



Business Plan and Budget

2011

The purpose of this document is to present the mission, areas of focus, objectives, budget and calendar of events by which Enfoque Ixcán plans to make eye health care and eye health education available in 2011 to the people of the Ixcán region of Guatemala.

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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 ... \$8,000

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.

\$500 Goal 1a : \$500 prescription lenses fund

Objective: The purpose of this fund is to, each year, purchase 70-80 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 an optical lab in Guatemala.

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

\$4,500 Goal 1b: \$4,200 surgical fund at Visualiza.

Objective: The purpose of this fund is to support trips to Visualiza and San Cristobal Verapaz (Alfonso Ponce Foundation) for 40 eye surgeries. An effort should be made to have up to 10 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 200 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

\$2,500 Goal 3: \$3,000 fund for eye health promoters.

Objective: A fund to pay eye health promoters' contracts. This will allow us to meet the eye care needs, optical and surgical, of the people of the Ixcán.

Strategy: Individual donations and grants.

\$200 Goal 4: \$200 fund per year for supplies in Guatemala.

Objective: This fund will support such ongoing needs such as storage containers, eye charts, paper supplies and other office supplies.

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

\$300 Goal 5: \$300 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 ...\$450

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

\$200 Goal 1: Support ongoing training of eye health promoters.

Objective: Ongoing training keeps eye health promoters up to date and involved in care on a continuous basis. This training may take place at Visualiza in Guatemala City, Alfonso Ponce Foundation in San Cristobal Verapaz and at locations provided by the Guatemalan Ministry of Health and on visits from EI volunteers. When the eye health promoters need to travel for continuing education, expenses for travel, food and lodging, this fund will supply that need.

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.

\$150 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, Alfonso Ponce Foundation 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.

\$100 Goal 3: Have an inventory logo products (hats, shirts, etc.).

Objective: Each EI eye health promoter will be given an EI logo shirt and hat each year. Others can buy EI logo products at cost plus shipping.

Strategy: Find a manufacturer of quality logo products with competitive prices and/or discounts for non-profits.

III. Communications Focus ... \$1850

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.

\$100 Goal 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.

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.

\$850 Goal 2: Newsletters

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.

\$450 Goal 3: Public relations

3a. Fund raising letters (\$300)

3b. Presentations

3c. Advertising (\$50)

3d. Contributions/Donations (\$100)

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

Strategy: Send appeal letters highlighting EI financial needs. Board members will give presentations at local service organizations, churches, and other receptive groups and participate in local non-profit informational events. Use radio advertising to announce upcoming clinic dates in the Ixcán. Support other organizations which promote or aid EI in its mission with contributions or donations.

III. Communication Focus ... continued**\$50 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, Alfonso Ponce Foundation and Visualiza. It would also clarify the needs of each patient.

Strategy: Look toward individual donations or a printer willing to donate the cost of printing or giving a discount.

\$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: Look for web site a designer that will donate or discount web site services.

\$200 Goal 6: Develop new surveys researching eye care services in the Ixcán and publish data from current surveys.

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.

IV. Travel - Ixcán

\$2,500 Conduct organizational trips to the Ixcán (airfare, ground transportation, hotels and meals)

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

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

V. Administration

\$1,085 Provide administrative support to the programs of Enfoque Ixcán

2010 Budget Summary

\$8,000 I. Eye Care Focus

- \$500 1a: Prescription glasses fund
- \$4,500 1b: Surgical fund at Visualiza.
- \$0 2: Donation of 100 frames per year.
- \$2,500 3: Fund for eye health promoters.
- \$200 4: Fund for supplies in Guatemala.
- \$300 5: Fund for non-Rx eyewear.
- \$0 6: Maintain an inventory of ophthalmic drops and medical eye care products

\$450 II. Eye Care Education Focus

- \$200 1: Support ongoing training of eye health promoters.
- \$150 2: Support ongoing eye health education.
- \$100 3: Maintain logo products inventory.

\$1,850 III. Communications Focus

- \$100 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.
- \$850 2: Newsletters
- \$450 3: Public relations
- \$50 4: Produce referral cards and signage for eye health promoters.
- \$200 5: Maintain an Enfoque Ixcán website
- \$200 6: Survey development

\$2,500 IV. Travel Trips to the Ixcán

- \$1,600 Airfare
- \$200 Ground transportation
- \$700 Hotels and meals

\$2455 Administration

- \$1500 Legal, registration as Guatemalan non-profit
- \$370 Bulk mailing permit
- \$400 Stationery, supplies
- \$25 Postage
- \$75 Printing, copies
- \$60 Business registration
- \$25 Telephone

\$15,255 Total Budget Expenses

Income from activities of the eye health promoters

- \$125 Exams ...Q5 per exam (\$.67)
- \$210 Prescription glasses...Q10 per pair (\$1.34)
- \$120 Sun glasses...Q10 per pair (\$1.34)
- \$30 Hats...Q10 per hat (\$1.34)
- \$485 **Total income to be re-distributed to the surgery fund at Visualiza**

2010 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

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

August Board meeting
Amigos trip to the Ixcán
Re-supply eye health promoters' inventories

Prepare ballot for Council of Electors vote for the Board of Directors for 2012

October Produce and send newsletter by October 31

November 2011 Business Planning and Budget Meetings

December Fund raising letter