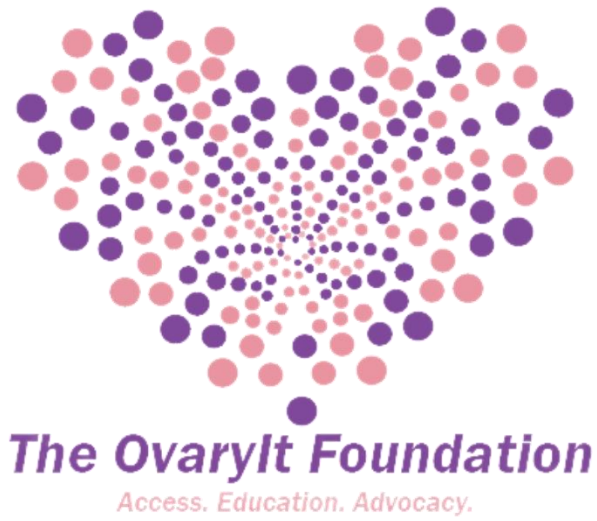


# OvaryIt Foundation

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[May 2022]



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# I. Executive Summary

The Ovarylt Foundation is a non-profit organization with a mission to increase access to contraceptive and family planning services and advance women's health through research, advocacy, and education. We aim to bring contraceptive access and advocacy to those experiencing domestic violence, human-trafficking, and those re-entering society after incarceration as well as providing free sexual education for all.

Throughout the United States, women are struggling to obtain access to contraceptives. This inaccessibility is due to a multitude of challenges, including transportation, limited clinic hours of operation, affordability, education, etc. The demand for contraceptives has continued to increase because it has enhanced women's career and life opportunities and their ability to family plan more effectively. Despite the growing market, research shows that 19.1 million women in the United States still need access to contraceptive services, many of which cannot afford access or medications without assistance. The Ovarylt Foundation will work in collaboration with telehealth providers that follow the United States Medical Eligibility Criteria (USMEC Guidelines) and are licensed with the SureScripts network. The Ovarylt Foundation will strive to become the premier resource for women's health information, sexual health education, and access to contraceptive services and medications through financial assistance.

The Ovarylt Foundation believes that every woman deserves high-quality patient-centered care regardless of racial, social, political, or religious background. These standards include qualities such as trust, honor, well-defined ethics and morals, consistency, respect, and integrity. Today many options exist through Title X funding mechanisms, but providers are required to preach abstinence first education as a condition for the release of funds. The Title X Family Planning Program is a federal grant program for low-income patients to receive family planning and reproductive health services. It funds services including contraception, testing and treatment for sexually transmitted infections, and breast and cervical cancer screenings. Title X funding has a multitude of requirements surrounding eligibility for their program. The requirements are derived from statutes, regulations, and legislative mandates. Thus, creating an abundance of back-office overhead and process issues, increasing the total cost per patient. To provide effective education, reduce overhead, and to efficiently appropriate donation dollars, the Ovarylt Foundation will team with organizations that already support underserved populations. Partnering organizations are provided with an access code to obtain free or discounted services for the individuals that they serve.

Additionally, the education system in America is failing children across the country with inadequate sexual education courses. As such, the Ovarylt Foundation will provide an education platform that will focus on providing medically accurate sexual health information and education to low-income areas that are often underrepresented, for example, focusing on Title I funded school districts. This information will also be available online via YouTube and other social media platforms, for free, to reach a broader audience and obtain consumer trust and brand recognition.

Lastly, the Ovarylt Foundation will provide financial support and guidance to conduct scientific studies in collaboration with clinical partners. The primary focus of the studies will be hormonal contraceptives in underrepresented populations, pharmacogenomics, healthcare inequalities in the contraceptive field, etc. The short-term goal of the Foundation is to initiate fundraising activities and form strategic partnerships with mission critical non-profit organizations that also provide services to those experiencing domestic violence, human-trafficking, and those re-entering society after incarceration. The Ovarylt Foundation will continue to create in-person provider relationships for those needing in-person care services such as STI testing and treatment.

The Foundation's long-term goals include and are not limited to:

- Expanding service offerings
- Expanding the states that the Foundation can serve
- Conducting robust research initiatives that advance access and contraceptive science
- Collaborating with larger networks to get more individuals access to care and education



## II. Foundation Description

### **Mission statement**

The Ovarylt Foundation is a non-profit organization with a mission to increase access to contraceptive and family planning services and advance women's health through research, advocacy, and education.

### **Philosophy and vision**

The Ovarylt Foundation's vision is to become an unbiased advocate for women promoting equitable, inclusive, and transparent research, education, and access to care.

### **Goals**

The short-term goal of the Foundation is to initiate fundraising activities and form strategic partnerships with organizations providing services to underserved and vulnerable women. Leveraging these partnerships, the Ovarylt Foundation will coordinate and pay for contraceptive services (and related expenses) for low-income individuals that desire access to care. These organizational relationships are additionally expected to advance our ability to obtain grants and increase our footprint in providing free access to quality contraceptive care.

The Foundation's long-term goals are to expand upon our access to care initiative and initiate research, advocacy, and educational initiatives to advance the field of women's health. Based on our success and ability to create a repeatable process, it could become advantageous to expand upon the locations and services that we offer and cover to further our brand recognition. Additionally, conducting research initiatives should assist in creating funding and teaming opportunities with larger corporations and university systems to help fill in the significant knowledge gaps that still exist in the women's health space.

### **Donor Target market**

Our target donors are young women, women of higher socioeconomic status, and those who feel marginalized and alienated by the status quo of women's healthcare in the United States. Male advocates are also welcomed to join the mission, but studies show that women make up a larger proportion of volunteers and donation dollars. As such, donation marketing efforts will be directed more towards women.

### **Who We Serve**

The Ovarylt Foundation aims to bring contraceptive access and advocacy to those experiencing domestic violence, human trafficking, and those re-entering society after incarceration as well as providing free sexual education for all.

### **Industry**

As a registered 501(c)3 organization, the Ovarylt Foundation will be relatable and appealing to a large subsection of the population that recognizes that women's health remains an underserved field with room for improvement. Our goal is to bring people together for the common good of women, regardless of political affiliation or conception viewpoints. Through strategic clinical partnerships Ovarylt will produce timely results, which will aid the Foundation's fundraising efforts. Additionally, the Ovarylt Foundation utilizes Harvard's Lean business model, which is a process of continuous improvement techniques and activities. These management practices aim to improve efficiency and effectiveness by eliminating waste. Lean business practices align with the Foundation's underlying principle: the elimination of all non-value-adding activities and waste from the business. The Ovarylt Foundation embraces transparency, creating a culture of openness which will facilitate strong execution, adaptations, and consistent messaging across the organization. We believe that this approach will ultimately strengthen our ability to succeed in our objectives and increase our potential impact. Additionally, utilization of these practices allows Ovarylt to build a trustworthy reputation to further aid in our fundraising efforts.

### **Legal structure**

The Ovarylt Foundation is structured as a 501(c)3 organization, allowing for tax-deductible donations and more opportunities for grant funding. Additionally, this structure decreases the organization's tax burden, enabling a higher proportion of funds to be spent directly on achieving core initiatives.



### III. Products & Services

**Services:**

Each organization requesting services and partnerships shall participate by signing a collaborative Memorandum of Understanding (MOU), which will outline a shared set of guidelines to govern the operational process and protection of both organizations and the patients served. The services that are intended to be provided through the OvaryIt Foundation are as follows:

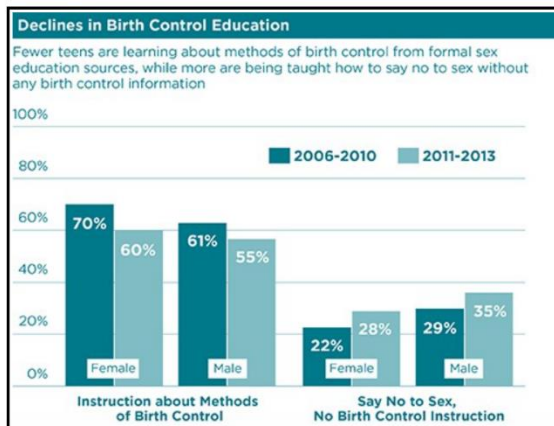
Type of Service:	Description:
Education and Prevention Services	Workshops, online learning, and community outreach that raise awareness and aim to prevent unintended pregnancies and sexually transmitted infections.
Pregnancy Tests	Unintended pregnancy is 3.3x higher for women who experience both sexual and physical abuse. Unfortunately, a growing trend is trying to impregnate those trying to free themselves from their abuser. This way the abuser remains in control. Over 45% of female rape victims were raped by an intimate partner.  As such, the Foundation will offer free pregnancy tests that should be conducted in the partner organization’s facilities. This is to ensure proper training, reading of results, and after-care education.
Contraceptive Services	The OvaryIt Foundation has teamed with OvaryIt LLC to provide telehealth contraceptive services. This allows for more accessible appointments without needing an in-person physical exam, which is of extreme importance for many survivors.
STI Testing	The Foundation has teamed with in-person clinics to provide individuals with access to STI testing.
Menstrual Hygiene Products	A study published in May 2021 found that 2 in 5 people struggle with access to menstruation supplies like pads and tampons, and that number is up 35% since 2018. Additionally, in the United States, over 40% of women do not know how to properly utilize a tampon. The Foundation will team with manufactures to increase access to supplies and education regarding menstrual hygiene.

Although the Foundation has a handful of services, the main pillars below will remain as our primary focus:

- a. **Education:** The OvaryIt Foundation will focus on providing medically accurate sexual health information and education to low-income areas and Title I funded school districts. This information will also be available online via YouTube and other social media platforms, for free, to reach a broader audience, obtain consumer trust, and increase brand recognition. The educational platform will be designed to be entertaining and succinct to capture and maintain an individual’s attention while providing engaging learning activities and a meaningful experience. The intent is to promote body positivity, acceptance, respect and dignity while enhancing knowledge of developmental changes (cognitive, social, and emotional) that occur naturally through adolescence and early adulthood.

In 2014, fewer than half of U.S. high schools and only 20% of middle schools provided instruction on all 16 topics that the CDC considers essential to sexual health education. At the middle-school level, 38% of schools taught pregnancy prevention as part of required instruction; 50% taught that





abstinence is the most effective method to avoid pregnancy, HIV and STDs; 26% taught about contraceptive efficacy; and 10% taught students how to correctly use a condom.

According to Guttmacher Institute, 'many teens in the United States are not receiving formal medical based sex education, and fewer teens now than in the past are being exposed to important and timely information about a range of sex education topics.

Strong evidence suggests that approaches to sex education that include information about both

contraception and abstinence help young people to delay sex, have healthier relationships, and avoid STDs and unintended pregnancies when they do become sexually active. Many of these programs have resulted in delayed sexual debut, reduced frequency of sex and number of sexual partners, increased condom or contraceptive use, and reduced sexual risk-taking behaviors.

The OvaryIt Foundation will create a medically accurate and evidence-based lesson plan that incorporates the 16 Essential Sexual Health topics recommended by the CDC for a variety of age group audiences.

- b. **Financial Assistance:** According to recent research, 49% of the pregnancies in the United States were unintended and an astounding 19.1 million women <sup>2</sup> who needed access to contraceptives could not afford it without public assistance. Additionally, the maternal mortality rate in the United States has nearly tripled since 1987, leaving us ranked worst in the world compared to other developed nations. The OvaryIt Foundation will help provide financial assistance for contraceptive services, contraceptive medications, contraceptive devices, and education to women in need throughout the United States. To make the biggest impact, the Foundation will form strategic partnerships with organizations such as clinics, medical providers, and pharmacies that can provide quality services at an affordable rate.

The public investment in family planning programs and providers not only helps women and couples avoid unintended pregnancy and abortion, but also helps many thousands avoid cervical cancer, HIV and other sexually transmitted infections, infertility, and preterm and low birth weight births. This investment resulted in net government savings of \$13.6 billion in 2010, or \$7.09 for every public dollar spent. <sup>3</sup> The OvaryIt Foundation believes that providing contraceptive options paired with education and reduced government overhead and waste can increase this Return on Investment (ROI) in the years to come.

- c. **Research:** The OvaryIt Foundation will fund, design, and collaborate with clinical partners to conduct controlled scientific studies focused on hormonal contraceptives in underrepresented populations, pharmacogenomics, etc. Women's health has been understudied for decades. In 1993, it became federal law for women to be included in nationally funded research. Before 1993, The Food and Drug Administration disincentivized participation of women of childbearing age from taking part in early-

<sup>1</sup> [American Adolescents' Sources of Sexual Health Information | Guttmacher Institute](#)

<sup>2</sup> [Access to Emergency Contraception | ACOG](#)

<sup>3</sup> [Return on investment: a fuller assessment of the benefits and cost savings of the US publicly funded family planning program - PubMed \(nih.gov\)](#)

phase drug trials. Additionally, most researchers were reluctant to include women in their trials. This was mostly due to the complexity of women's varying hormonal cycles and how it may interfere with the study. Although the United States has come a long way in the last two decades, there are systemic biases that still exist in the field of hormonal contraceptive research. For example, most FDA trials for hormonal contraceptives are not representative of the US population in regards to ethnicity, BMI, etc. The OvaryIt Foundation will focus efforts on research that is inclusive and fills in the significant knowledge gaps that still exist in women's health research.

## **IV. Marketing Plan**

### **Market research**

Throughout the United States, women are struggling with obtaining access to contraceptives, educational resources, and useful scientific studies. The lack of medical-based education and gap in contraceptive awareness has created an increase in sexually transmitted infections and unplanned pregnancies. Contraceptive inaccessibility is due to a multitude of challenges, including transportation, limited clinic hours of operation, affordability, education, etc. The politics around the public education system in America is largely to blame for the lack of sexual education within the country. This is not due to teachers and educators, but rather the individual state policies in place that preclude scientific and medical-based education programs from existing. Fortunately, the demand for contraceptives has continued to increase. The contraceptive market has been growing for decades. It has a predicted compound annual growth rate (CAGR) of 7% and is forecasted to reach \$38 billion by 2026. Despite the growing demand, recent research shows that 19.1 million women (about the population of New York) in the US need access to a contraceptive that they cannot afford without public assistance.

### **Barriers to entry**

The primary barrier for the OvaryIt Foundation will be to establish brand recognition and partner/donor confidence. In addition, there are many other non-for-profits within the marketplace outside of healthcare that the Foundation will need to compete with for funding opportunities. Therefore, the majority of the startup costs will be centered around successfully creating marketing content and ad campaigns to reach potential donors. After the initial outreach, another major challenge will be to create lasting and meaningful relationships with the partner organizations.

### **I. Threats and opportunities**

The need for a non-for-profits to help women get access to contraceptive services, medications, and devices is predicated on current needs and conditions. Although we do not foresee the problem being solved in the near term, government regulations could decrease the need for our charitable organization. Additionally, economic challenges could reduce the number of available donors with discretionary income to donate to the cause.



## SWOT Analysis

	Strengths	Weaknesses	Opportunities	Threats
<b>Product/ Service Offering</b>	Relationship with Ovarylt to provide services will decrease the cost of access to care per woman, allowing the Foundation to be more efficient with funds than competitors.	Currently limited in-person clinic partnerships. Not able to provide LARCs via telehealth.	Create agreements with OB/GYN clinics to provide medical screening exams and LARCs at pre-negotiated discounted rates. Additionally, create relationships with pharmacy partners to provide medications close to at cost to decrease costs to the Foundation.	Women of lower socioeconomic status may not feel comfortable receiving their contraceptive care via telehealth.
<b>Brand/ Marketing</b>	Catchy name. Affiliation to Ovarylt creates synergistic marketing opportunities. Being a non-political organization in a space where most of the other NPOs have political agendas will attract certain types of potential donors.	We must create brand recognition and trust from scratch which can be costly and time consuming.	The ability to carefully mold an identity that appeals to a younger, less political, predominately female audience.	We could fail in our marketing attempts and not successfully reach enough donors to justify the startup costs.
<b>Staff/HR</b>	Core team has startup experience and is very knowledgeable of the women's contraceptive space. Some strategic relationships have already been formed between the core team and other companies and organizations in the space.	Without significant donations, the team will have to remain undersized and overstretched until a time when onboarding new employees is financially possible.	Ability to overlap employees of Ovarylt and the Foundation to create synergies which may be able to decrease staff costs for both organizations.	We may not have enough human resources to devote to the Foundation initially which can result in suboptimal outcomes. Additionally, we will need to be very selective to hire the right personnel as we expand to ensure future success.
<b>Finance</b>	Relatively low startup costs. Tax deductible donations should be easier to solicit than investor contributions.	We need to run very lean to stretch the budget initially. However, to raise adequate funds we will need to develop a successful marketing campaign. This will be very challenging initially but should improve at later stages.	Due to the NPO status of our organization, we will be eligible to apply for grant funding. If we succeed, we can begin executing our initiatives quickly.	The initial finances are the biggest threat. If we cannot successfully raise money quickly through donations, then we won't be able to create marketing assets and campaigns to further our fundraising efforts. Additionally, if we are not awarded grant money, then there will be significant delays in our ability to start on



				the initiatives of the Foundation.
<b>Operations/ Management</b>	We have a proven team that knows the women's health space. With a small initial management team, we can initially be very agile and aggressive in our fundraising and philanthropic endeavors.	Every member of the team currently has other obligations. This could decrease the ability of the team to perform activities in a timely manner and will make it harder to create a strong community outreach.	Once funding is available, we will be able to onboard new team members. Certain jobs can be delegated to new members of the team which will increase the overall capacity of the Foundation to expand strategic initiatives.	The inability of the original team to handle the workload in addition to their other obligations could threaten the early success of the Foundation.
<b>Market</b>	Women represent the majority of the population, yet women's health remains an underserved area. The size of the addressable market creates significant opportunities.	There is strong competition in the women's health NPO space. We will need to be creative in our messaging to stand out from the crowd.	Because our approach to the problem is unique and the addressable market is large, there is a tremendous opportunity for fundraising. Additionally, the existing need for our organization is tremendous and there are many women who would benefit from the ability to access contraceptive services, medications, and devices.	Reaching a large market can be extremely costly. We must be creative and cost-effective with our marketing to spread our message successfully.

## 2. Positioning/Niche

The Foundation believes that the best approach to systemic change is through leveraging the power of collaboration. Nearly all nationally recognized sexual health and contraceptive organizations have embroiled themselves within politics. By staying neutral and focused on the mission of early education outside of schools and providing services for those who are in need, The OvaryIt Foundation will be uniquely positioned to serve a diverse market that most Americans can appreciate. Understandably, we acknowledge that many individuals will not respect or understand the mission of education and access, but our goal is to bring options to the masses through a nonpartisan approach. The only way to accept all individuals with open arms, it is do so without divisive candor or judgement.

The OvaryIt Foundation will obtain brand awareness by teaming with other non-for-profits organizations and respected healthcare organizations as well as through earned public relations and organic social media efforts.

Additional marketing may include but is not limited to:

- Foundation website
- Social media marketing
- Email marketing
- Mobile marketing
- Content marketing



- Print marketing materials (brochures, flyers, business cards)
- Paid public relations campaigns
- Networking
- Word-of-mouth
- Referrals

### 3. Innovation

The Foundation is primed to be a resource for partner organizations and should be viewed as another asset that these organizations can utilize for the individuals that they serve. The Foundation will not compete with the organizations that we elect to partner with that serve human-trafficking survivors and domestic violence victims. This innovative and collaborative approach allows us to spend more focusing on core initiatives and innovative fundraising approaches. Examples of innovative fundraising initiatives include:

- Non-fungible-tokens (NFTs): The Ovarylt Foundation will work with artists dedicated to the mission to create and sell NFT Collections
- Metaverse: The Foundation will work to obtain free land in the metaverse to provide free sexual education in an innovative and immersive learning environment.
- Events: Dinners and events will be held in Florida and New York. Those with premium NFT's will have access to future events free of charge.

## V. Operational Plan

### Production

The Ovarylt Foundation will focus on three major impacts which includes access, education, and research.

### Access to Care:

The Ovarylt Foundation has developed a website independent of Ovarylt. The site showcases our mission, encourages charitable donations, provides event information, and will include educational information. Because the Ovarylt Foundation does not directly provide medical services, it does not need to be HIPPA compliant. This substantially reduces the website costs and negates the need for a developer to be hired to create the website. For those that are referred to Ovarylt for an appointment, a backlink connection between the Foundation and the Ovarylt Platform will exist on the Foundation website.

### Education:

The Ovarylt Foundation will curate books and educational content around sexual health, consent, contraception, puberty, and more. These educational videos will be shared on the future Ovarylt Foundation YouTube channel and posted on the website for free access to basic sexual education.

A more formal education will also be accessible as a tiered approach. Basic information and guidance are free and accessible to everyone by means of the internet. More formal sexual education will be available on a subscription basis to help raise funds. The platform will have different sections for suggested audience age ranges as follows:

- Junior- 9 to 12 years of age
- Minors- 13 to 18 years of age
- Parents or Guardians
- Educators

Each section will have age-appropriate videos and content. The Junior section may include interactive games and coloring exercises to get them comfortable with the new vocabulary. Meanwhile, the parent's and educator's sections will include curriculum-appropriate lesson plans, PowerPoint slides, and assignments that can be used on a yearly basis and are intended to progress as the students mature and increase their knowledge base.



### **Research:**

Research and studies will be conducted through the OvaryIt Foundation. In connection with epidemiologists, scientific researchers, and staff, the Foundation intends to tackle topics and questions related to accessibility, clinical trial demographics, hormonal contraceptives in underrepresented populations, pharmacogenomics, etc.

### **Quality control:**

The patients that the OvaryIt Foundation assists will be vetted through partner organizations. Each partner organization will get a unique code to provide to the individuals that they serve. This allows the prospective patient to receive a free appointment while allowing the Foundation to understand and track the demand for each partner organization. This assists with funding allocation as well as potential joint fundraising opportunities. Personal health information is not shared with the partner organization unless the patient requests that they receive access.

### **Location:**

The OvaryIt Foundation is headquartered in Lancaster, Pennsylvania. The Foundation will interact with donors and applicants primarily online. To decrease initial start-up costs, employees of The OvaryIt Foundation will predominantly work remotely.

## **VI. Management & Organization**

### **Key Resources Biographies:**

#### **Mary Kucek:** Founder

Mary is a highly energetic and analytical IT professional with success in new business startups and business expansion. Her technology career has included: Business Analysis, Project Management, and multi-state territory ownership for a large privately held IT consulting organization. After working with State, Federal, and commercial clients throughout the United States, Mary hung up her consulting hat to become an entrepreneur. Her Biochemistry background has given her a strong scientific foundation which puts Mary in the unique position to effectively speak with technology and medical teams alike.

#### Roles and Responsibilities:

- The strategic direction of the OvaryIt Foundation and its alignment to OvaryIt LLC
- Running day-to-day operations and P&L ownership
- Overseeing and providing analysis, design, and project management to the website
- Creation of strategic mission and roadmap of the organization
- Overseeing the OvaryIt Foundation team to ensure a cohesive operation that meets and exceeds current standards for patent safety, federal regulation, and customer service

#### **Devin Bustin:** Founder

Dr. Bustin is a practicing physician in the state of New York. He is a young and vibrant professional who has been practicing medicine across the globe for over a decade, with the last seven years as a practicing attending physician. He is also the Associate Director of Informatics at Sollis Health and has served as the Assistant Medical Director of the Tallahassee Memorial Healthcare Emergency Department. Devin holds medical licenses in the states of Florida, California, New York, Colorado, and Pennsylvania.

#### Roles and Responsibilities:

- Collaboratively work with the team to ensure patient safety and privacy are protected at all phases of care
- Ensure physician staffing levels to ensure patient demand is served
- Assist with physician recruitment, hiring, training, and continuing education requirements



- Create medical protocols and educational requirements for physicians to ensure quality assurance standards are met
- Practice as an Ovarylt physician to provide telehealth services to new and existing patients
- Assist in creating and reviewing educational content to ensure medically accurate information is presented in the appropriate way
- Apply for grants and lead research initiatives for the Ovarylt Foundation

### **Lisette Logan (PharmD): COO**

Lisette Logan is a licensed pharmacist in the state of Florida. She is driven to get individuals access to free and affordable care, because like many others, Lisette learned first-hand of the challenges that exist within the healthcare system. Lisette attended Florida State University for her bachelor's degree and obtained her PharmD from LECOM School of Pharmacy.

#### **Roles and Responsibilities:**

- Work with the executive team to create and implement the Ovarylt Foundation's strategic mission and roadmap
- Lead fundraising initiatives
- Lead collaborative efforts with partner organizations and outreach for new strategic partnership creation
- Monitor day-to-day operations and P&L
- Management of The Ovarylt Foundation team to ensure a cohesive operation that meets and exceeds current standards for patient safety, federal regulation, and customer service
- Assist in the creation and review of education, research, and quality control efforts

### **Todd Bartos and Kristin Matthews: Attorneys**

Mr. Bartos is the primary legal officer of Ovarylt and the Ovarylt Foundation and manages all legal and compliance matters. He brings twenty years of consistent growth and achievement as counsel to technology and healthcare companies, with a more recent focus in the startup healthcare technology space. Mr. Bartos has a broad practice spanning formation, fundraising, healthcare, corporate, transactional, regulatory, government affairs, compliance, employment, and IP law. He has also arbitrated and litigated hundreds of cases, including dozens of jury trials. He also works with companies and nonprofits to accelerate growth and streamline operations and proactively mitigate risk.

Kristin Matthews works with Mr. Bartos to serve their clients and bring results. Ms. Matthews will be sitting for her Florida Bar Exam to become a practicing attorney in the state of Florida in the near future. She is dedicated to healthcare law and has worked with emergency services and management at Florida State University's emergency health and ambulatory program.

### **Madison McEwen: Marketing**

Madison is a highly engaging social media marketing expert focused on worthy causes. She is currently in school to complete her business associate's and master's degree in Business Marketing Management. Madison is passionate about women's health and an advocate for supporting other women. Madison excels at curating social media calendars, topics, ideas, and overall digital strategy as well as creating engaging content.

### **Volunteers & Interns:**

Volunteers and interns will be essential for event planning, fundraising initiatives, and brainstorming activities. They will only provide Indirect Services (IS) and will not have hands-on support for the individuals that are receiving care through partner organizations. Key roles include:



- Non-paid Outreach Assistant- This position assists the Director of Outreach with establishing potential partnerships and maintaining the ongoing operations of current partnerships.
- Non-paid Development assistant- Assist the Development Director with fundraising. This includes helping create relationships between community partners, such as businesses, churches, and schools. This also includes working with the Outreach Director and their team. This position reports to the Development Director.
- Non-paid Operations/ Administrative Assistant- Assist the CEO/COO with administrative and operational duties. This may include, but is not limited to, organizing files, data entry, updating resources and receptionist duties, answering phones, accepting and sorting donations and other needs necessary to provide support in daily tasks for the foundation to run.
- Non-paid Marketing Assistant/Social Media Assistant- This position directly assists the Director of Marketing. Duties include but are not limited to collecting social media trends or necessary information for social media content postings. The Foundation prides itself on providing medically accurate information; therefore, helping with daily content review for accuracy. Assist with virtual engagement and social media fundraising.
- Non-paid Education Assistant- This position directly assists the Director of Education. Duties include but are not limited to collecting data to help develop the educational platform. The education assistant will aid in developing activities for educational content/lesson plans.
- Special Events Helper- This position helps manage necessary activities for fundraising events. Duties include but are not limited to helping with day of event activities, and preparing necessary materials needed for activities during the event. This volunteer will assist with planning, execution, volunteering at events, volunteering in planning, creating, packaging, set up, tear-down, and event tasks. This position reports to the Development Director.

## VI. Funding and Sustainability

When compared to the financial impacts of unplanned pregnancies, sexually transmitted infections, pharmaceuticals, and the overall healthcare system, the model outlined below is lean and cost-effective. The CEO and COO will work with the future Fundraising Committee to develop an ongoing grant writing and sustainability plan for continued support of the OvaryIt Foundation startup period. We have complete confidence that the success of the Foundation and our partners will receive sustainable support from private grants, the community, and corporate sponsors.

Source of Support	Description	Anticipated Funding or In-Kind Support
NFT Collection	Teaming with Stellar Women and Blue Marble to create an NFT collection. Collection 1 is estimated at \$14,850.00. Collection 2 is to be determined	Goal: \$14,850
Stellar Women	Corporate sponsor of Stellar Women	Goal: \$10,000
Foundation apparel	Using custom order drop shipping the OvaryIt Foundation has created branded clothing items	Goal: \$5,000
Grants	The Foundation is teaming with institutions to receive non-governmental grant funding opportunities	Goal: \$50,000
Corporate match	Corporate match campaigns through Benevity and Donorbox allow for easier corporate match structures	Goal: \$25,000

Online fundraising events	Different fundraising drives and events based on the needs of our partner organizations	Goal: \$15,000
In-person fundraising events	The Foundation will host in-person events at off-site locations to gain awareness and support	Goal: \$10,000

### Next Steps:

#### Year 1 Goals:

- Create partnerships with mission-critical organizations such as domestic violence shelters, anti-human trafficking networks, and re-entry programs
- Raise \$130K in the first year
- Conduct two research studies to be published
  - The first study is in process and is designed to study the question of if FDA contraceptive trials have been inclusive of minority subjects and match the demographics of the US population
- Create Phase I of free educational content online

#### Year 2 Goals:

- Raise \$250K
- Maintain partnerships with mission-critical organizations such as domestic violence shelters, anti-human trafficking networks, and re-entry programs. Include more services to increase potential impact.
- Conduct two research studies to be published
- Create a more robust sexual health/contraceptive education program for a fee to help support the Foundation's future efforts.

