

OpenMRS Fundraising Update- 2017
Feb 18, 2017

1. Current contacts
 - a. Rockefeller Foundation
 - b. Skoll Global Threats Fund
 - c. Eli Lilly & Company Foundation
 - d. Silicon Valley Community Foundation
 - e. USAID
 - f. "Cold-call" letters of inquiry submitted to other foundations
 - g. Other contacts of Paul Biondich
2. Planned contacts
 - a. Looking for "warm introduction" or referrals to other prospective donors (individuals and organizations)
 - b. Bill & Melinda Gates Foundation
 - c. Chan Zuckerberg Initiative (via OpenMRS involvement with Andela)
 - d. Clinton Global Initiative
 - e. Craigslist Charitable Fund
3. Online Donations
 - a. Holiday fundraising campaign launched for the end of December through email and social media.
 - b. \$2,321.61 raised and is currently in OpenMRS PayPal Account
 - i. 13 Donors total
 - ii. 15 Donors as of 7/21/2017 totaling \$2,344.83 in OpenMRS PayPal account
4. Annual Plans
 - a. [Fundraising calendar](#)
 - b. Online giving strategy
 - c. Continuing "cold call" outreach to prospects with interest in global health, IT, or both

Fundraising
March 9, 2017

Andy
Jan
Terry

1. Use of salesforce and use of this information
 - a. Need these tools to use and invest into them
 - b. Underperforming currently
2. Process of fundraising
 - a. Engagement process
 - b. Sustaining type of donors
3. Need person who focuses on fundraising strategy and execution
4. BOD role
 - a. Have a treasurer on the board
 - b. Board apprised of financial state of the organization by the treasurer
 - c. Role of new BOD members
 - d. New slate members
 - e. Andy can present on fundraising at next meeting
5. Accelerator Program
 - a. How to accelerate Jan Flowers
 - i. Application (Jeff and Jan need to confirm who is submitting, etc.)
6. Lilly
 - a. Relationship building step
 - b. No clear proposal or timeline
7. Plan for the next steps
8. Call for additional organizational support grants
 - a. 50K grants
 - b. Build out people and processes to grow

Fundraising Call
June 1, 2017

Jan
Terry
Paul

1. Fast forward
 - a. Follow up with Jacob about possible mentoring/options
2. Lilly- asked burke today
3. Skoll
 - a. Social entrepreneur program
 - i. Highly competitive
 - ii. Normally projects take a few years to get funded
 - b. Pros- mission orientation, tech bias, OS, systems orientation
 - c. Negative- mezzanine funder (ten years- message on how the work that we are doing is changing the world/changing the world around us) ; what is the paradigm shift
 - i. What is a mezzanine- raised platform that is independent of a building structure and/or supported by columns
 - d. We can continue to be part of their group
 - e. Friends together to talk about OpenMRS
4. What is the story of how we impact that one person/one community/paradigm shift
5. Radical transformation and where we fit in that radical change model
 - a. Success has a dependency upon the baseline infrastructure needs
6. What are we trying to do (Different perspectives - impact across the spectrum)
 - a. What is the fundamental change that we are trying to see
 - i. Patient voice
 - ii. Family
 - iii. Community voice
 1. Health workers
 2. Patients
 3. tech/developers living in the community that are part of openmrs
 - iv. Provider/health care team voice
 - v. MoH voice
 - b. Foundational impact of involvement in our community of OpenMRS as well as the community where members of OpenMRS live
 - c. Disrupting the business model in healthcare -
 - i. Extending the reach of our impact through empowering individuals and their communities (we are the 1000 points of light through our touch on multiple businesses, people, etc)

- ii. Telling the story of what others are doing to change the world supported by OpenMRS community
- 7. Brainstorming what people on the LT think about the best way to sell ourselves
- 8. Information is care--and this is why care is transformative
- 9. Follow up on a leadership team call and discuss what /where we want to be
- 10. Web Site needs (example: Medic Mobile focuses on people, not tech)
 - a. External communication
 - b. Change that we want the community to be/see in the world
 - c. How we approach that change
 - i. Community engagement
 - 1. Patient voice, family voice, community voice, provider/healthcare team, MOH and CDC/USAID/others(?)
 - ii. Products
 - iii. Partnerships - distributions, service providers (business change), community partners
 - d. Examples of success
 - i. Case studies
 - e. How you can engage
 - i. Funders, implementers, MOH/healthcare workers, service providers, partners, developers
 - f. Metrics of success before /how you can engage
 - g. Tech developers that need a site to do
- 11. What about our tag line
 - a. Write code/save lives
 - b. Tech side of us--this is important to keep but may not be the slogan for marketer to slogans

June 15, 2017

Jeff
Jan
Terry

- 1. Conflict of interest within the LT and fundraising group
- 2. Bamhni
 - a. Discussion about Bahmni and fiscal sponsorship
 - b. Nonprofit insights from a lawyer
 - c. What is the 'cost'
 - d. Funding opportunities
 - i. Global goods with PATH
 - ii. UN Foundation DIAL group

- iii. Workshops for knowledge about BAHMNI
 - e. Communicate in the 'best way'
 - f. BoD discussion about who can be the 'signatory' for contractual relationship
- 3. Fast Forward- follow up with next potential funding round of accelerator
 - a. Redefine what a founder is
- 4. Lilly- currently with RI-GHI
- 5. Skoll- need to ask Paul about this
- 6. Website needs
 - a. Here is our information architecture of what we want on it
 - b. This is what is best for what we are trying to do
 - c. Coordinate our information architecture for the web site
 - i. Need to focus on content not design
 - ii. Can we make the web site reflected in the web site
- 7. High value individuals
- 8. Still need of the LT discussion
 - a. What is the best way to figure out who are we/ what do we look like and what do we want to be?
 - b. Also add 'fiscal sponsorship' to our weekly LT agenda once the Bahmni work gets approved (if it does)

July 22, 2017

Jeff
Andy
Terry

- 1. Importance of health IT blog post
 - a. Posted to facebook but not to twitter-- will tweet this out
- 2. Raised \$ 10.00- Peter Morgan
- 3. How to engage the leadership team in the review process
- 4. Bahmni- moving through the Bahmni Coalition
- 5. Skoll follow up- ask Paul- terry sent email to Paul
- 6. Lilly- moved to RI TA for now
- 7. Fast Forward-- not really aligned with us
- 8. Global Goods - terry sent Paul an email, asking him to follow up
- 9. Salesforce-- for follow up of individual donors
- 10. Donations and checks never cashed- will follow up with theresa to see what we need to do
 - a. Jeff will send email to Jonathan

August 18, 2017

Jan
Terry
Jeff

1. Skoll follow up- ask Paul current
2. Global Goods-- followed up; pending at this time
3. Bahmni- in process
4. Donations and checks never cashed
 - a. JT sent his donation on line
 - b. Do we have an SOP for how acknowledgement of receipt of donations happens (no matter how that donation is received - ex: paypal donations, facebook donations, checks sent in the mail....)
5. Facebook donations (through individual people)
 - a. No notification of funds to OpenMRS
 - b. <https://www.facebook.com/squirreflower/posts/10155485668173164>
 - i. <https://www.facebook.com/help/1127216777360764>
 - c. Jeff will follow up
6. Business displays/ presentations at the OMRS meeting - giving people in non-1st world countries the opportunity to interact with these companies about their healthcare innovations to spur innovative thinking in the country about healthcare tech.= TERRY
Posted to the LT group on google
 - a. Not an open invite - strategic invites to participate in a panel, or such, then hold sessions during the unconference just like anyone else would.
 - i. IBM africa
 - ii. Andela
 - iii. Capacity building organizations
 - iv. Docker/Cisco/Intel/Microsoft/Apple/ ABI solutions/ google/IBM
 - v. HIT informatics/global health informatics
 1. Innovation panel on tech and healthcare
 2. Consider a keynote in the morning
 - b. Discuss on the LT call- would people be interested in us creating a space for interaction with tech vendors