

**Enfoque Ixcán**

**2009**

**Business Plan and Budget**

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## The Mission of Enfoque Ixcán

The mission of Enfoque Ixcán (EI) is to make vision and eye health care and eye health education available to the people of the Ixcán region of Guatemala. Enfoque Ixcán believes that the most effective method of providing eye health and vision care is to maximize the use of local and regional resources by education and training of local residents.

To accomplish this mission, goals have been set to make access to affordable eye health and vision care for all the people of the Ixcán region of Guatemala a reality. In this plan, the goals have been divided into 3 areas of focus: eye care, eye health education and communication. The vision for each of these areas is explained through goals, objectives and strategies.

### I. Eye Care Focus ... \$6,600

The following goals focus on the needs of the organization to accomplish its mission of providing eye health and vision care to the Ixcán region.

**\$400 Goal 1a: Maintain a \$400 prescription lenses fund split between Visualiza and Portland, OR.**

*Objective:* The purpose of this fund is to, each year, purchase 60-70 prescription eye glasses for Ixcán residents needing corrective lenses. Some prescriptions will be made generically in Portland and some to be made for specific Ixcán patients at Visualiza

*Strategies:* Individual donations and corporate grants, and especially, optical laboratories, to seek donations of completed glasses prescriptions.

**\$3,500 Goal 1b: Maintain a \$3,500 surgical fund at Visualiza.**

*Objective:* The purpose of this fund is to support trips to Visualiza for 32 eye surgeries. An effort should be made to have 3 or 4 patients in each trip.

*Strategies:* The Lions Club and Rotary grants are possible and have been received in the past. Continue to look for other sources of funding either through grants or individual donations.

**\$0 Goal 2: Donation of 100 frames per year.**

*Objective:* The donation of frames helps to reduce eye glasses cost and meet the demand of people needing glasses. The dollar amount of this item is for use in shipping if needed.

*Strategy:* Approach frame company representatives to request frame donations. In addition, donations may be procured from individual optometrists and opticians who have old or discontinued frames.

## I. Eye Care Focus ... continued

**\$2,400 Goal 3: Create a \$2,400 fund to pay health promoters.**

*Objective:* A fund to pay part-time eye health promoters. This would allow for more examinations and more surgical trips to Visualiza.

*Strategy:* Individual donations and grants?

**\$100 Goal 4: Maintain a \$100 fund per year for supplies in Guatemala.**

*Objective:* This fund would support such ongoing needs such as storage containers, eye charts, recording forms and other supplies.

*Strategy:* When possible seek supplies as a donation or at a discount for non-profits.

**\$200 Goal 5: Maintain a \$200 fund for non-Rx eyewear.**

*Objective:* This fund would support the need for pre-made reading glasses and non-prescription sunglasses.

*Strategy:* Solicit donations of old stock from companies making and/or selling reading glasses. Solicit donations from manufacturers and suppliers of new and old stock.

**\$0 Goal 6: Maintain an inventory of ophthalmic drops and medical eye care products for patients (artificial tears, antibiotics, ocular lubricants, lid care products, etc.)**

*Objective:* To maintain a supply of ophthalmic and medical eye care products so that each time a trip is made to the Ixcán the health promoters' inventory can be re-supplied. These products have expiration dates, so the inventory needs to be updated regularly.

*Strategy:* Request donations from ophthalmic drug companies. (Alcon, Allergan, Bausch & Lomb, Ciba, etc.)

## **II. Eye Care Education Focus ... \$500**

The following goals outline the vision for supporting on going eye care education for the people of the Ixcán region and the area health promoters

### **\$50 Goal 1: Support ongoing training of eye health promoters.**

*Objective:* Ongoing training would keep eye health promoters up to date and involved in care on a continuous basis. This training may take place at Visualiza in Guatemala City, at locations provided by the Guatemalan Ministry of Health and on visits from EI volunteers. When the health promoters need to travel for continuing education, expenses for travel, food and lodging will be needed.

*Strategy:* Watch for opportunities for continuing education for the health promoters. Purchase, make or get donations of training videos so the health promoters can train in their own villages.

### **\$50 Goal 2: Support ongoing eye health education.**

*Objective:* One of the major focuses of EI is to educate the people of the Ixcán region about the importance of vision and eye health care

*Strategy:* Work with Visualiza and the Guatemalan Ministry of Health to get appropriate Spanish language informational brochures and translate appropriate informational brochures not available in Spanish. Seek other sources for brochures (professional associations, National Institutes of Health, etc.) Hold in-service presentations at schools in the Ixcán and work with regional health promoters' associations in Cantabal. Work with our designated eye health promoters to determine needs and best avenues for assistance and education.

### **\$400 Goal 3: Maintain and inventory logo products (hats, shirts, vests) for donor premiums.**

*Objective:* As rewards for significant donations EI logo products will be given to donors. Amount of donation will indicate which product(s) will be given. This schedule of premiums will be determined by the Board of Directors.

*Strategy:* To encourage more and increased donations, gifts will be sent to donors.

**III. Communication Focus ... \$3,875**

The following goals support the vision of clear and consistent communication between the Board of Enfoque Ixcán, the supporters of EI and the people of Ixcán region

**\$75 Goal 1: To make communications between the Ixcán eye health promoters and the volunteers at EI easier and more efficient, so that EI can be more responsive to the needs of the health promoters.**

*Objective:* EI Board will work to improve telephone and electronic communications via the internet. Internet hook-ups are already available in the Ixcán region and cell phone service is available also.

*Strategy:* Request that the health promoters learn how to write and transmit e-mail messages. This could be initiated on an EI volunteer visit to the Ixcán. Continuing education can be provided by school teachers in the village of Santa Maria Tzejá, or if more appropriate, someone could be hired to teach the eye health promoters needed computer skills.

**\$550 Goal 2: Provide quality and consistent information to supporters and volunteers of Enfoque Ixcán.**

*Objective:* It is vital to the growth and success of EI programs to develop and maintain a strong group of supporters and volunteers and one of the ways to do this through communication.

*Strategy:* The EI board of directors will produce and mail a newsletter highlighting EI's programs and needs three times per year. Supporters that are in Guatemala or that EI does not have a physical address for will receive the newsletter via e-mail, or on the EI web site.

**\$250 Goal 3: Promote the mission and programs of Enfoque Ixcán to the general public.**

*Objective:* To increase support and advocacy for the programs of EI.

*Strategy:* Board members will give presentations at local service organizations, churches, and other receptive groups and participate in local non-profit informational events. It is also important to research opportunities to cross-promote EI programs with other relevant organizations or activities. Send appeal letters highlighting EI financial needs.

**III. Communication Focus ... continued****\$100 Goal 4: Produce referral cards and signage for eye health promoters.**

*Objective:* Referral cards would be a step to facilitate communication between the Ixcán health promoters, patients, and Visualiza. It would also clarify the needs of each patient.

*Strategy:* Research the cost of production and printing. Look toward individual donations or a printer willing to donate the cost of printing.

**\$200 Goal 5: Maintain an Enfoque Ixcán website.**

*Objective:* A website enhances EI's communication to donors, supporters, volunteers, the general public and friends in Guatemala.

*Strategy:* Research possibilities and costs for a designer and possibly find a designer that would donate services.

**\$200 Goal 6: Prepare current survey data for publication and develop new surveys regarding eye care services.**

*Objective:* Complete data analysis of current survey data and prepare an article for publication in an eye care or other appropriate professional journal. Create new surveys to look at eye care needs, barriers to care, access to care, potential for care, and other areas that would increase the knowledge about eye care in the Ixcán region and improve the services provided by Enfoque Ixcán.

*Strategy:* The EI board of directors will work with our eye health promoters, the Santa Maria Tzejá middle school director and students and others to design and implement new surveys.

### III. Communication Focus ... continued

**\$2,500 Goal 7: Conduct organizational trips to the Ixcán.**

*Objective:* Strengthen communication with people and organizations in Guatemala that assist Enfoque Ixcán in providing eye care and education.

*Strategy:* Travel to Guatemala to meet with organizations such as Visualiza, school districts, Rotary, ACUYA, Ministry of Health and others to improve communication and enhance current Enfoque Ixcán programs. Visit the Ixcán to work with eye health promoters on continuing education and planning for eye care services and education.

### 2009 Program Timeline

- January** Board meeting
- February** Travel to the Ixcán
- Train and work with eye health promoter
  - Conduct compete inventory in Ixcán
  - Re-supply inventory in Ixcán
  - Begin search for additional eye health promoter
- March** Produce newsletter and mail by March 31
- April** Board meeting
- May** Send out fund raising letter
- June** Board meeting
- July** Produce and send newsletter by July 31  
Finalize educational materials for the Ixcán – educators/public
- August** Board meeting  
Amigos trip to the Ixcán / trip to train new eye health promoter
- September**
- October** Produce and send newsletter by October 31
- November** 2010 Business Planning and Budget Meetings
- December** Fund raising letter

### 2009 Budget Summary

#### **\$6,600 I. Eye Care Focus**

- \$400 1a: Maintain a \$400 prescription glasses fund split between Visualiza and Portland
- \$3,500 1b: Maintain a \$3,500 surgical fund at Visualiza.
- \$0 2: Donation of 100 frames per year.
- \$2,400 3: Create a \$2,400 fund for eye health promoters' contracts.
- \$100 4: Maintain a \$100 fund per year for supplies.
- \$200 5: Maintain a \$200 fund for non-Rx eyewear.
- \$0 6: Maintain an inventory of ophthalmic drops and medical eye care products

#### **\$500 II. Eye Care Education Focus**

- \$50 1: Support ongoing training of eye health promoters.
- \$50 2: Support ongoing eye health education.
- \$400 3: Maintain logo products inventory as premiums

#### **\$3,875 III. Communication Focus**

- \$75 1: Make communications between the Ixcán eye health promoters and the volunteers at EI easier and more efficient, so that EI can be more responsive to the needs of the health promoters.
- \$550 2: Provide quality and consistent information to supporters and volunteers of Enfoque Ixcán.
- \$250 3: Promote the mission and programs of Enfoque Ixcán to the general public.
- \$100 4: Produce referral cards and signage for eye health promoters.
- \$200 5: Maintain an Enfoque Ixcán website
- \$200 6: Prepare survey data and develop ongoing surveys regarding eye care services.
- \$2,500 7: Conduct organizational trips to the Ixcán.

#### **\$150 Administration**

- \$150 Supplies, postage, web site maintenance, legal fees, misc.

#### **\$11,125 Total Budget**

#### **Income from activities of the eye health promoters**

\$80	Exams
\$133	Prescription glasses
\$120	Sun glasses
\$60	Hats
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\$393	<b>Total income to be re-distributed to the surgery fund at Visualiza</b>