

Fund Development Planning Effort – May 3, 2018

Brainstorm Session:

1. Conference/convention – go to different cities and have local businesses sponsor and learn about global health
 - Build out an SOP to replicate this
2. Expand membership – association model that charges a fee
3. Marketplaces – get individuals to identify goods that recipients need; i.e. Walmart
4. Network of distribution centers which can serve as launching pad
 - Bonded warehouse
 - Multiple orgs all use DC
5. Manufacturer involvement in targeted initiatives
6. Work through Biomedical engineer societies to connect to manufacturers
7. Individual members/certification/training vehicles
8. Health systems (for profit and nonprofit) increase inventory and fees to pick up
9. Global tech partner awards. MSA would grant and monitor compliance and be able to grant hospital systems a “Global Tech Partner Award” that is funded by manufacturer. Hospitals set a goal for a year and would be provided a cost offset by manufacturer
10. Vitamin Angels Models – similar model to support MSRO. i.e. Toms shoes,
11. Existing foundations
12. Tech/medical company investors
 - Stanford social innovation centers
 - Write article
 - Launch and test new business where they are recipients of MSRO product
13. Universities
14. Local, in-country vendors
15. 3PL logistics. Have global distribution models
16. Sister facilities
17. Salesforce – take on pro bono work. Learn about who’s already working with Salesforce
18. Tableau – interested in Global Health
19. Washington, D.C.
 - The Hill, ambassador
 - Breakfast brief
 - Mark Green, USAID
 - Kyle McCarter – Kenya ambassador
20. In-country customs guidelines; UPS is interested in this effort
21. Fund a need
 - Events
 - FB, Social media, marketing campaign
22. Individuals
 - High wealth
 - Crowd funding (Kickstarter, etc)
23. Political party style joint fundraising agreements
24. Twitch

- Doctors without Borders
 - Cancer Society
 - Challenge
25. Grant challenge from Gates Foundation
26. Capitalize on TEFIMET
- Identify largest areas of need in the countries that we're trying to serve? Link the biggest needs to supplies
 - Utilize Task Force – what are the new funding things that we're working on this year?
27. United Nations Foundation and one of areas of focus is global health
28. Humanitarian Futures Program out of UK; funding cycles per year
- Pilot idea
 - Implementation plan
29. Top 10 foundations: Gates, RWJF,
30. Individuals and foundations
- Ken Griffin foundation – citadel investment group
 - Father affiliated with MSRO in Maine
 - Lurie foundation – building clinical services
 - Gerrard
 - Lodestar
 - GE Foundation
 - Dalton Foundation
 - UPS
 - Howard Buffet
 - J&J Foundation out of Belgium
 - Murdoch Foundation
 - Lilly Foundation for domestic work
31. USAID for other countries. Swedish CEDA
- Multilaterals and bilaterals
 - UnitedWay worldwide
 - Combined Federal Campaign (CFC)

Idea Number	Cost	Probability of success	Return on Investment	Items needed for success	Volunteer to be Owner
1. Conf/convention	15,000 – 30,000	High – 100%	70%	<ul style="list-style-type: none"> - Host organization - Sponsors - Respected Keynotes - Appropriate venue - Marketing 	Carolina
5. Manufacturer involvement,	10K; Host event	50%	3:1	<ul style="list-style-type: none"> - Workgroup - List of likely prospects 	Geoff, Denise

				- Define the value/case	
30. Foundations				- Workgroup - Selecting appropriate ones	Denise, Josh
26. Capitalize on joining TaskForce					Lori, Patrick
4. Network of DCs	\$100K/yr	75%	245,000	- Figure it out	Georgia, Geoff, Josh, John
2. Alliance, membership model				-	Denise