

## **Project Plan: Corporate Fundraising for a Philips Azurion Guided Therapy Machine**

### **Project Title:**

**“Corporate Giving for Children’s Heart Health”**

### **Project Objective:**

To raise funds from Norway’s top-revenue companies for the purchase of a **Philips Azurion Guided Therapy Machine**, a life-saving medical device for children with cardiovascular diseases. The total cost of the machine will be **equally split** among participating companies. If the full amount is not raised, the collected funds will be donated to a designated **clinic** in accordance with Norwegian nonprofit organization laws.

### **Project Scope:**

- **Target Companies:** The highest-revenue companies in Norway.
- **Fundraising Goal:** Full cost of one Philips Azurion Guided Therapy Machine.
- **Donation Structure:** Equal contribution from each company.
- **Legal Compliance:** If full funding is not reached, donations will go to a selected clinic following Norwegian nonprofit laws.
- **Recognition:** Public acknowledgment of corporate donors.

### **Project Phases & Timeline:**

#### **Phase 1: Research & Preparation (Weeks 1-2)**

##### **Tasks:**

- ✓ Identify and compile a **list of the top-revenue companies in Norway**.
- ✓ Research the cost of a **Philips Azurion Guided Therapy Machine** and confirm details with the supplier.
- ✓ Verify **Norwegian nonprofit laws** regarding donation handling and fund distribution.
- ✓ Select a **recipient clinic** in case full funding is not achieved.
- ✓ Develop an official **fundraising proposal and donation invoice template**.
- ✓ Open a **dedicated bank account** for donations to ensure financial transparency.

#### **Phase 2: Proposal Development & Documentation (Weeks 3-4)**

##### **Tasks:**

- ✓ Draft a **formal donation request package**, including:
  - **Project background** (importance of the machine, impact on children’s healthcare).
  - **Financial breakdown** (total cost, equal split between companies).

- **Legal compliance information** (how funds will be allocated if the target isn't met).
  - **Recognition opportunities** (public acknowledgment for corporate sponsors).
- ✓ Prepare a **personalized invoice-style request** for each company.
  - ✓ Draft a **pledge agreement** for companies to sign, confirming their support.
  - ✓ Design a **transparent reporting plan**, ensuring all donations are documented.

### Phase 3: Outreach & Fundraising Campaign (Weeks 5-8)

#### Tasks:

- ✓ Send invoices and fundraising proposals via **email and postal mail** to targeted companies.
- ✓ Follow up with **calls and meetings** to discuss the initiative and secure commitments.
- ✓ Offer **tiered recognition opportunities** (e.g., premium branding for top contributors).
- ✓ Track donations and maintain a **financial report** of contributions received.
- ✓ Provide **regular updates** to participating companies on fundraising progress.

### Phase 4: Funds Collection & Machine Procurement (Weeks 9-12)

#### Tasks:

- ✓ Collect donations and issue **receipts** for tax and legal purposes.
- ✓ If full funding is achieved:
  - Finalize **purchase order with Philips Healthcare**.
  - Coordinate with the **hospital/clinic** for machine delivery and installation.
- ✓ If full funding is **not achieved**:
  - Allocate **collected funds to the selected clinic**.
  - Notify participating companies about the alternative use of funds.
- ✓ Publish a **financial summary report** to ensure transparency.

### Phase 5: Donor Recognition & Publicity (Weeks 13-16)

#### Tasks:

- ✓ Organize a **press event** at the hospital/clinic to unveil the machine (if fully funded).
- ✓ Announce corporate donors through:
  - **Press releases** to Norwegian media.
  - **Social media campaigns** with donor logos and testimonials.
  - A **plaque or digital display** at the hospital recognizing contributors.
- ✓ Send **appreciation letters and certificates** to participating companies.

#### Project Budget:

##### Item Estimated Cost (NOK)

Philips Azurion Guided Therapy Machine	[Exact cost from Philips]
Administrative Costs (Invoices, Printing, Mail)	10,000

Marketing & Recognition (Press Releases, Plaque) 15,000  
Event Organization (Unveiling Ceremony) 20,000  
Miscellaneous 5,000  
**Total Required Funding [Total Cost]**

#### **Legal & Compliance Considerations:**

- All donations will be handled according to **Norwegian nonprofit organization laws**.
- If the full amount is not raised, the collected funds will be transferred to the selected **clinic**.
- A **financial transparency report** will be shared with all donors.
- A **pledge agreement** will be signed by each contributing company.

#### **Key Stakeholders:**

- ✓ **Norwegian Corporations:** Primary donors.
- ✓ **Hospitals & Medical Institutions:** Beneficiaries of the machine.
- ✓ **Philips Healthcare:** Equipment supplier.
- ✓ **Media Outlets:** For publicity and donor recognition.
- ✓ **Government & Legal Advisors:** Ensuring compliance with nonprofit regulations.

#### **Success Metrics:**

- ✓ Full funding secured from participating companies.
- ✓ Successful **purchase and installation** of the machine.
- ✓ **Positive media coverage** and corporate engagement.
- ✓ Increased access to **advanced cardiovascular treatment** for children.
- ✓ Financial transparency and **proper allocation of funds** if full funding is not achieved.

#### **Next Steps:**

1. **Confirm the list** of target companies.
2. **Finalize the fundraising proposal and invoices.**
3. **Start outreach and engage corporate donors.**

Would you like any modifications or additional details?