



# CMMB Global Strategic Plan 2008-2012

**BUILDING CAPACITY, SUSTAINING HOPE**



# CMMB

CATHOLIC MEDICAL MISSION BOARD

A FAITH-BASED LEADER IN GLOBAL HEALTHCARE

# Over the Next Five Years, CMMB Will Focus Its Energies on Building Capacity as It Sustains Hope

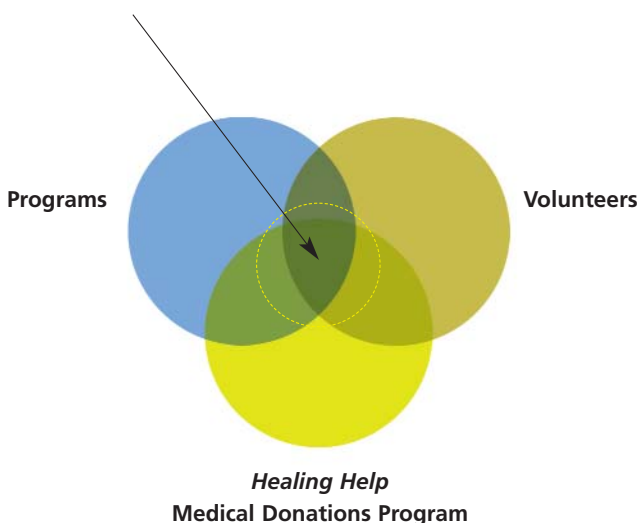


Founded in 1928, Catholic Medical Mission Board (CMMB) is the United States' leading faith-based Catholic charity focused exclusively on global healthcare. CMMB offers unmatched capability when it combines its HIV and AIDS, child survival, and other programs with medical volunteer and medical donation efforts in an integrated way. Since no other global healthcare organization delivers all these capabilities simultaneously, CMMB enjoys a unique position of leadership in helping the sick, the poor, and the disadvantaged.

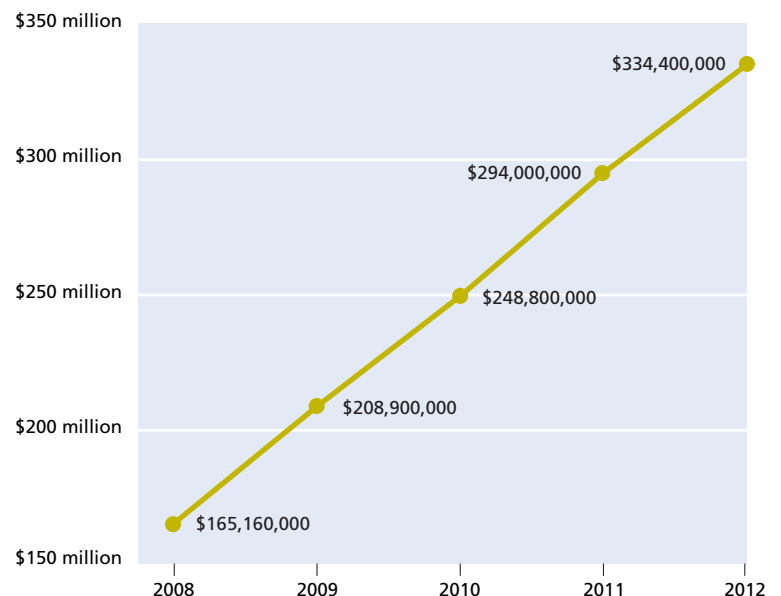
CMMB's latest five-year Global Strategic Plan, "Building Capacity, Sustaining Hope," capitalizes on these strengths and advantages. By implementing this new Global Strategic Plan, CMMB will transform itself in significant ways. In order to strengthen and expand the organization's programs, build new relationships with stronger partners, and expand volunteer and medical donation programs, CMMB must:

- Expand the existing donor base to achieve an 80 percent growth in private net revenue.
- Expand outreach for government funding.
- Strengthen the roles and responsibilities of country directors.
- Modernize and expand CMMB's technology platform.
- Integrate on-the-ground programs with the organization's legacy volunteer and medical donations efforts in core countries.
- Strengthen those internal processes that allow CMMB to be responsive to globally attractive opportunities for growth.
- Expand in-house technical expertise and monitoring and evaluation functions.

## CMMB's Unique Advantage



## Projected Total Support for CMMB



## Countries Served by CMMB

In recognition of the varying degrees of program development and integration CMMB has achieved to date, the organization will prioritize the growth of its global operations over the next five years among the following countries:

### Haiti, Honduras, Kenya, Zambia

CMMB has offices in these countries and they will be major areas of focus for further program development and integration of medical donations and volunteer activities.

### India, South Africa

These countries offer a history of CMMB program activity with a potential for expansion.

### China, Dominican Republic, El Salvador, Nicaragua, Sudan, the Philippines and Vietnam

CMMB has strong partnerships with local partners in these countries.



## Building Capacity, Sustaining Hope

Successful execution of CMMB's Global Strategic Plan will see CMMB emerge as a leading institution that has grown substantially by further building upon its past successes; an organization that has addressed challenges by investing resources to make CMMB stronger; and one that has equipped itself with the necessary tools to aggressively pursue opportunities to further fulfill its mission. To accomplish this, a number of priorities have been established:

### Healing Help Medical Donations Program

Building upon 80 years of success, this program will expand by strengthening relationships with leading pharmaceutical company partners and increasing the number of clinics and hospitals that can receive large medical shipments, medicines for immediate distribution, and specialty medicines.

### MVP (Medical Volunteer Program)

Over the next five years, CMMB will double the number of long-term healthcare volunteers. It will also move into new areas of volunteer recruitment, such as deploying short-term teams of volunteers for intense service, expanded training, and the development of fellowship volunteer programs with corporations and institutions.

### Government Funding

CMMB's success with obtaining government funding to date has laid the foundation for even more opportunities for growth in this area. CMMB has set benchmarks for securing an additional \$22.5 million in government funding over the life of the Plan. It will do this by focusing on grants available both in Washington, D.C. and through U.S. government agencies in countries where CMMB operates.

### Private Funding

Throughout its past, private funding has provided the resources for CMMB to initiate pilot programs in the field that have met very real needs, thus being recognized for government funding and, ultimately, realizing significant expansion. Private funding

## Building Capacity, Sustaining Hope (continued)

is the gateway to growth. In order to maintain and grow in this area, CMMB will:

- Increase its base of individual donors to 126,000.
- Increase cultivation to expand the donor base for major gifts and planned gifts.
- Hire five additional major gifts officers, each with responsibility for a distinct region of the United States.
- Via intensified research and solicitation, seek more and larger grants from corporations and foundations.

### Organizational Structure

CMMB will enhance its ability to facilitate and sustain growth by making infrastructure improvements. Chief among them are an assessment and upgrade of the organization's global technology platform, securing additional technical advisers, and centralizing monitoring and evaluation data in a way that highlights CMMB's best practices and model programs and provides added rationale for funding.

CMMB's new global strategic plan, *Building Capacity, Sustaining Hope*, builds on a solid foundation of



80 years of achievement to firmly establish the organization as a faith-based leader in global healthcare.



# CMMB

CATHOLIC MEDICAL MISSION BOARD

A FAITH-BASED LEADER IN GLOBAL HEALTHCARE

### CMMB Mission

Founded in 1928 and rooted in the healing ministry of Jesus, Catholic Medical Mission Board works collaboratively to provide quality healthcare programs and services without discrimination to people in need around the world.

### CMMB Vision

A world in which every human life is valued and quality healthcare is available to all.

### CMMB Core Values

- Building Individual and Community Capacity
- Social Justice
- Integrity
- Leadership
- Accountability
- Quality Collaboration
- Courage and Risk-Taking
- Compassion

Catholic Medical Mission Board is a nonprofit, religious, 501(c)(3) organization that provides services and delivers aid without regard to creed, race, sex, or national or political circumstance. Catholic Medical Mission Board is a non-governmental organization in consultative status with the Economic and Social Council (ECOSOC) of the United Nations.

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### CMMB Programs

#### **Accion por la Salud Familiar (Action for Family Health)**

*Accion por la Salud Familiar* is an integrated approach to child health that focuses on the well-being of the whole child.

#### **AIDS Relief**

Delivery and administration of anti-retroviral therapies to HIV-infected individuals in Africa and the Caribbean via the U.S. government-funded President's Emergency Plan for AIDS Relief.

#### **Born-to-Live**

Voluntary counseling and testing of expectant mothers; administration of medication prior to and following delivery, to help prevent mother-to-child transmission (PMTCT) of HIV.

#### **Men Taking Action**

Program in Zambia to address male attitudes and practices that negatively affect women attending antenatal clinics and accessing PMTCT services, with funding by U.S. Agency for International Development.

#### **Healing Help**

Pharmaceutical donations program responds to the dire shortage of quality medicines and primary healthcare in resource-poor countries.

#### **MVP (Medical Volunteer Program)**

Places licensed healthcare professionals at faith-based healthcare facilities in countries with extreme need.