



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
 - **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.”
