

# ADANI CARE FOUNDATION

## 1-Page Business Plan



OUR

**VISION**  
**MISSION**  
**PURPOSE**

To become a champion of the underprivileged, empowering widows, orphans & the elderly  
We will provide medical care, education & technical/vocational skills to needy youths and adults  
We aim to reduce abject poverty and raise the standard of living in Nigeria

**Who We Serve** Rural communities of Nigeria, especially widows, orphans, youths, adults, the sick, the elderly  
**What We Offer** Skills training, employment, soft loans, medical care & wellness counsel  
**The Problem We Solve** Hunger, ill-health, unemployment, lack of education/marketable skills  
**How the Community Benefits** The community gets improved quality of life, stronger qualifications for jobs and a brighter future



### 2023 OBJECTIVES

<b>Medical</b>	400+ people treated in 2022, aim to repeat in 2023
<b>Educational</b>	20+ primary and secondary school students sponsored
<b>Tech/Vocational Training</b>	20+ youths & adults to receive specialized skills training
<b>Soft Loans / Grants</b>	Soft loans for 10 petty traders
<b>Food Distribution</b>	Food distribution to in-need families (500+ people)
<b>Cash Gift</b>	100 in-need persons

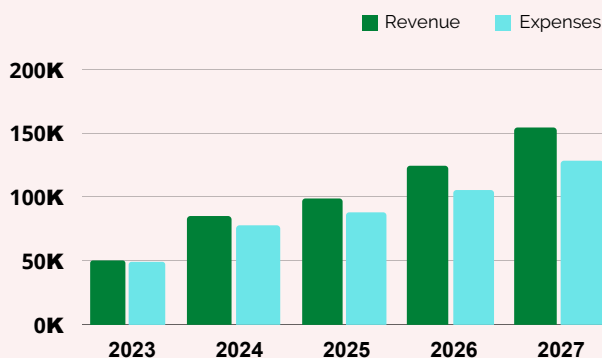
### PROPOSED MARKETING ACTIVITIES

TV, events, radio promotion | Word of mouth  
Social media | Website | Special interest groups  
Letter/email support for donations and sponsorship

### PROPOSED FUNDRAISING ACTIVITIES (1-2 Years)

Revenue	Description of Item	Amount (NGN)	USD
General donations	General incoming donations (web and social media)	2.3 M	5,000
Appeals/outreach	Donations from outreach messages (4,000 messages)	3.5 M	7,500
Recurring giving	Recurring donors (10 recurring donors)	1.2 M	2,500
Fundraising events	Donations at fundraising events (1-2 events)	7.4 M	16,000
Sponsorships & grants	Sponsorships for events, grants	7.6 M	16,500
In-Kind donations	Goods & services donated	1.2 M	2,500
<b>Total Revenue</b>		<b>₦ 23.0 M</b>	<b>\$ 50,000</b>

### 5-YEAR FINANCIAL GOALS



All Figures in USD

Revenue	2023	2024	2025	2026	2027
General donations	5.0K	7.3K	8.8K	10.6K	12.8K
Appeals/outreach	7.5K	11.7K	15.0K	19.1K	24.3K
Recurring giving	2.5K	4.4K	6.2K	8.5K	11.5K
Fundraising events	16.0K	23.4K	28.2K	34.0K	41.0K
Sponsorships & grants	16.5K	25.6K	32.6K	41.4K	51.3K
In-Kind donations	2.5K	5.9K	7.9K	10.6K	12.8K
<b>Total Revenue</b>	<b>\$ 50.0K</b>	<b>\$ 78.3K</b>	<b>\$ 98.6K</b>	<b>\$ 124.2K</b>	<b>\$ 153.8K</b>

Expenses (Funding Need)	2023	2024	2025	2026	2027
Employee Compensation	5.0K	7.5K	9.8K	12.7K	16.5K
Direct program services	38.2K	55.2K	66.2K	79.4K	95.3K
Postage & Printing	0.8K	1.0K	1.2K	1.4K	1.7K
Fundraising Expenses	4.2K	5.0K	6.0K	7.3K	8.7K
Office Space	0.1K	2.5K	2.7K	3.0K	3.3K
Technology & Phone	1.6K	2.0K	2.2K	2.4K	2.6K
<b>Total Expenses</b>	<b>\$ 50.0K</b>	<b>\$ 73.1K</b>	<b>\$ 88.1K</b>	<b>\$ 106.2K</b>	<b>\$ 128.1K</b>

# How We Will Achieve 2023 Objectives: Opening Service Event



**Event Location** | "You & Your Health" Medical Outreach  
Evuazu, Ezeagu Local Govt, Enugu State

**Event Date** | 7th and 8th July 2023

**Event Overview** | Day 1: Seminar on Healthy Living + Free Medical Screenings  
Day 2: Distribution of raw & cooked food for 500+ people



★ Run Lagos Fundraising Event June 2023

★ Run Opening Service Event 7th and 8th July 2023

## OBJECTIVES

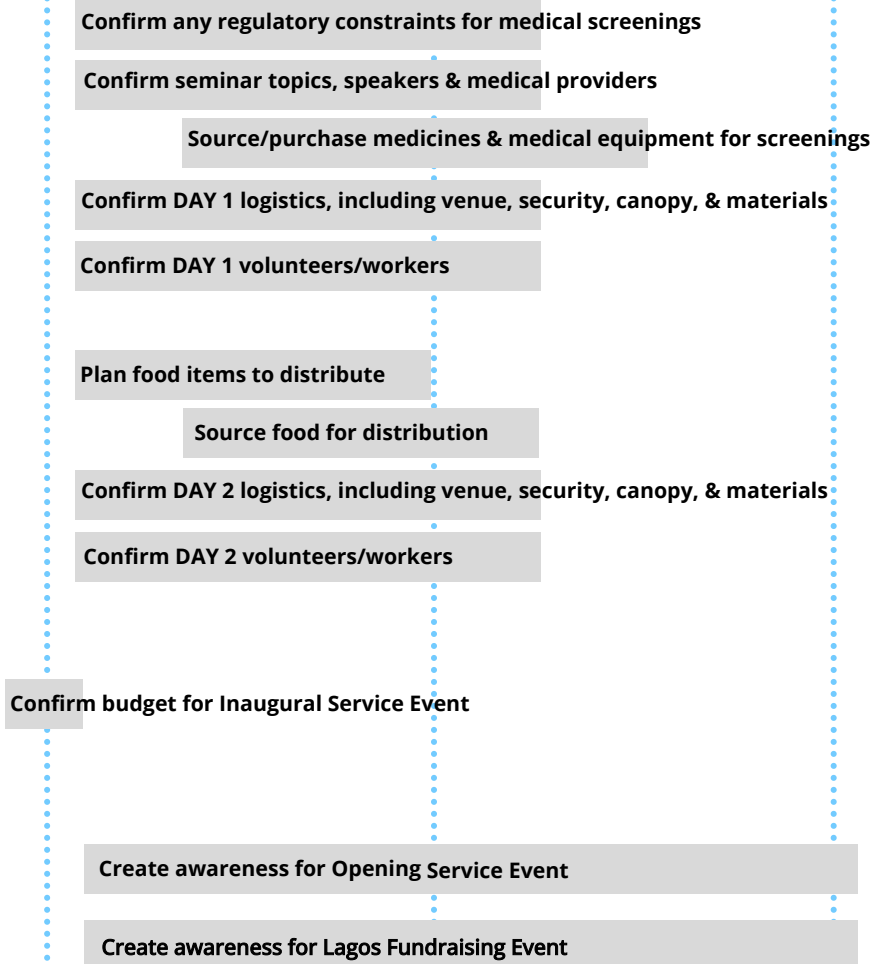
**Medical**

**Food Distribution**

## OPERATIONAL ACTIVITIES

**Budget**

**Publicity**



**LEGEND**

★ = a key event

■ = duration of a task

# How We Will Achieve 2023+ Objectives: Other Service Events

