



FRISCO CARES CHILDREN'S CLINIC **STRATEGIC PLAN FOR 2008 THROUGH 2010**

EXECUTIVE STATEMENT

The Board of Directors issues its Strategic Plan for 2008 through 2010 to successfully implement with passion and vision our mission of providing quality acute healthcare to uninsured children in Frisco, Celina, Prosper, and Little Elm.

MISSION STATEMENT

Frisco Cares Children's Clinic is a non-profit organization providing access to quality acute healthcare to uninsured children ages 18 and under who reside in or attend school in Frisco, Celina, Prosper, or Little Elm.

HISTORY

The Frisco Chamber of Commerce Leadership Class #8 established Frisco Cares Children's Clinic in April 2005. The clinic was created to assure access to quality healthcare for all children in the local community regardless of their ability to pay.

VISION STATEMENT

Frisco Care's Children's Clinic strives to expand our mission of providing quality acute healthcare to all of the qualified, uninsured children in Frisco, Celina, Prosper, and Little Elm through educating the community about our services, maximizing volunteer and monetary donations, expanding the number of days, hours, and services we provide to our patients, and providing quality healthcare in a state-of-the-art healthcare facility.

VALUES STATEMENT

Frisco Cares Children's Clinic is dedicated to providing quality healthcare to children of uninsured families living in Frisco and surrounding communities. With compassion for the sick, volunteers and licensed medical professionals serve uninsured children who would otherwise go without healthcare or rely on local Emergency Departments for treatment.

MARKET DEMOGRAPHICS

Access to affordable healthcare affects all ages, gender, race, and ethnic groups across the nation. Frisco and surrounding communities are no exception. 2005 Census data shows that 17.6% of children in Collin County ages 0-17 were uninsured. The number of uninsured children in the Hispanic community was 45%. Our clinic census data shows that from October 2006 through April 2007 85% of our patients was Hispanic. Frisco Cares Children's Clinic fulfills a critical need for uninsured children in Frisco, Celina, Prosper, and Little Elm.

GOALS AND OBJECTIVES FOR 2008 THROUGH 2010

CLINIC OPERATIONS

The Chairperson for the Clinic Operations Committee is responsible for implementing the following goals:

1. Lease or purchase our own clinic facility in 2008 but no later than 2010.
2. Expand clinic operations to 2 days per week in 2008; and 3 days per week thereafter.
3. Add 2 volunteer medical doctors in 2008. Add specialty medical services in 2009 and 2010.
4. Increase the average number of patients seen at the clinic each week to 20 in 2008 and 40 by 2010.
5. Add 15 new volunteers in 2008, 30 in 2009, and 45 in 2010.

MARKETING

The Chairperson for the Marketing Committee is responsible for implementing the following goals (see Marketing Plan for details):

1. Advertising, Marketing, and Promotion of clinic services and events.
 - a. Target key demographics for patients, volunteers, and donors.
 - b. Re-design web page and update content.
 - c. Issue quarterly clinic newsletter beginning January 2008.
 - d. Annual letter writing campaign to area businesses soliciting donations and sponsors for specific clinic needs and events.

2. Marketing and Volunteers.

- a. Develop strategies to increase volunteer participation.
- b. Develop training program for volunteers.

3. Publicity, Media, and Public Relations.

- a. Develop and maintain ongoing relationships with local media outlets, i.e., newspapers, magazines, television, online web sites, etc. Use press releases, media alerts in print and web-based media.

FUNDRAISING

The Chairperson of the Fundraising Committee is responsible for implementing the following goals (see Development Plan for details):

1. Increase donations received to \$25,000 for 2008; \$50,000 for 2009; and \$100,000 for 2010.
2. A minimum of 4 quarterly fundraising events each year.

Fall Quarter: Macy's Shop for a Cause. Goal is to raise \$1,000 for 2008. Adjust projections for 2009 and 2010 upon completion.

Winter Quarter: Merry Main Street. Goal is \$2,000 for 2008. Adjust projections for 2009 and 2010 upon completion.

Spring Quarter: No Gala Gala. Goal is \$5,000 for 2008. Adjust projections for 2009 and 2010 upon completion.

Summer Quarter: Annual Kids Helping Kids Car Wash. Goals is \$1,200 for 2008. Adjust projections for 2009 and 2010 upon completion.

3. Implement online fundraising program.
4. Develop new fundraising events, i.e., Fun Run in 2010, Charity Golf tournament, etc.

GRANT DEVELOPMENT

The Chairperson for the Grant Development Committee is responsible for implementing the following goals:

1. Focus on writing proposals for private versus public grants.

2. Apply for 4 grants in 2008. Adjust goals for 2009 and 2010 upon completion.
3. Secure 2 grants in 2008. Adjust goals for 2009 and 2010 upon completion.