



VISION

CENTER INTERNATIONAL INC

RESTORING LOST HOPE

BUSINESS PLAN 2024

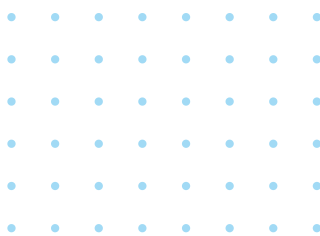


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Executive Summary

Vision

To create a transformed Nigeria where holistic community development cultivates empowered individuals, fostering a future founded on empowerment, equality, and boundless hope.

Mission

Reviving hope through comprehensive community development initiatives in Nigeria, emphasizing in eye care, education, sports, and a specialized hygiene program for adolescent girls.

Company

Vision Center International is a vital nonprofit dedicated to empowering underprivileged communities through focused programs in eye care, education, sports, and social development across disadvantaged areas in Nigeria.

Leadership

Leading with a focus on robust operations, high-quality service, inclusivity, efficient monitoring, accurate record-keeping, financial integrity, and timely staff training and supervision.

Overall Industry

This holistic community development approach in Nigeria combines healthcare, education, sports, and gender-specific programs. This integrated strategy represents a growing trend, merging sectors for sustainable and inclusive development.

Competitors

Vision Center faces competition from nonprofits like Sightsavers, Orbis International, Helen Keller International, and local NGOs all dedicated to improving eye care accessibility in Nigeria.

Financial Status

Vision Center likely established financial stability through donations, grants, and potential service revenues, supporting operations, staff, programs, and outreach initiatives.

Future Plans

Our future plan involves expanding and fortifying our holistic approach in community development. We're dedicated to enhancing healthcare access, amplifying educational support, and increasing community engagement through sports. Through collaboration and innovation, we aim to reach more communities, ensuring sustainable and inclusive development.

OUR BUSINESS MODEL

WE PRIORITIZE COMPREHENSIVE CARE FOR THE LESS PRIVILEGED, OFFERING DIVERSE PROGRAMS TO ENHANCE THEIR WELL-BEING. OUR TEAM'S EXPERTISE ENSURES TOP-NOTCH SERVICES, SETTING A RECOGNIZED STANDARD WITHIN OUR COMMUNITY.



OUR AIM:

To empower communities across Nigeria by providing holistic support through eye care, education, sports, and specialized hygiene programs, fostering a brighter future for all.

EXAMPLE PROGRAMS:

- **Eye Care Clinics:** Establishing mobile eye care clinics to offer vision screenings and distribute glasses to underserved areas.
- **Education Support Initiatives:** Launching after-school tutoring programs and scholarship opportunities for students in rural regions to improve educational access.
- **Sports Development Projects:** Building community sports facilities and organizing leagues to promote physical health and teamwork among youth.
- **Adolescent Girls' Hygiene Program:** Implementing workshops on menstrual health and providing sanitary products to ensure girls can confidently pursue education without barriers.

OUR CORE VALUES::

At Vision Center International Inc., our core values are principles that define our organization and factors that govern our services. All our staff are compelled to respect these values strictly. They are:

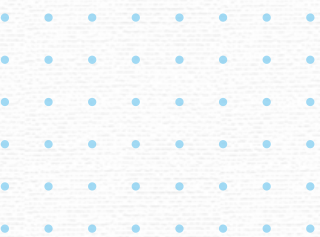
EMPATHY

COMMITMENT

INNOVATION

INTEGRITY

PERSEVERANCE



Meet OUR TEAM!



DR. VICTOR YISA PRESIDENT/CEO

A foreign-trained attorney with 25+ years of legal experience and a doctorate from Indiana University, brings expertise in legal procedures, healthcare compliance, and community engagement. He aims to apply his diverse skills to drive nonprofit organizations towards their strategic goals in the assisted sector.

DEBORAH YISA HEALTH SPECIALIST/CONSULTANT

Deborah, a US-trained Family Nurse Practitioner and manager at Med Cure Clinic in Houston, also serves as a consultant for Vision Center International. Her expertise in advanced nursing plays a pivotal role in guiding health initiatives and collaborative programs with government agencies. She oversees training for nursing aides, provides instructional programs, and offers clinical supervision, crucial in advancing Vision Center International's healthcare initiatives.

PETER ALIYU PROJECT MANAGER

Peter, armed with a bachelor's degree in political science, swiftly navigated into the realm of sales and construction, eventually becoming a branch manager within the field. With a decade's worth of expertise in sales, marketing, and project management, he now spearheads operations at the organization's Nigerian satellite office.

JOSHUA YISA SUPERVISOR

Holds a diploma in Electrical Engineering and is currently pursuing a degree in computer science. Joshua heads our IT department. As Supervisor, he also plays a crucial role in overseeing and supporting the work of staff and volunteers. His duties include facilitating effective communication within the team and across departments and serving as a liaison between frontline staff and upper management.



About Us

Vision Center International (VCI), a 501(c)(3) organization founded in Kentucky in 2010 and later headquartered in Rosenberg, Texas, USA, operates a satellite office in Minna, Niger State, Nigeria. Focused on eye care, education, sports, specialized hygiene program for adolescent girls and social development in underserved Nigerian communities, VCI is dedicated to eradicating avoidable blindness.

Over three years, VCI collaborated with health agencies, providing free cataract surgeries, eye exams, and education in rural areas, recently donating 500 reading glasses. Through educational initiatives, VCI granted scholarships to 75 students, aiming to support 200 more in achieving their college dreams. The organization also aims to provide clean water through the Living Waters Program, aiming to eliminate waterborne diseases and enable children's education. Partnering with local agencies, VCI aims to expand its community-based initiatives to reach thousands in need.

Vision Center International Inc. is a 501 (c) corporation founded by Victor Yisa. Victor, holding a law doctorate and boasting 25 years as an attorney, brings industry insight from his service with the State of Texas and Med Cure Clinic. His expertise and community ties position him as a strong candidate for the nonprofit assisted sector.

OUR SERVICES

- **FREE CATARACT SURGERIES**
- **FREE READING AND CORRECTIVE EYE GLASSES**
- **QUALITY EYE CARE SERVICES**
- **EYE CARE ENLIGHTENMENT AND EDUCATION**

- **SCHOLARSHIPS FOR UNDERPRIVILEGED STUDENTS**
- **PROVIDING EQUIPMENT AND SUPPLIES TO DISADVANTAGED SCHOOLS**

- **ORGANIZING SPORTING ACTIVITIES WITH SCHOLARSHIP REWARDS FOR WINNERS**
- **ENGAGING YOUTH IN POSITIVE EXTRA-CURRICULAR ACTIVITIES**
- **ENCOURAGING PEER INTERACTION THROUGH SPORTS**

- **PROVIDING CLEAN PIPE-BORNE WATER IN COMMUNITIES LACKING CLEAN WATER SUPPLY**
- **ELIMINATING WATERBORNE DISEASES**
- **IMPROVING ACCESS TO EDUCATION BY REDUCING CHILDREN'S NEED TO FETCH WATER FROM DISTANT SOURCES**

TO PROVIDE EDUCATION, SUPPORT, AND ACCESS TO MENSTRUAL HYGIENE PRODUCTS FOR TEENAGE GIRLS, ENSURING THEIR DIGNITY, HEALTH, AND CONTINUED EDUCATION.

Pricing Strategy

Our focus is to provides services and aid to underprivileged communities, several key factors need to be considered:

1. Cost-Based Pricing: This approach involves setting prices based on the costs incurred in delivering services or products. For a non-profit like VCI, it's crucial to cover operational costs, such as the expenses for eye care equipment, educational materials, or water supply systems. Prices (or requested donations) should at least match these costs to maintain financial sustainability.

2. Value-Based Pricing: This strategy sets prices based on the perceived value to the recipient rather than just the cost. For VCI, the value of its services, like eye care or educational scholarships, can be quite high. However, considering the target audience's ability to pay, VCI might opt for a nominal fee or suggested donations, emphasizing the value of their services while being mindful of their beneficiaries' financial constraints.

3. Donation-Based Model: As a non-profit, VCI might primarily operate on donations rather than fixed prices. Encouraging voluntary contributions can be a viable strategy, especially when dealing with beneficiaries who may not afford standard fees. This can be supplemented with targeted fundraising campaigns and grant applications.

4. Tiered Pricing Strategy: This involves offering different levels of service or support at different price points. For instance, basic eye care services could be free, while more advanced procedures or comprehensive educational programs might have a nominal fee or suggested donation level.

5. Pay What You Can (PWYC): This model allows beneficiaries to pay an amount they can afford, ensuring services are accessible to all, regardless of their financial situation. This approach can be particularly effective in building community goodwill and support.

6. Partnership and Sponsorship: Collaborating with government bodies, corporations, or other NGOs for funding and resources can subsidize the costs of VCI's programs, reducing the financial burden on beneficiaries.

7. Grant and Government Funding: As a non-profit, VCI should actively seek grants and government funding designed to support healthcare, education, and social development initiatives.

8. Dynamic Pricing: In certain scenarios, prices or requested donations can be adjusted based on factors like urgency, resource availability, or specific community needs.

9. Performance-Based Pricing: In some cases, especially with governmental or large donor funding, pricing could be based on achieving certain milestones or outcomes, like the number of cataract surgeries performed or scholarships awarded.

10. Cost-Sharing with Beneficiaries: For some services, a minimal cost-sharing approach might be appropriate, where beneficiaries contribute a small, affordable amount, fostering a sense of ownership and value for the services provided.

OPERATIONAL PLAN

Human Resources

- **Recruitment:** Hire skilled medical professionals, educators, and support staff as needed for clinic operations and educational initiatives.
- **Training Programs:** Develop training modules for volunteers, emphasizing service delivery, eye care, specialized hygiene program for adolescent girls, and community engagement.

Infrastructure and Logistics

- **Mobile Clinic Setup:** Arrange for transportation, medical equipment, and supplies required for mobile clinics.
- **Facility Management:** Maintain clinic facilities and equipment, ensuring they meet healthcare standards.

Fundraising and Financial Management

- **Grant Applications:** Seek grants from governmental bodies and foundations supporting healthcare and community development.
- **Donor Engagement:** Organize fundraising events, donor appreciation programs, and maintain relationships with existing and potential donors.

Partnerships and Collaborations

- **Healthcare Partners:** Establish partnerships with local healthcare providers, hospitals, and government agencies for resource sharing and referrals.
- **Educational Institutions:** Collaborate with schools and universities for vision screenings and educational programs.

Quality Assurance and Improvement

- **Continuous Evaluation:** Regularly assess service quality, patient feedback, and program effectiveness for continuous improvement.
- **Innovation Initiatives:** Encourage innovation in service delivery, technology adoption, and healthcare practices.

Community Engagement

- **Awareness Campaigns:** Conduct regular awareness campaigns using social media, local radio, and community events to promote services.
- **Community Participation:** Involve local leaders and volunteers in program planning and implementation for increased community engagement.

Monitoring and Reporting

- **Data Collection:** Implement systems to collect and analyze data on service delivery, patient outcomes, and community impact.
 - **Reporting:** Generate regular reports on operations, financials, and impact for internal review and external stakeholders.
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Market Analysis



EYE CARE SERVICES:

EYE CARE SERVICES: THE MARKET FOR EYE CARE SERVICES IN NIGERIA REFLECTS A GROWING NEED FOR ACCESSIBLE AND AFFORDABLE VISION CARE, ESPECIALLY IN RURAL AREAS. THERE IS A DEMAND FOR MOBILE EYE CARE CLINICS DUE TO LIMITED ACCESS TO OPTOMETRY SERVICES, PRESENTING AN OPPORTUNITY FOR INNOVATIVE APPROACHES TO REACH UNDERSERVED POPULATIONS.



EDUCATION SUPPORT PROGRAMS

THE EDUCATION SECTOR IN NIGERIA FACES CHALLENGES OF INADEQUATE INFRASTRUCTURE AND LIMITED ACCESS TO QUALITY EDUCATION, PARTICULARLY IN RURAL COMMUNITIES. THERE IS A SIGNIFICANT DEMAND FOR AFTER-SCHOOL TUTORING PROGRAMS AND SCHOLARSHIPS TO BRIDGE THE EDUCATIONAL GAP AND IMPROVE LITERACY RATES.



SPORTS DEVELOPMENT INITIATIVES

NIGERIA HAS A THRIVING INTEREST IN SPORTS, AND COMMUNITY ENGAGEMENT THROUGH SPORTS INITIATIVES PRESENTS A CONSIDERABLE MARKET OPPORTUNITY. DEVELOPING SPORTS FACILITIES AND ORGANIZING LEAGUES COULD TAP INTO THIS PASSION WHILE PROMOTING PHYSICAL HEALTH AND SOCIAL COHESION AMONG YOUTH.



ADOLESCENT GIRLS' HYGIENE PROGRAMS

THE MARKET ANALYSIS SUGGESTS A SUBSTANTIAL NEED FOR MENSTRUAL HEALTH EDUCATION AND ACCESS TO SANITARY PRODUCTS AMONG ADOLESCENT GIRLS. ADDRESSING THIS GAP NOT ONLY MEETS A CRITICAL HEALTH NEED BUT ALSO SUPPORTS GIRLS' EDUCATION AND EMPOWERMENT.

MARKETING STRATEGY

MAIN ASPECTS TO ENSURE EFFECTIVENESS



TARGET AUDIENCE

- **Eye Care Services:** Underserved communities lacking access to eye care, focusing on those with vision impairments or limited means to obtain eyewear.
- **Education Support Programs:** Students in rural or under-resourced schools, specifically targeting those struggling in core subjects due to limited educational resources.
- **Sports Development Initiatives:** Youth and adolescents in communities, engaging them in structured sports activities to promote fitness, teamwork, and a sense of community.
- **Adolescent Girls' Hygiene Programs:** Adolescent girls in underserved areas facing challenges with menstrual hygiene, aiming to provide education, resources, and support for their well-being and confidence.



GOAL

Our focus is on initiating impactful interventions across key areas. This includes conducting vision screenings in five underserved communities and establishing two mobile eye care clinics, launching after-school tutoring in three rural schools, awarding scholarships to ten underprivileged students, renovating a local sports facility and initiating a community football league involving eight teams, and organizing menstrual health workshops in three secondary schools while distributing sanitary hygiene kits to 50 adolescent girls in underserved areas. These efforts aim to kickstart vital programs, ensuring immediate support and engagement in eye care, education, sports, and adolescent girls' hygiene within a defined timeframe.



STRATEGIES AND TACTICS

Eye Care Services:

Strategy: Establish mobile eye care clinics and partnerships with local healthcare providers.

- **Tactics:** Conduct regular vision screenings in underserved communities.
- **Tactics:** Provide free or subsidized eyeglasses for those in need.
- **Tactics:** Organize awareness campaigns on eye health and preventive measures.

Education Support Programs:

Strategy: Implement after-school tutoring and scholarship programs.

- **Tactics:** Initiate targeted tutoring sessions for subjects with low performance.
- **Tactics:** Offer scholarships to promising students from underprivileged backgrounds.
- **Tactics:** Provide educational materials and resources to schools in need.

Sports Development Initiatives:

Strategy: Enhance community engagement through sports.

- **Tactics:** Renovate local sports facilities to create safe and conducive environments.
- **Tactics:** Organize sports leagues and tournaments to encourage participation.
- **Tactics:** Conduct sports skill-building workshops and coaching sessions.

Adolescent Girls' Hygiene Programs:

Strategy: Promote menstrual hygiene education and support.

- **Tactics:** Conduct workshops in schools about menstrual health and hygiene.
- **Tactics:** Distribute sanitary hygiene kits to adolescent girls in underserved areas.
- **Tactics:** Establish mentorship programs to provide ongoing support and guidance.



SUSTAINABILITY AND GROWTH

- **Empowerment:** Train locals to lead programs, fostering community ownership.
- **Partnerships:** Secure sustained funding and resources via diverse partnerships.
- **Monitoring Impact:** Implement robust systems to measure progress and refine strategies.
- **Community Engagement:** Involve leaders for sustained participation and program continuity.
- **Innovation:** Embrace tech advancements for efficient, adaptable solutions.
- **Scalability:** Document successful models to expand impact across communities.



TIMETABLE

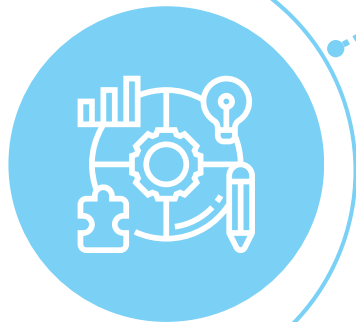
Quarterly Review:

- **Months 3, 6, 9, and 12:** Evaluate campaign effectiveness across all initiatives.
- **Feedback Analysis:** Gather and analyze feedback from communities and stakeholders.
- **Strategy Adjustment:** Modify strategies based on feedback to enhance effectiveness.

Annual Assessment:

- **Month 12:** Conduct a comprehensive assessment of yearly goals and objectives.
- **Overall Impact Measurement:** Measure overall impact and success of initiatives.
- **Planning for the Upcoming Year:** Use assessment insights to plan strategies for the following year's initiatives.

FINANCIAL PLANNING



01.

Diverse Revenue Sources:

- Grants, sponsorships, and donations from individuals and organizations
- Service fees or suggested donations for specific programs

02.

Strategic Budget Allocation:

- Program expenses: Mobile clinics, equipment, educational support.
- Staffing, training, infrastructure, and operational costs

03.

Robust Financial Management:

- Transparent accounting systems and financial controls.
- Annual fundraising calendar with donor relationship management

04.

Contingency and Sustainability Measures:

- Emergency fund for unforeseen expenses.
- Diversification of income streams for stability

05.

Regular Reporting and Analysis:

- Periodic financial reports for internal review and transparency.
- Financial analysis for informed decision-making.

06.

Long-Term Financial Health:

- Establishment of endowment fund or reserves.
- Alignment of financial planning with strategic goals for sustainability.

Key Elements:

Why should your company get the grant?

We have a proven track record of positively impacting the community by implementing educational and eye care programs that have led to measurable improvements in academic performance, increased eye care enlightenment and overall community engagement activities, further enhancing the well-being of the local population. The grant will also contribute to breaking the cycle of poverty by empowering women through small scale business set off grants to create financial literacy and independence.

What problem are you aiming to solve?

The problems that VCI aims to solve are numerous. Primarily, the grant will alleviate the poverty disparity among the populace and bridge the education gap between youths who can afford to fulfill their dreams of going to college. Due to the lack of medical insurance, the grant will afford disadvantaged individuals the opportunity to benefit from free quality eyecare services. It will also solve the problem of women dependence on their male counter-parts for economic benefits and solve the problem associated with water-borne diseases through the provision of clean pipe-borne water supply.

Why is this relevant?

The grant has the potential to address a wide range of issues within a community, leading to positive and sustainable changes. It can support educational programs, scholarships, and resources to address disparities in access to quality education, providing opportunities for all members of the community. The grant can be used to establish or enhance eyecare facilities, provide preventive care programs, and increase access to medical services, improving the overall health and well-being of the community. It can also support initiatives that promote environmental sustainability, such as installation of clean pipe-borne water boreholes, thereby addressing environmental concerns and enhancing the community's resilience.

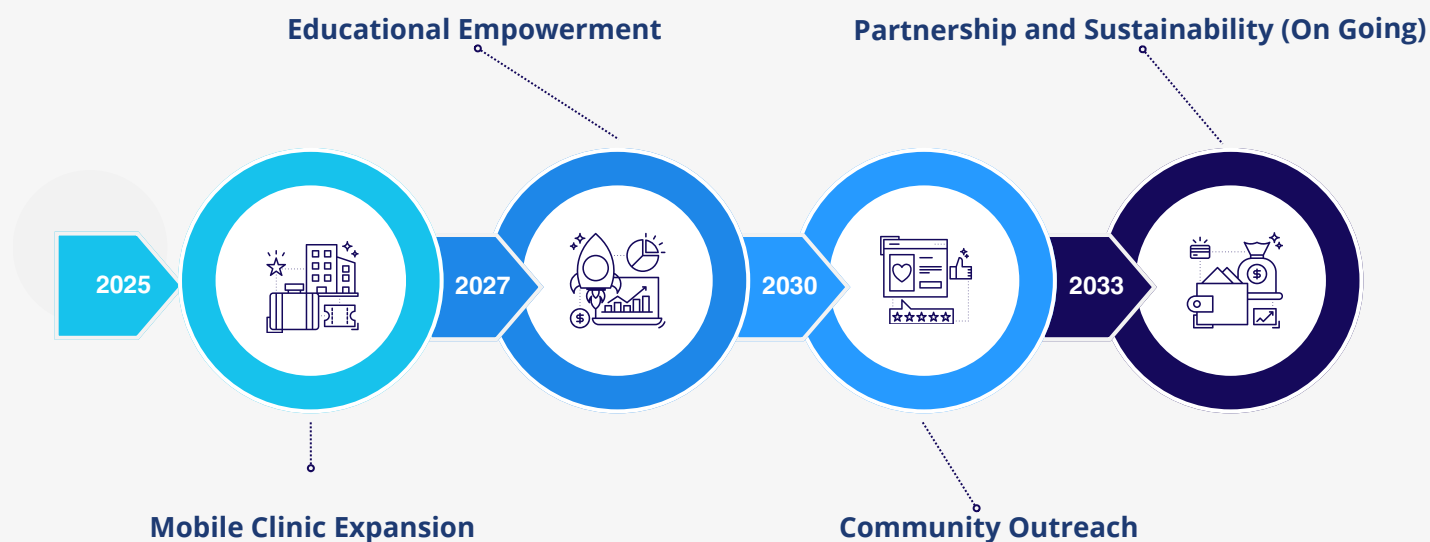
What's the budget to reach your goals?

\$400,000

How do you plan to fund your business in the future?

The future funding strategy for Vision Center International outlines various approaches, including diversified fundraising, social enterprise initiatives, collaborations, impact investments, and strategic partnerships, to ensure sustainable funding for their operations and community-focused programs.

Future Plans & Milestones



Reach Us



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