

2017

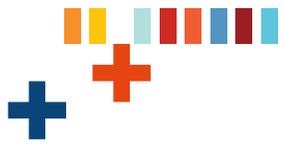
# CORPORATE SPONSORSHIP OPPORTUNITIES

*Doctors for Doctors  
Nurses for Nurses*



LIFE-LONG, LOCAL,  
LIFE-SAVING

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*"Wasted human potential creates a cycle of poverty. We believe that education and healthcare are the keys to ending that cycle."*

- Andrew Wilson Founder of DFD/NFN

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# SPONSOR A STUDENT TODAY



## CORPORATE SPONSORS ARE THE BACKBONE OF OUR PROJECT

In recognition of your support, we offer a comprehensive corporate social responsibility (CSR) package adapted to the needs of your company. You will be provided with media, personal stories, and interviews from our students that will help you communicate the social impact that your sponsorship will make. We also provide supplementary materials to distribute among your employees, to demonstrate your organization's commitment to global health development.

Your sponsorship is recognized internationally by our diverse audience of donors and volunteers. We enjoy support from community partners, health care professionals, medical and nursing students, educators, human rights advocates, and business owners. By participating in our CSR program, your organization will gain brand exposure among these key audiences.

Doctors for Doctors & Nurses for Nurses is a registered Canadian charity (BN 79775 9123 RR0001) and all sponsorships are tax deductible.

Thank you for your interest and support.

Sincerely,

Michael Carlson

*Director of Operations*

*Doctors for Doctors & Nurses for Nurses*  
647-389-6949

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Doctors for Doctors / Nurses for Nurses



LIFE-LONG, LOCAL,  
LIFE-SAVING



## 1.0 PROJECT SUMMARY



### 1.1 WHO WE ARE

*Doctors for Doctors & Nurses for Nurses* (DFD/NFN) is a rapidly growing registered Canadian charity (BN 79775 9123 RR0001). Our ultimate goal is to break the cycle of poverty by removing economic obstacles to health care and education. We work in the Rivas and Matagalpa regions of Nicaragua, offering full medical school scholarships to rural youth, so they can provide better health care in their home communities. Through *Nurses for Nurses*, we develop programs to support nurses through strategic investments in rural employment opportunities and local health care infrastructure.

In Canada, we also run clubs on university campuses to provide students with opportunities to learn more about the current state of global health and sustainable international development. These clubs are encouraged to connect with similar organizations and local community groups by sharing resources and information.



### 1.2 WHAT WE DO

We work to expand rural access to quality health care by assisting students to overcome the barriers that prevent them from attending medical school. After graduation, we help our doctors in returning to their communities to provide care, thereby improving the quality of life for other rural Nicaraguans.

Our first scholarship recipient, Bryan, is in his last year of medical school and is a leader among his peers. His success story has motivated other young people in his community to pursue higher learning. When he graduates medical school, Bryan hopes to open a health clinic in his community. Thanks to the generous support of our donors, this has become a real possibility.

Additionally, through our *Community Outreach Program*, we use the existing framework of our university and college clubs to give students an opportunity to bring their understanding of global health initiatives to the wider Canadian community. This program connects students with local and Latin American communities to foster a better understanding of the obstacles facing developing countries, particularly those in Central America.



### 1.3 HOW YOU CAN HELP

*Doctors for Doctors & Nurses for Nurses* relies heavily on its dozens of volunteers throughout the world to ensure the smooth operation of its programs. Your assistance will aid in creating a sustainable operational structure so that we may continue to develop life-changing programs for young people in Canada and Nicaragua.

In particular, you can be involved in our projects by helping us to:

- Expand the medical scholarship program in Nicaragua;
- Grow our *Community Outreach Program* at Canadian universities and colleges;
- Support our Nursing Team to expand access to quality healthcare.

With your contribution, we move one step closer to all Nicaraguans having local access to sustainable, locally-driven, quality health care.



## 2.0 ABOUT THE PROJECT



We are not just another short-term international development project. *Doctors for Doctors & Nurses for Nurses* is life-long, local and life-saving. We work to break the cycle of poverty through health care and education.

*The benefits of our work are life-long:* our model empowers individuals to develop better health systems in their own regions. By investing in education, we invest in the future success of our students and the health of their communities.

*Our focus is local:* we choose students from rural areas where the need for health care is greatest, and empower them to improve care in that area. They are trained within Nicaragua, because Nicaraguans are best suited to determine their own needs. All programs are developed with our partners and program graduates, in order to ensure that efforts are grounded in local knowledge and to allow for the greatest impact.

*Doctors and Nurses save lives:* once they graduate, our scholarship recipients will treat thousands of patients every year in rural areas where no health care was previously available. They save thousands of lives, and bring hope to their communities through better health.

### LOCAL PARTNERS

We believe deeply that development should be locally managed. Our community partners are the Jean Brugger Foundation (Fundación A. Jean Brugger) in Rivas, and the March 8th Women's Collective (El Colectivo de Mujeres el 8 de Marzo), in Managua and Matagalpa. These organizations promote the scholarship program, coordinate the student selection process and assist with local program development.



## 2.1 MISSION & OBJECTIVES

*Doctors for Doctors & Nurses for Nurses* directly addresses the lack of health care in Nicaragua by providing medical school scholarships to rural youth, so that they can then promote health care and better serve their home communities.

Our mission is to improve access to health care in every rural Nicaraguan community where it is lacking. In order to do this, we will:

- Build a scalable and sustainable program model that can be applied in any community.
- Exponentially increase the number of students accepted to our scholarship program annually. We aim to sponsor 6 students in 2017, and 12 students in 2018.
- Work to support gender equality in Nicaragua by giving special consideration to female applicants, thereby contributing to the economic empowerment of young women.
- Build a strong presence on Canadian university and college campuses, providing a platform for young people to gain experience and develop the skills necessary to become leaders in global health and international development.



## 2.2 WHY NICARAGUA?

Access to health care in many rural areas of Nicaragua is inadequate or non-existent. There is less than one physician per 1,000 inhabitants, with less coverage in rural areas. The Nicaraguan Ministry of Health provides no financial incentives for health care staff to work in rural regions. More than one third of the population lacks access to health care services. Ultimately, our goal is to share whatever tools necessary to empower rural Nicaraguans to improve health care coverage on their own terms.



### 2.3 PROGRAM DESIGN

We work with our local partners, the Fundación A. Jean Brugger and El Colectivo de Mujeres el 8 de Marzo, to promote our sponsorship program and ensure that high potential students in hard-to-reach rural areas know about our program. As part of the application process, we require transcripts and detailed background information from candidates. Students must demonstrate real need, and be dedicated to improving healthcare in rural areas.

We are currently designing extensions to our education program that will support our students in returning to their rural communities after graduation. These program elements will become requirements for all students of the scholarship program.



### 2.4 EVALUATION

In conjunction with our partner universities and organizations in Nicaragua, we monitor and remain in regular contact with our sponsored students and their families to ensure their ongoing success, in addition to guaranteeing resources are used effectively and appropriately.

We work with our partners to develop metrics for measuring the benefits that our sponsored doctors have on public health in their communities. This includes a before and after analysis of our impact. Our reports and findings will be published by our research team in reputable journals.

As additional programs develop, we will employ third party monitoring and evaluation personnel to maintain the highest degree of impact and effectiveness for the communities we serve.



## 2.5 FINANCIAL ACCOUNTABILITY

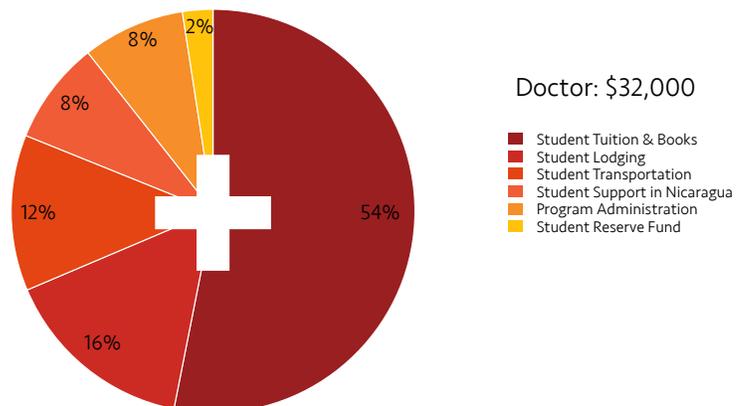


Our organization was a special project of another Canadian Charity until 2016 when we attained Charitable status in Canada. *Doctors for Doctors & Nurses for Nurses* has a five year track record of fiscal responsibility. Previous revenues have primarily consisted of private individual donations including two successful crowdfunding campaigns to sponsor students. We are proud that, over the lifespan of *Doctors for Doctors & Nurses for Nurses*, more than 90% of our revenue has gone directly into programming and 100% of public donations have gone directly to our students.

## 2.6 OUR PROJECT



The *Doctors for Doctors & Nurses for Nurses* scholarship program is budgeted on a per student basis. The circumstances surrounding each student's scholarship can vary widely, which is why we adjust our assistance to the specific needs of each individual. A \$32,000 sponsorship is made up of six core costs including a reserve fund to accommodate for any barriers to learning that may arise for our students.



\*over 5 years.



## 3.0 SPONSORSHIP

### 3.1 CORPORATE SPONSORSHIP

	BRONZE SPONSOR	SILVER SPONSOR	GOLD SPONSOR
	\$1,000	\$5,000	\$10,000
<i>Sponsorship branding at all events for the year</i>	BRONZE	SILVER	GOLD
<i>Your logo on the sponsorship section of the DFD &amp; NFN website</i>	✓	✓	✓
<i>Your logo in our monthly newsletter to all donors, sponsors and community partners</i>	-	✓	✓
<i>Mentions to thousands of followers on our social media platforms throughout the year</i>	MONTHLY	BI-WEEKLY	WEEKLY
<i>Printed promotional materials</i>	-	NAME	NAME & LOGO
<i>Press release announcing the sponsorship</i>	-	-	✓
<i>Your name in official organizational emails</i>	-	-	✓
<i>Dedicated sponsorship coordinator</i>	-	-	✓

For further details about our exclusive platinum sponsorship package, please contact us.



### 3.2 STUDENT SPONSORSHIP

## STUDENT SPONSORSHIP

*FUTURE DOCTOR*  
**\$32,000**

Bryan is the first medical student to receive one of our scholarships. He was raised by a single mother who runs a small convenience store out of her home to support her children. Bryan has always dreamed of becoming a doctor, but believed it wasn't an option because of his family's financial hardships. He's now in his last year of medical school at UCAN in León, Nicaragua, where he excels in all of his classes. He is the first person in his entire extended family to study at this level.

By directly sponsoring a future doctor, you could save thousands of lives and help rural Nicaraguans build healthier communities. You'll also have the unique privilege of associating your brand with a successful student like Bryan.

#### BENEFITS:

- Five years of brand association with a hard working medical student
- A customized sponsor-student profile video to be used in your corporate social responsibility promotion, featured on our web site, and shared on all social media channels
- Opportunities for your employees to meet and work with your sponsored student in Nicaragua
- Personalized letters and progress reports on your student
- Press release announcing the sponsorship
- Exclusive branding on your student's online profile page and in their bio video
- Weekly mentions to thousands of followers on all of our social media platforms
- Your logo in all printed promotional materials
- Your logo and specific mention in all publicly distributed materials regarding your student



### 3.3 COMMUNITY OUTREACH PROGRAM

COMMUNITY  
OUTREACH  
\$15,000

The *Community Outreach Program* is headed by a Student Ambassador who is the lead liaison between DFD & NFN, the university or college club, and local communities. For organizations whose charitable funds are restricted to domestic programs, this special sponsorship supports ambitious young Canadians as they further their understanding of global health issues and become dynamic leaders in academic and local communities.

Supporting the *Community Outreach Program* provides unique exposure for your brand on university and college campuses as well as the local and Latin American communities in the surrounding areas. You'll enjoy exposure to nursing and medical programs at a university or college of your choice in addition to local Canadian communities engaged in development work globally. Aligning yourself with our growing brand will allow you to build a strong presence on campuses and demonstrate your commitment to global health development to a wider Canadian audience.

#### OFF-CAMPUS COMMUNITY CONNECTIONS

WHERE  
YOUR MONEY  
GOES

One third of your sponsorship goes into international development themed workshops and seminars for students and a wider local audience who are interested in working for a better global community. We are proud of our student leaders who build connections with Latin American community groups and activists outside of the normal university environment. A side benefit of our local outreach is that these connections are then used to fuel cutting edge health-research that will be published whenever possible in collaboration with DFD/NFN's international research team. These sponsored events encourage connections and resource sharing between various stakeholders who would not otherwise have shared spaces to connect.



### 3.3 COMMUNITY OUTREACH PROGRAM cont'd

#### TRAINING FOR INTERNATIONAL SERVICE PROJECTS

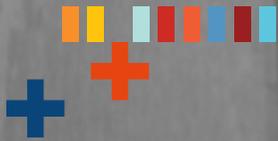
One third of your sponsorship goes towards a collaborative health initiative planned and executed by our young Canadian leaders under the supervision of our expert programmers. Our students will develop and plan a special project while aligning with the knowledge that our student leaders collected from the lived experiences of many recently immigrated Canadians. Using lived experiences and your funding, students will be able to make real gains for the marginalized communities in Latin America and they will carry this knowledge forward into their future careers.

#### LEARNING

One third of your generous sponsorship goes to support the hard working students and programmers that plan, execute and follow-up with every aspect of all program elements from maintaining community connections to publishing community-led research. There are 100's of hours invested by our students into coordinating their club's activities and we offer stipends to these incredible medical, nursing and academic leaders that work so hard on top of their already demanding programs.

#### PERKS

- Sponsorship branding at three on and off-campus events open to the wider public organized by our Student Ambassadors over the following school year
- Your name and logo on all printed marketing materials distributed on and off-campus related to these events
- Acknowledgement for supporting any research or publications that come from qualitative data collection at community events
- Sponsorship branding for the international service project that our student leaders plan and execute under the supervision of DFD/NFN programming staff
- A relationship bio and Student Ambassador profile on the DFD & NFN web site



## 4.0 LOOKING FORWARD



BRANDON, FROM OSTIONAL, NICARAGUA

Brandon is from a small rural community in Nicaragua called Ostional, where his family runs a small storefront out of their household. His community is currently experiencing difficulties in their access to healthcare and Brandon has the inspiring dream to become a doctor and help.

About a year ago, Brandon's family sold most of their belongings to fund his first year of medical school.

Brandon's parents have seen him work incredibly hard to get to where he is in school and they share his passion for giving back to their community. Unfortunately they are unable to support him through the rest of his medical education.

Brandon has seen first hand how a lack of medical care has impacted people in his community. There are insufficient supplies to treat even common diseases such as dengue, kidney disease, malaria and respiratory illnesses. With a growing population and very few doctors and nurses in the region, the situation is only getting worse.

Brandon is very involved in his rural community of Ostional and he volunteers at local clinics whenever he can. Brandon has an incredible amount of potential, both as a student and as a future doctor. However, he won't realize his potential if he is not able to find additional financial support. In order to fund the remainder of Brandon's education, we rely on support from corporate sponsors who care about individuals like Brandon and the communities he will someday support.

With your help, we will break the cycle of poverty through education, and help Nicaraguans build a healthier future.

If you would like to help make Brandon's dream of becoming a doctor a reality, please contact Michael Carlson, Director of Operations, at 647-389-6949 or email him at [ops@doctorsfordoctors.ca](mailto:ops@doctorsfordoctors.ca).



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