

Strategic Expansion Plan for the Maison Fortuné Orphanage Hinche Haiti

Web Site: www.mfofoundation.org

Goal: In the wake of the devastating earthquake that struck Haiti on January 12th 2010 the Maison Fortuné Orphanage, a recognized IRS 501.3(c) charity established in 2000 with administrative costs of 1.1cents on each dollar contributed, has elected to expand the orphanage's capacity to support displaced children from the quake zone. This shelter will allow a period of stabilization in their lives until conditions improve in the face of this devastation. This expansion would further allow for the additional hiring of local citizens further stabilizing the economy and region.

Short Term Goals: The following specific goals will be achieved within the first 30 days of this plan's activation.

- Based on a recommendation by the Orphanage Director and the Haitian Board, provide basic food and shelter to support additional children, who are not currently part of the Maison Fortuné family. This will require an increase in facility capacity.
- Provide the capability to support the displaced children's mental, physical, and emotional well being for at least a year.
- Develop an immediate sub-plan, in coordination with the Orphanage Director and Haitian Board, to support the purchase of either mattresses or mats for the additional children to use to sleep in a secure environment. This plan will be based on current facility capacity to include a survey of any additional buildings near the orphanage which could be leased.
- Develop and execute a full-spectrum Public Relations and Outreach plan to inform the media [(1) Print, (2) TV, and (3) Radio] of this expansion decision. The emphasis will be on providing a sustained, secure environment for displaced earthquake victims in country, supported by Haitians hired by the Foundation.
- Develop and execute a sub-plan, in coordination with the Orphanage Director and the Haitian Board, that will provide a way to identify additional staff to support additional children. Hiring will be done in a proportional manner based on the sustained support provided for in this expansion.
- Develop and execute a sub-plan, in coordination with the Orphanage Director and Haitian Board, which will develop a specific year-long plan to feed additional children for up to a year. This plan will be based on additional support received.
- Develop and execute a plan to validate the initial decision to move forward with the addition of more children by review meetings at least every 30 days after enactment. This evaluation metric will be developed by the Foundation Board in a coordinated action with the Orphanage Director and the Haitian Foundation Board.

Long Term Goal:

The Maison Fortuné Orphanage is a 501.3(3) authorized IRS charity whose sustained performance supporting children in the Central Plateau is without peer.

With the destruction of a large amount of infrastructure near Port Au Prince multiple orphanages were destroyed. The Maison Fortuné has a facility that is stable, long standing, and has been in existence since 2000. The orphanage should be expanded, over the next year, to handle an increase in the in-facility orphanage census. The board will execute a series of short term goals that will allow for a quick and orderly expansion. This expansion will be based on the ability for increased monetary support to be tangibly committed and in place. The long term goal is the sustained ability to handle this increase in orphans in a manner that is both orderly and secure. This expansion must not hinder the orphanage's ability to support its core population with key expansion decisions conducted in a business-like manner based on sustainment not emotion.

Measures of Effectiveness: This plan will be based on sustainment, and the ability for additional donors, to make a commitment that will go beyond the short term. The number of new children that will be admitted into the orphanage must be directly tied to validated sustainment based on ongoing analysis by the Orphanage Director and the Haitian Board.