



MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

Campaigning For Life

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History

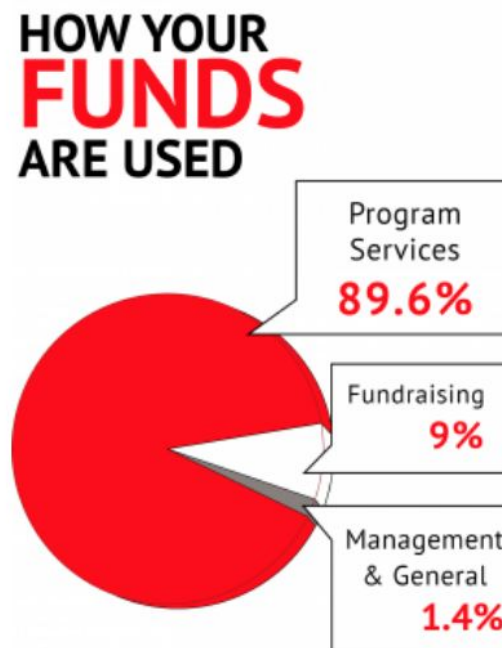
Doctors without Borders or as it is known in the whole world “Medecins Sans Frontieres” was founded in 1971 in France. This nonprofit organization was founded by a group of doctors and journalists with the goal of helping out with the war and disastrous events in Biafra. The primary goal of the organization was to focus on delivering emergency medicine effectively and without any trouble. At the beginning, the organization was made up by three hundred volunteers which all included doctors, some nurses, as well as other staff needed to make sure that things ran smoothly, and the journalists.

The organization was created because the thirteen original contributors all agreed on that everyone should be able to have access to healthcare regardless of what gender, religion, race or political affiliation they have. They focused on taking care of people and overlooking to the groups they belonged to and where they came from. The first year or so was focused on making the organization, and creating a foundation for success because it was not until the mid-1970's that they were really seeing what the problems were.

The first call to action for the organization was to help out the capital of Nicaragua in 1972. They were there to help after an earthquake absolutely caused chaos destroying many parts of the city, and killed an estimated amount of 30,000 civilians. Two years later, the organization set up for another mission where they helped people in Honduras after a hurricane caused major flooding and killed thousands of people. It was not until this last rescue mission that they realized they were lacking in some areas. They lacked in being ready at all times because it took them awhile to arrive with help. As well as leaving doctors unsupported, and the supply chain was unstable. With the help of the thirteen founders they fixed the issue.

The organization since those fixing those errors and lack of preparation have been able to open offices in 28 different countries. They even help employ about 40,000 people across the entire world. The most successful thing they have done is being able to say that they have helped more than one-hundred million patients since the organization was funded. The main thing is that they reject the idea that poor countries do not deserve first world level of medical services simply because they cannot afford it economically. They always strive to bring equality throughout the world, and have received many prestigious awards throughout the years including the Nobel Peace Prize in 1999.

Financial Situation



Doctors without borders posted an impressive \$ 374,399,344 in total revenue in 2016 according to the company's most recent Form 990. After subtracting their total liabilities, (\$

59,161,229) Doctors Without Borders recorded net assets of \$ 287,228,413. Per their website, in 2016 Doctors Without Borders put 89.6% of all funds to program services, 9% of funds towards fundraising, and just 1.4% of funds to management and general expenses. Over a longer time frame, from 1995 to 2014 Medecins Sans Frontieres has put over 85% of all funds towards program services around the world. They were recently awarded an “A” rating from the American Institute of Philanthropy. The compensation for executives is considered to be moderate and transparent. The salary of MSF’s executive director was \$ 163,783. They also list that all executive and administrative expenses are limited as much as possible, stating that all flights are economy class and they only stay in budget hotels. Doctors without Borders employed 698 persons, 33 of which were paid over \$100,000 annually. In 2016, MSF’s spent an incredible \$32,351,142 on fundraising during the 2016 financial year.

During the 2016 financial year, Medecins Sans Frontieres received \$357,438,744 in public support. That is broken down into several categories. Individual donors and marketing supplied \$131,487,043 in contributions, sustainer giving netted \$30,349,980, major gifts (those over \$5,000 each) totaled \$88,452,043, planned giving saw \$69,535,143, foundations gave \$10,402,038, and corporations gave \$20,917,497.

**Médecins Sans Frontières USA, Inc.
d/b/a Doctors Without Borders USA, Inc.**

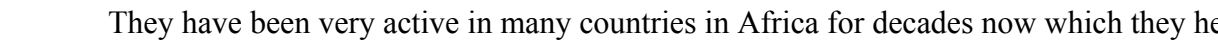
Statements of Activities

<i>Year ended December 31,</i>					
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	
				2016	2015
Revenues:					
Public support:					
Contributions and private grants:					
Individual donors/marketing	\$129,208,212	\$ 2,278,831	\$ -	\$131,487,043	\$126,636,848
Sustainer giving	30,345,805	4,175	-	30,349,980	26,912,181
Major gifts	85,327,564	3,124,479	-	88,452,043	83,808,747
Planned giving	67,235,708	2,274,914	24,521	69,535,143	48,888,291
Foundations	7,256,038	3,146,000	-	10,402,038	14,902,347
Corporations	19,576,654	1,340,843	-	20,917,497	21,559,457
Multi-year grants and contributions pledged	-	6,295,000	-	6,295,000	13,072,866
Total Public Support	338,949,981	18,464,242	24,521	357,438,744	335,780,737

Overall, Doctors Without Borders/Médecins Sans Frontières is a very financially sound organization. They have increased their net assets over the last year, while continuing to limit executive and administrative costs. They have done all this while continuing to expand their coverage area and retaining an “A” rating from the American Institute of Philanthropy, making them a “Top Rated” charity.

Missions

Doctors without Borders has a number of ongoing campaigns to help out several different countries whom are not being helped by their countries, or at least as much attention is being given to these countries problems by their own governments. The “Campaign for Access to Essential Medicines” was created in 1999 to help raise awareness to the entire world about the lack of effective treatments and vaccines in developing countries. They were able to help out in the damage caused by the Kosovo War which helped out thousands of refugees who were denied



Structure

There are certain criterias and rules that the organization follows to maintain regulation and assurance that they are able to help out efficiently. First off, they assemble into a field team which usually consists of a small amount of coordinators that all are heads of their field mission. The head of the mission will usually be the coordinator who has the most experience. When you first hear doctors without borders everyone immediately assumes that they are all doctors, but there are others which are just as important to ensuring that everything goes according to the plans. There are a number of non-medical volunteers whose primary job is to help keep order and the field mission function in tact. The field mission team also has logisticians who are responsible for providing everything that medical side of the team needs which can range from security to vehicles, as well as food and supplies. There are also water and sanitation experts who are usually engineers in the fields of water treatment. You cannot leave out the financial administration as well as human resources experts who allocate funds. All of this goes, and they must work together and communicate effectively to ensure success.

The medical area of Doctors without Borders main focus is vaccinations. Vaccination campaigns are a huge task for the non-profit. They try and treat a number of diseases which are uncommon in developed countries because they can easily spread rapidly. For example, measles can spread rapidly in large populations who live close to one another such as a refugee camp. This could cause thousands of deaths simply because the proper actions were not taken.

They not only focus on diseases, but also on nutrition. Specifically malnutrition because many of these undeveloped countries suffer from this due to droughts, war, and the government failing to help them out. DWB is helping out by bringing awareness to foreign governments

about this huge problem, and hope that they are willing to intervene because it has a severe damage on the immune system of those affected. Infectious diseases can cause rapid weight loss and weaken the immune system rapidly, especially childrens because their bodies are not fully developed. This can be a problem of the past if proper nutrition is met.

Clean water is essential to a healthy life and is very essential for hygiene, with this you are easily able to prevent waterborne diseases. This is why water engineers are so important to the field team because they are able to help. There are tons of wells all over the world, but without the proper care they can be deadly. Water engineers can then become essential to the team because they can modify the existing well, and filter it so that it pours out water that is healthy enough for human consumption.

As you can clearly see, the organization does not just depend on one component, but on several different components. Everyone has a key role in the organization and they all come together to make sure that everything goes accordingly. There are dangers that come with volunteering because it is not all good news, but with right measures and precautions they have been able to be one of the most successful non profit organizations.

SWOT Analysis

A SWOT analysis focuses on two areas, looking internally at the company, and looking at outside variables that may influence the organization. The two internal categories are strengths and weaknesses, and the external areas are opportunities and threats. Doctors Without Borders has one very noticeable strength, funding. The organization netted \$374 millions dollars in revenue in 2016. Having such a vast revenue allows Medecins Sans Frontieres extensive ability

to reach anywhere in the world and deliver care quickly and efficiently, without having to worry about costs. One weakness of Doctors Without Borders is their volunteer support. According to the organization's 2016 Form 990, they only had 97 volunteers in the 2016 year, down from over 128 in 2015. Such a large and well known organization should be better able to utilize volunteers across the world. Externally, the opportunity that Medecins Sans Frontieres sees is the near constant wars happening around the world creating a constant need for medical care for victims of war. But this also happens to be the threat too. Because Doctors Without Borders works with both sides of governments during warfare to treat victims, they put the members of their organization in potentially dangerous and life threatening situations.

Fundraising Plan

Our fundraising plan will be two separate events, with the funds going to Doctors Without Borders general funds plan. MSF's policy is that they ask donations not to be earmarked for particular countries or purposes. This gives them the most flexibility to respond to new crises. The first part of our plan will be a Twitch streaming event. We are working in partnership with the top four Twitch streamers for the game Fortnite. Twitch is an online website where video gamers are able to live stream their game so that followers can watch them play. Many of the top gamers have amassed huge followings. We are partnering with Ninja, Myth, DrLupo, and dakotaz who have agreed to donate 50% of the money made during a three hour game stream to MSF.

The second part of our fundraising campaign will be a charity soccer match, held at Arsenal's Emirates Stadium in the UK. The two teams will feature two famous celebrity captains, Team World will be captained by Drake and Odell Beckham Jr. and Team England will be captained by Daniel Radcliffe and Ed Sheeran. The teams will then feature famous former soccer players from around the world and around England. The game will not be aired on tv, in order to build interest in buying ticket sales.

“Campaigning for Life” Twitch Stream Plan:

For our Twitch Stream, we are partnering with the top four Fortnite Twitch Streamers. Those streamers, Ninja, Myth, DrLupo, and dakotaz have all agreed to stream their matches played together for a three hour period. During that period, they have also agreed to donate 50% of their earnings to MSF. Based on each player's viewing statistics, we expect to make \$543,921.25 from the matches alone, not including what is otherwise donated privately. In order to come up with these numbers we had to turn to the cost of viewing streams on Twitch. In order to view a stream on Twitch, viewers must pay a \$4.99 fee, half of which goes directly to the streamer. Then from there, we looked at each players peak viewership numbers, and multiplied those by the \$2.50 that each player makes from Twitch which gives us the total amount made from the stream which was \$1,087,854.50. From the total amount earned, we receive 50% of the proceeds which gives us the \$543,921.25 as the charitable amount.

MSF “Campaigning for Life” Charity Match:

The charity match hosted between an England celebrity side and a World celebrity side will take place at Arsenal’s Emirates Stadium in England. Tickets will be sold for £35 each. The stadium holds just under 60,000 people at capacity. The sides will be captained by famous celebrities from within England and from around the world. The England side will be captained by Daniel Radcliffe and Ed Sheeran, while the World side will be led by Drake and Odell Beckham Jr. Having an England vs. World game is key, as this will draw both those from around the world to attend, while still garnering interest from local residents in England. The rest of the teams will be made up of prolific former professional soccer players. The World side will have players from countries including: Spain, Brazil, Italy, Germany, France, Canada, and America. The England side will feature players solely from the UK.

Team England	Team World
Daniel Radcliffe	Drake
Ed Sheeran	Odell Beckham Jr.
David Beckham	Gianluigi Buffon
Ryan Giggs	Ronaldo Lima
Rio Ferdinand	Ronaldinho
David Seaman	Andrea Pirlo
Michael Owen	Fabio Cannavaro
Glen Johnson	Thierry Henry
Tony Adams	Roberto Carlos
Lee Dickson	Philipp Lahm
Steven Gerrard	Carles Puyol

We intend to sell 20,000 seats for the match. The cost of obtaining Emirates Stadium for a match is £30,000. This amount includes jerseys, match balls, pre and post match food, ball kids, and referees for the game. So, we estimate to net £700,000 in revenue from the match. Taking away the £30,000 in expenses from renting the stadium, we will have a net income of £670,000 (\$909,584) from hosting the event. This does not include guest donations from the players participating in the game and from fans at the event. So we estimate to make at least \$900,000 from the event conservatively, and with generous donations from fans, we hope to net over \$1 million from hosting the game. We discussed broadcasting the charity match, but decided that this would take away from match sales, so we are choosing to not air the match in order to build interest in ticket sales.

Conclusion

Our fundraising plan will have used two different techniques to raise money for the organization, these include a football charity match in England, and twitch video game streaming. We chose these two techniques because we feel that these will be the strongest methods or techniques to help achieve the financial goals we are attempting to meet. We also feel that using these techniques will help those participating and helping with their contributions will enjoy the time spent doing this, and feel good about themselves at the end of the day knowing that their money is going to help out for a good cause.

If all goals are met we will have helped raise at least one million dollars with the projection of ticket sales, as well as twitch subscribers. We are well aware that we are going to have some costs for renting out the Emirates Stadium as it does cost 30,000 pounds since it is in England, but we feel very confident that all the guest celebrities and soccer stars are willing to

cooperate because the organization is well known in the world, and what they are doing is helping those in need. As far as twitch goes, we are communicating with the world's best fortnite video game players to be able to make a deal with them to make fifty percent of what the site charges subscribers to be able to view these top 4 players which include Ninja, DrLupo, Myth, and dakotaz.

The impact of our campaign if it were to be successful would help change the lives of hundreds of people in the world, and would help MSF expand to new boundaries. The organizations focus is to help those in need, and there are millions of others that do not have the same resources as first world countries have, and with sufficient funds MSF will be able to expand to hopefully a new country which is in need. We are measuring the success of our fundraising plan by the amount of revenue we are able to make for the organization. It is an organization that makes hundreds of millions of dollars each and every year. It is an organization that spend about 40 millions just in advertising and promotion, and we know that what we are doing is very beneficial because it is a substantial amount of money.