



2009

Children's Medical Aid Foundation

Business Plan for Surgical Program

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vision

In 2009 grow from a \$23,000 into a sustainable \$33,000 a year program that provides quality reconstructive surgery for impoverished Nepali children with congenital defects. Extend services to include education for children who have been denied because of their deformity.



mission

We are dedicated to replacing stigma and shame with pride and hope through free surgical correction of congenital disfigurements and handicaps.



objectives

- Achieve 2009 revenues of \$8,000 from grants, private donations and events.
- Generate \$25,000 from Katmandu Fall Festival fundraising event.
- Reach out to new and existing supporters on a regular basis to update them and maintain engagement.
- Investigate Kathmandu schools and implement educational program.



strategies

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| • Approach service organizations in addition to Rotary Clubs. | <u>Target Dates</u>
June 2009 |
| • Partner with other nonprofits and link websites to create more traffic. | |
| • Increase management, financial and grant seeking skills through professional conferences and Advisory Board. | |
| • Expand Board of Directors to lead and facilitate growth. | June 2009 |
| • Solidify and increase existing Advisory Board. | June 2009 |
| • Increase public presence via media and events. | August 2009 |



action plans

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| • Launch search for Katmandu Fall Festival underwriters. | Jan. 2009 |
| • Add new Festival attendees' names to data base. | Feb. 2009 |
| • Sign contract with Katmandu Fall Festival underwriters. | July 2009 |
| • Mail sponsor request letter to past donors and potential donors. | Aug. 2009 |
| • Contact all donor leads collected from 2008 Festival attendees. | Aug. 2009 |
| • Participate in American Nepalese Assoc. Conference as speaker and vendor. | July 2009 |
| • Introduce Children's Medical Aid documentary film. | July 2009 |
| • Follow up on initial donation requests to obtain \$8,000 from private donors. | June 2009 |