday.

- Monday: 5 AM to 6 AM (1 hrs), 1 to 2 PM (1 hrs) and 5 to 10 PM (5 hrs)
- Tuesday: 5 AM to 6 AM (1 hrs), 1 to 2 PM (1 hrs) and 5 to 10 PM (5 hrs)
- Wednesday: 5 AM to 6 AM (1 hrs), 1 to 2 PM (1 hrs) and 5 to 10 PM (5 hrs)
- Thursday: 5 AM to 6 AM (1 hrs), 1 to 2 PM (1 hrs) and 5 to 10 PM (5 hrs)
- Friday: 5 AM to 6 AM (1 hrs), 1 to 2 PM (1 hrs) and 5 to 10 PM (5 hrs)
- Saturday: 5 AM to 6 AM (1 hrs), 1 to 2 PM (1 hrs) and 5 to 10 PM (5 hrs)
- Sunday: 5 AM to 6 AM (1 hrs), 10 AM to 10 PM (13 hrs)





ILM Center Floor Plan Layout

Main Areas

1. Prayer Hall (Large Central Space)

- Accommodates daily and Jumu'ah prayers
- Multi-purpose use (lectures, taraweeh, Ramadan programs)

2. Classrooms / Education Wing

- Qur'an classes, weekend Values-based education school
- Public speaking, leadership training, and language programs
- Tutoring and after-school activities

3. Community Hall / Event Space

- For weddings, aqeeqahs, banquets, bazaars
- Rental revenue stream
- Can be subdivided with partitions

4. Retail & Social Spaces

- **Bookstore/Gift Shop:** Qur'ans, Values-based education books, modest clothing, educational supplies
- **Café/Tea Corner:** Coffee, tea, light snacks (can partner with local culturally engaged businesses)
- **Vendor Stalls (Flexible Use):** During Eid bazaars, cultural fairs, youth entrepreneur programs

5. Administrative Offices

- For Board members, Imam/Religious Director, and staff
- Includes secure storage for records and finances

6. Support Areas

- Lobby/Reception
- Restrooms & Ablution Areas
- Storage Room
- Parking (shared or dedicated depending on facility)

8. Outreach Center

The ILM Center is composed of three different components.

1. Resource Wall

This will be a wall within the store consisting of resource materials and brochures for different types of practical assistance found within the community through, social service agencies and the counties.

2. Community Room

This multi-purpose space is where community events, classes and services can be held. Some of these may be offered through partnership with other community organizations, and non-profit social service agencies who are also concerned with the welfare of people within our community. These activities will be conducted by qualified, licensed volunteers as appropriate. Many of these activities will be conducted during the hours the store is open. Some activities may also occur when the store is closed. An increase in outreach activities will be developed as evaluations are made of regular clienteles' needs, as well as from information received from partnering organizations focused on community outreach in our area.

Types of activities held in this area may include:

- Hosting support groups such as: o Divorce Care o Grief Care o Adoption and foster care o Addiction recovery o Single parent o Health-related groups (Alzheimer's, Parkinson's, eating disorders, mental illness)
- Classes on a variety of topics, such as: o Financial help o Job search skills (e.g. resume writing, interviewing) o Home Care o Car Care o Parenting o College or life-skills training · Quran Study groups
- Marriage Mentoring
- Small Groups
- Book Clubs
- Outreach events and meetings by non-profits, county/state social services organizations

3. Kids Corner

Kids Corner will provide educational videos and a few safe toys. Occasionally, there will be story-time and presentations such as puppet shows or child craft projects. These child focused activities will be led by screened and trained volunteers from the organization or other partnering nonprofits. All activities will be continually assessed against the needs of our patrons, as well as from information received through partnering outreach organizations in our area.

9. Appendix

- Draft Bylaws <https://ilmcenter.org/bylaws>
- Ramadan Budget Projection - <https://ilmcenter.org/ramadanbudget>
- Community Support Data (100+ committed families)
- Floor Plan Layout (attached)