

# **BUSINESS PLAN**

## *INTRODUCTION*

The continuing humanitarian crisis in Venezuela has seriously impacted the health and psychological needs required by the exponentially increasing number of abandoned, undernourished infants with an age range of 0 months to 2 years. The musical project "Desde Aquí" is the emotional and practical response of a group of Venezuelan artists living abroad whose purpose is to raise funds directed at helping Venezuelan infants.

## *THE CHALLENGE*

Establishing a worldwide campaign aimed at fundraising the US\$ 25.000 required by Hogar Bambi in order to commence operations of its 5th house that will receive 36 infants from 0 months to 2 years. Hogar Bambi has been actively working for 23 years in pro of Venezuela's children. It is given legal custody of the children it receives, giving them the nourishment, healthcare, psychological needs and affection each child requires.

## *THE SOLUTION*

The proposed funds will cover personnel and supply provisions that will allow Hogar Bambi to open the doors of their 5th house in the first semester of 2020.

## *PRIMARY OBJECTIVE*

Receive 36 infants between 0 months to 2 years that have been abandoned and suffer serious health issues that their natural home environments are not capable of resolving. They will remain under Hogar Bambi's care until they can return to their home environment or are placed in foster care or adoption in a healthy and safe environment.

## *SECONDARY OBJECTIVE*

The location of the new house is near the other Bambi houses promoting supervised interaction between older children and the new babies. In the case of the older children, it fosters social awareness and in the case of the infants, they receive extended affection.

## *TIMETABLE*

Closed fundraising project required for commencement of activities in Hogar Bambi 5

## CAMPAIGN

**Duration:** November 7th to December 20th, 2019

**Goal:** US\$ 25.000

**Fundraising:** Funds will cover the integral care of more than 30 babies deprived of their home environment. Besides covering their nutrition and care requirements, they will receive medical and psychological care, as well as social and legal supervision.

**Location:** Caracas, Venezuela

### LEGAL INFORMATION ON THE BENEFICIARY

**Employer Identification Number:**

33-1225209

**DLN:**

17053298306006

**Public Charity Status:**

170(b) (1) (A) (vi)

ID# 31992

### ALLOCATION OF FUNDS

One-Time Donation Options		Recurring Donation Options
Amount	Description	
1 \$ 10	Diapers for 1 baby / 1 month	
2 \$ 20	1 cook / 1 month	
3 \$ 30	1 caregiver / 1 month	
4 \$ 60	1 cook / 3 months	
5 \$ 90	1 caregiver / 3 months	
6 \$ 100	Diapers for 10 babies / 1 month	
7 \$ 216	Medical Assistance for 36 babies / 1 n	