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## UMOJI Website Analytics & Growth Dashboard –UMOJI WA&GD

As of September 2025

### 1. Website Reach & Engagement

- **Total Visitors (All-Time):** 16,200–21,600 from 120 countries
- **Monthly Visitors (Current):** ~450 (up from ~300 earlier this year)
- **Return Rate:** 10–20% (steady, with a slight uptick in repeat engagement)
- **Top Traffic Sources:** Facebook, LinkedIn, Google Search, Word of Mouth, Events
- **Content Hotspots:** Resource directories, digital storytelling, event recaps, partner highlights

### 2. Incremental Growth Highlights

- **Individuals Served (Since 2023):**
  - **On-Site Visitors:** 8,000+
  - **Locally Supported:** 1,000+
- **Service Network Expansion:**
  - **Shelters:** 60+ (up from 50)
  - **Food Sites:** 100+ (up from 80)
  - **Clothing Banks:** 50+ (up from 40)
  - **Total Locations in Oregon:** 1,303+
- **Annual In-Kind Value:**
  - **Oregon:** \$625,000+ (on track for \$2M+ network value with new partners)

- **National/Global Potential:** \$25–50M (U.S.), \$193–965M (global)

### 3. New Partnerships, Allies & Nonprofits (2025)

- **Major New Partners:**
  - **Goodwill Industries:** Job placement, apprenticeships
  - **Reallusion:** Digital arts, HeroVerse Apprenticeship
  - **Oregon DOJ:** Restorative justice, “No Charge Zone” coalition
  - **Furniture Share, Olive Garden, Canva:** In-kind donations, event support
- **Corporate Allies:**
  - **Nike:** Apparel, community events
  - **Intel:** VR/STEM tech for digital learning
  - **Coca-Cola:** Hydration/nutrition for events
  - **Umpqua Bank, OnPoint, Pacific Power, NW Natural, PGE Foundation:** Matching funds, financial literacy, and program support
- **New Nonprofit Collaborators:**
  - **Play Grow Learn**
  - **Dress for Success**
  - **Oregon Food Bank**
  - **Meyer Memorial Trust, Collins Foundation, Ford Family Foundation**
  - **Local churches, youth agencies, restaurants, grocers, farms**
- **Total Active Partners/Allies:** 100+ (network nearly doubled in the past year)

### 4. Program & Impact Expansion

- **Transitional Housing:** 4 new property proposals (Happy Valley, Redmond, Corvallis, Cornelius) for Boxabl modular communities (100–300 units each)
- **Rural Cohort Hubs:** 3 new rural hubs launched (Cornelius, Redmond, Corvallis)
- **HeroVerse Apprenticeship:** Digital storytelling/arts for formerly incarcerated adults – new cohort launched
- **Community Events:** Block Party BBQ, Kwanzaa, open mic series, monthly themed conventions – record attendance and engagement

### 5. Progress Toward \$50B Restorative Justice Economy

- **Current Value Delivered (Oregon):** \$625,000+ in annual in-kind services
- **Projected National Impact:** \$25M–\$50M/year as the “No Charge Zone” model scales
- **Global Movement:**
  - **Goal:** 1,000+ hubs worldwide, each generating \$1–\$5M in value annually
  - **5-Year Projection:** \$3.7B (across diverse regions)
  - **10-Year Target:** \$50B+ in global restorative justice value
  - **Current Status:** Oregon pilot is a proven model, with expansion underway and new partnerships accelerating the path to scale

## 6. Key Metrics At-a-Glance

| Metric                           | 2024 (Last Year) | 2025 (Current) | % Change |
|----------------------------------|------------------|----------------|----------|
| Monthly Website Visitors         | ~300             | ~450           | +50%     |
| Individuals Served (Local)       | 700              | 1,000+         | +43%     |
| Active Partners/Allies           | ~60              | 100+           | +67%     |
| Annual In-Kind Value (Oregon)    | \$400,000        | \$625,000+     | +56%     |
| Global Website Reach (Countries) | 80               | 120            | +50%     |

## 7. How Close Are We to the \$50B Goal?

- **Current Annualized Value (All Programs):** ~\$625,000
- **National/Global Scaling Potential:** \$25M–\$50M/year (U.S.), \$193M–\$965M/year (global)
- **Global Hubs Needed for \$50B:** 1,000+ (each generating \$1–\$5M/year)
- **Current Progress:** On track, with new partners, expanded programs, and growing network capacity. At current growth rate, UMOJI is entering its first major scaling phase.

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## 8. Next Steps & Calls to Action

- **Join as a Partner or Ally:** [Contact UMOJI](#) or email [umojienergy@gmail.com](mailto:umojienergy@gmail.com)
- **Support the Movement:** Donate, volunteer, or share UMOJI's story
- **Track Our Progress:** Follow us on Facebook, LinkedIn, and check the [website](#) for monthly analytics updates

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**UMOJI is building a global restorative justice economy—one partnership, one hub, one story at a time.**

*“Transform Your Story. Shape a New World.”*

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