



ROCK - PAPER - SCISSORS
Children's Fund

BUSINESS PLAN



2017-2019

EXECUTIVE SUMMARY

Rock-Paper Scissors Children's Fund is a 501.c.3. organization based in the United States, in Wakefield, Rhode Island (www.rockpaperscissorschildrensfund.org), and licensed with the People's Aid Coordinating Committee (PACCOM) in Vietnam with the permission to work in the country. Our organization is dedicated to helping Vietnamese children and families in need. We provide learning opportunities for young students through art and music programs, supporting education for girls, and providing support for women and their families. Our goal is to always respect the cultural heritage of the young students and people of Vietnam, while providing additional learning opportunities to those in need.

Established in 2012, Rock-Paper-Scissors Children's Fund was started by a mother and her two children adopted from Vietnam. Wanting to give back to the birth country of her children, and believing in the importance of her daughters to know and experience the country and culture they came from, the family moved to Vietnam to work and volunteer in 2011-2012. After returning to the U.S., the family started the non-profit, Rock-Paper-Scissors Children's Fund to continue support of Vietnamese culture, children and families.

Rock-Paper-Scissor's Children's Fund's Board of Directors, includes members with specific expertise to assist the development of the organization. These include the founder and lead director who has a strong background in program development and coordination, two Vietnamese-Americans with business degrees and a desire to support their birth country, three teachers, educators, and musicians, and a writer and photographer.

In March 2013, Rock-Paper-Scissors Children's Fund partnered with Global Giving is currently featured on the fundraising platform here www.globalgiving.org. All of the organizations projects are featured on this partner site, and will remain as one of the organization's key fundraising platforms. In addition, donations are accepted through the organization's own website, 1-2 fundraising events are held annually, and grants are competed for on a regular basis.

ORGANIZATION CONTACT INFORMATION

Rock-Paper-Scissors Children’s Fund, Inc.
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MISSION

Rock-Paper-Scissors Children’s Fund is dedicated to helping Vietnamese children and families in need. Our goal is to provide learning opportunities for young students through art and music programs, supporting education for girls, and providing support for women and their families.

OBJECTIVES

- To always respect, share and learn from the cultural heritage of Vietnam and its people.
- To provide services to Vietnamese Children through music, art, and provide general education needs to young girls.
- To develop music and art programs in the following provinces of Vietnam: Khan Hoa and Thua Thien Hue Provinces. Including cultural and traditional music and art learning experiences.
- To donate bicycles to girls living in rural areas to travel to school.
- To generate funding through a combination of sources such as partner organizations (Global Giving), website, social media tools, and special events.
- To secure new funding sources including foundation grants, government grants, and private and corporate donations.

MANAGEMENT AND ORGANIZATIONAL STRUCTURE

Our team includes a Board of Directors (volunteer-based), paid staff (Vietnamese), and adult and student volunteers.

These include the founder and lead director who has a strong background in program development and coordination, two Vietnamese-Americans with business degrees and a desire to support their birth country, three teachers, educators, and musicians, and a writer and photographer. The organization will continue to grow and develop its Board as needed.



Figure 1. Rock-Paper-Scissors Children's Fund current Organization Plan (2017-2019).

FUNDRAISING STRATEGY

Rock-Paper-Scissors Children's Fund has begun a fundraising campaign to provide initial start-up costs for 2013-2015. The development of prospect lists of persons who may be interested in providing a financial donation, the solicitation of support from corporations and the local business community, the writing of grant proposals, and the temporary recruitment of a professional volunteer fundraising consultants and social media experts is ongoing. Rock-Paper-Scissors Children's fund annual revenue will be generated by a combination of partnership fundraising via Global Giving and Microsoft's YouthSpark Give for Youth, the organization's own website and social media sites, grants, retail sales and fundraising events. A professional fundraising consultant is being recruited to direct us toward foundations that will fund the seed money to cover start-up costs, as well as to help develop long-range fundraising plans.

Our funding will be generated by the following activities:

- The writing of grant proposals from existing foundations.

- The solicitation of members of the Board of Directors and other individuals for financial contributions.
- The solicitation of corporations and small businesses for financial support, including, but not limited to: Music Stores, Art Supply Stores, National and International Music and Art programs, Bike Shops and Bicycle Supply Companies, Biking Organizations, U.S.-based Vietnamese-American Organizations and businesses.
- The pursuit of in-kind donations from major retailers that provide the materials and supplies that we will need. They include Music and Art Supply Companies and other Art's program organizations.
- Special fundraising events such as silent auctions, benefit concerts, holiday events and sales.
- A variety of small scale fundraising activities including Shop and Share days at local supermarkets and bookstores, affinity campaigns such as a "Day at _____" in which a percentage of retail sales for the day are donated to our organization, art auctions, raffles of donated items, and tag sales.

PROGRAMS AND POTENTIAL IMPACTS

Art Program

The issue, problem, or challenge

Many rural Vietnamese schools lack the funding to supply materials and offer art classes to their students. Underprivileged youth who are passionate about art, often do not have the opportunity to be educated in the arts outside of school.

How will this project solve this problem?

By providing students an avenue for self-expression, we hope to offer temporary relief from difficult life situations. This project will offer the students the means in which they can express themselves in a stress free environment while building lifelong skills and relationships.

Potential Long Term Impact

Studies have shown that youth who are engaged in extracurricular arts programs are far more likely to excel and remain in school longer. A successful art program promotes the development of creative thinking, problem solving and communication skills; all necessary

for future employment and self-sufficiency. Students who are passionate about art will be given the opportunity to work freely and find ways to apply this in their individual lives.

Music Program

The issue, problem, or challenge

Although Vietnam has been gaining in wealth over the past decade, and made gains in social programs, most of these improvements have occurred in the larger cities, and still remain outside the realm of the very poor. Although many children go to school, music programs are often not available. Students cannot afford musical instruments or instruction.

How will this project solve this problem?

We will work with underprivileged youth in Vietnam to provide stringed instruments, classical music lessons, teacher training, traditional music workshops, and field trips to concerts. We will also provide aid as needed for our students and families.

Potential Long Term Impact

This project will help Vietnamese youth develop a positive self-image, leadership skills, and a sense of community. We hope that these youth will be able to excel in school, their work, and as citizens through this opportunity.

Bikes for Girls Program

The issue, problem, or challenge

Because young Vietnamese girls often maintain the home and care for younger siblings, girls are often the first to drop out of school if they must walk long distances to school. Bicycling versus walking provides additional time for girls to help out their families, as well as do schoolwork. A single bike can make a huge difference in terms of access to healthcare and further economic opportunity. A bike also provides a safer way for young girls to get to school.

How will this project solve this problem?

The goal of this project is to help ensure that girls have the means to travel to and from school safely, attend school regularly, and receive the education they deserve.

Potential Long Term Impact

This project will provide bikes to girls to help them get to school with the goal to have girls stay in school longer.

Bike Repair Program

The issue, problem, or challenge

The Rock-Paper-Scissors Children's Fund Bike Repair Program provide free bike parts and repair to poor, school children living in the province of Khanh Hoa, Vietnam. Our partners in the province of Khanh Hoa, the Vietnamese Red Cross, assist us, along with the individual schools with lists of children (both boys and girls) who are living close or below the poverty line, and who ride a bike to school each day. We have hired a small bike shop owner in the village of Cam Duc, who has assisted us for the past three years with our Bikes for Girls Program, and who is very talented, wonderful with kids, and partially responsible for the great success of our bike programs in Vietnam.

How will this project solve this problem?

Our bike repair program consists of visiting one school weekly for one month. On the first visit to a school, our bike mechanic repairs what he can with what parts he has on hand, we then document the parts that are needed, order the parts, and return to the school one-two additional days to repair all of the bikes.

The goal of this project is to help ensure that children have safe and workable bicycles to ride.

Potential Long Term Impact

The long-term goal of this project is to extend the life of a child's or family's bike as well as enhance safety for underprivileged children.

FINANCIAL PLAN

Rock-Paper-Scissor's Proposed 3 Year Budget

INCOME	FY2017 Proposed	FY2018 Proposed	FY2019 Proposed
Private donations	\$7,000.00	\$8,000.00	\$9,000.00
Annual Fundraisers	\$4,000.00	\$4,500.00	\$4,500.00
Grants	\$40,000.00	\$45,000.00	\$48,000.00
In-Kind Income	\$2,500.00	\$2,500.00	\$2,500.00
Total Income	\$53,500.00	\$60,000.00	\$64,000.00
PROGRAMS	FY2017 Proposed	FY2018 Proposed	FY2019 Proposed
<u>Music and Art</u>			
Music Teachers (3 part-time)	\$3,960.00	\$4,500.00	\$4,500.00
Art Teachers (3 part-time)	\$4,740.00	\$5,500.00	\$5,500.00
Professional Teacher Training	\$2,200.00	\$2,200.00	\$2,200.00
Orchestra/Conservatory Student Intern Stipend	\$3,000.00	\$0.00	\$0.00
Instruments, Music, Strings, Stands, Repairs	\$2,000.00	\$2,000.00	\$2,000.00
Art Supplies	\$1,200.00	\$1,200.00	\$1,200.00
Summer Camp Program (1 mth)	\$3,500.00	\$3,500.00	\$3,500.00
Rent/Maintenance/Utilities	\$900.00	\$900.00	\$900.00
Arts Program Manager Salary (Vietnam)	\$4,200.00	\$4,500.00	\$4,800.00
Summer camp counselors	\$200.00	\$200.00	\$200.00
Misc. Program Expenses (meals for students)	\$4,500.00	\$4,500.00	\$4,500.00
Volunteer Housing (Foreign Musicians/Artists)	\$3,500.00	\$3,500.00	\$3,500.00
<u>Subtotal Art and Music Programs Expenses</u>	\$33,900.00	\$32,500.00	\$32,800.00
<u>Bikes for Girls</u>			
Bike Program Manager Salary (Vietnam)	\$4,200.00	\$4,500.00	\$4,800.00
Bikes (\$55USD/Bike) (200 bikes/Year)	\$11,000.00	\$11,000.00	\$11,000.00
Bike Helmets (200 helmets)	\$1,600.00	\$1,600.00	\$1,600.00
Bike Delivery	\$120.00	\$120.00	\$120.00
Bike Repair Program (new 2017)	\$6,500.00	\$6,500.00	\$6,500.00
<u>Subtotal Bike Program Expenses</u>	\$23,420.00	\$23,720.00	\$24,020.00
ADMINISTRATION	FY2017 Proposed	FY2018 Proposed	FY2019 Proposed
Accounting Fees (Professional Service)	\$4,000.00	\$4,000.00	\$4,000.00
Web Design and Maintenance	\$1,000.00	\$1,000.00	\$1,000.00
Advertising/Public Relations	\$1,000.00	\$1,000.00	\$1,000.00
Travel/Transportation Expenses	\$6,000.00	\$6,000.00	\$6,000.00
Office Supplies, Printing and Design	\$1,000.00	\$1,000.00	\$1,000.00
Officers Liability Insurance	\$800.00	\$800.00	\$800.00
<u>Subtotal Admin Costs</u>	\$13,800.00	\$13,800.00	\$13,800.00
Total Expenses	\$71,120.00	\$70,020.00	\$70,620.00