

STRATEGIC PLAN

2019 - 2021

WHO WE ARE

MATTER is a group of problem solvers, innovators, dreamers, and above all, doers. We bring together some of the best companies, experts, and partners, to take on some of the biggest health challenges our world is facing today.

This not a charity, this is a calling.

This is not an organization, this is a movement.



Over the next three years, we will design and implement solutions to impact 10M people around the world. We do this because we believe in a world where every single person has a chance to live a healthier life; a world where every single person matters.

HEALTH SERVICES CHALLENGE

Half the world's population is unable to access essential health services.

HEALTHY LIFESTYLE CHALLENGE

Due to obesity, unhealthy eating habits and physical inactivity, kids today may be less healthy and may have a shorter life expectancy than their parents.

EDUCATION CHALLENGE

The next generation doesn't have the necessary problem solving, critical thinking, and continuous learning skills that will allow them to compete in a technologically driven world.

HEALTH SERVICES CHALLENGE

Half the world's population is unable to access essential health services.

8.7M

2019-2021 Projected Impact

“Without health care, how can children reach their full potential? And without a healthy, productive population, how can societies realize their aspirations?”

- UNICEF Executive Director Anthony Lake.

SOLUTION 1: Healthcare Infrastructure & Equipment

CORE CAPABILITIES: A committed group of hospital networks in the Midwest, coupled with a talented MATTER Hospital & Clinic team, will impact the hospital infrastructure and equipment throughout Africa, Afghanistan and South America. This will allow them to provide health services for nearly 8 million people over the next 3 years.

SOLUTION 2: Nutrition & Agriculture

OUR ROLE: We design solutions to create resilient and diversified farms

INITIATIVE: ZIMBABWE

WHY ZIMBABWE?

MATTER has committed to a three-year initiative with a collective Focusing on one country over a three-year period will allow us to leverage our relationships and resources for a deeper and more sustainable impact. Utilizing expertise in healthcare and agriculture, MATTER will equip hospitals and clinics around the country while focusing on the intersection of health and nutrition through the creation of hospital nutrition gardens.

OUR GOALS:

1. Equipment and nutrition gardens/training at 30 maternity hospitals
2. 9 Medical Relief Shipments Through Angel of Hope Foundation
3. Assist in establishing Angel of Hope Farm and 3 Agricultural Conferences
4. Design and Equip Women and Children's Hospital & Center for Excellence in Harare
5. Implement 6 Innovation Hubs
6. Medical Equipment Lifecycle Improvement
7. Establish Processing and Distribution Center for equipment warehousing, repair and medical supply sorting

HEALTHY LIFESTYLE CHALLENGE

Due to obesity, unhealthy eating habits and physical inactivity, kids today may be less healthy and may have a shorter life expectancy than their parents.

1.3M

2019–2021 Projected Impact

“Although these data are preliminary, the downward trend in longevity will almost certainly accelerate as this generation of children—heavier from earlier in life than ever before—reaches adulthood. It’s one thing for someone to develop obesity at age 45, diabetes at 55, and heart disease at 65. But what if the clock starts ticking at age 10?”

- Dr. David Ludwig

OUR ROLE: Inspiring & demonstrating healthy eating for kids & families

OUR VISION: Inspire the next generation to think differently about food

SOLUTION 1: Cooking Classes

KEY PRIORITIES:

- Build National Partnerships: YMCA, Boys & Girls Clubs
- Design Digital Platform: Website, Videos, Coupons, Recipes, Tips/Tricks
- Create a Train-the-Trainer Curriculum for students and leaders
- Build monitoring and evaluation tools to measure impact

SOLUTION 2: Sports & Nutrition

KEY PRIORITIES:

- Develop National Partnerships: Pro Camps, Sanneh Foundation
- Develop new Snack Pack education material
- Create a Train-the-Trainer curriculum for coaches/leaders

SOLUTION 3: Healthy Eating Influencers (MATTER Pro Ambassadors)

PRIORITIES

- Sign-on Influencer Pro Athletes to be healthy eating ambassadors
- Collaborate with PR, Agents, Teams, and Leagues

EDUCATION CHALLENGE

The next generation doesn't have the necessary problem solving, critical thinking, and continuous learning skills that will allow them to compete in a technologically driven world.

1,650

2019 Projected Impact

“A paradigm shift for the class of 2030- By the time today's kindergartners enter the workforce, activities will substantially change across most occupations and will increasingly require the application of expertise and creative problem solving, as well as collaboration, management, and the development of people.”

- Microsoft

INITIATIVE: MATTER INNOVATION HUB

WHY INNOVATION HUB?

Recognition that education is a significant contributing factor in health outcomes, and that MATTER has migrated to stronger educational components in our Healthy Food, Agriculture, and Medical programs. If we are successful, the individual will develop life-long skills of critical thinking, continuous learning, and problem solving. These skills are on-going and transferable assisting individuals across multiple life choices.

OUR ROLE: Implementation & Evaluation of the MIH through Logistics, Partnerships, Training, and Data

OUR VISION: Foster creativity, critical thinking, and individualized education on a mass scale to some of the more disadvantaged youths in the world.

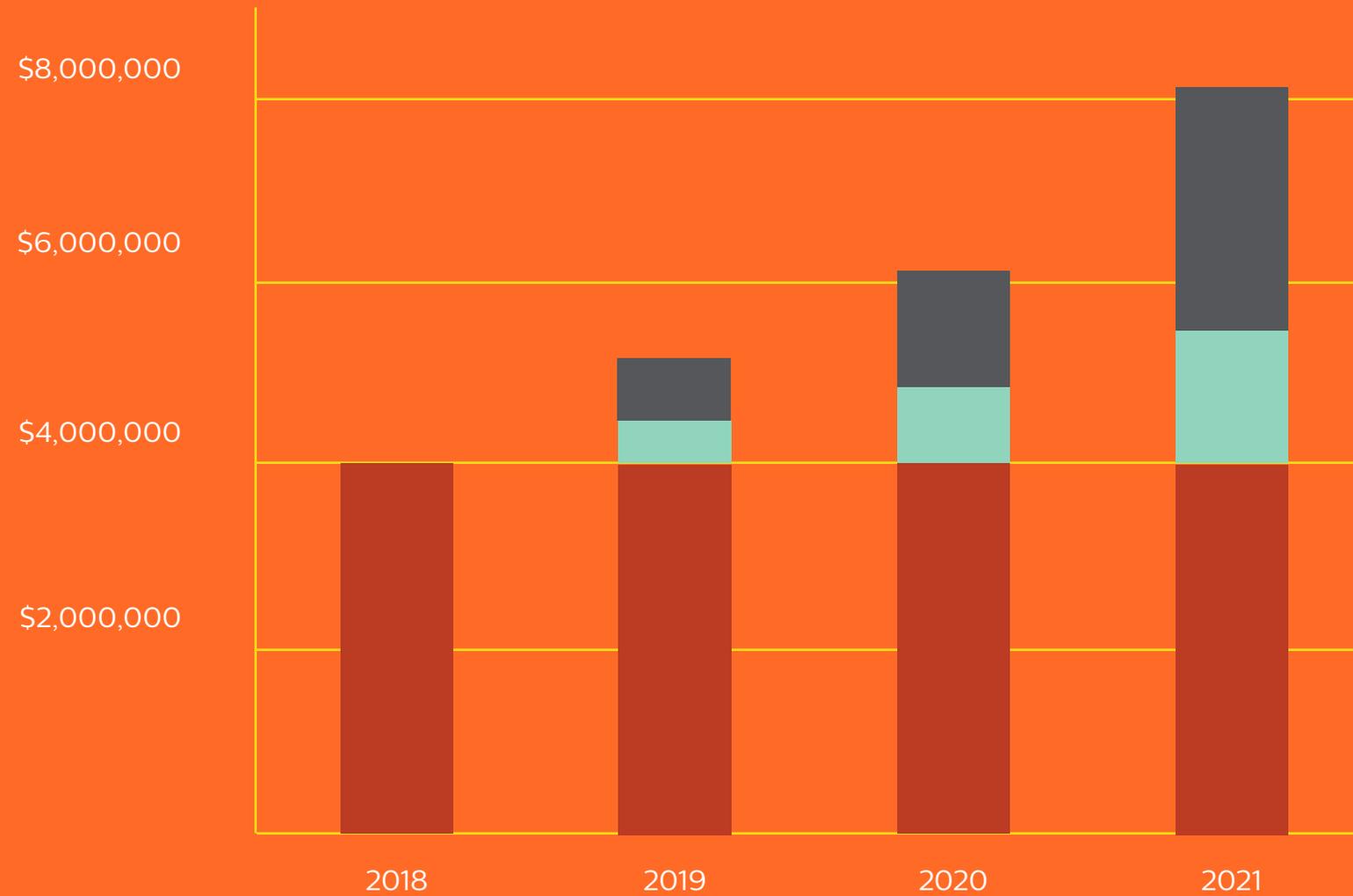
OUR GOALS:

1. Use scoring system to determine viability of program in 2019
2. Test 5 MIH Container and 5 MIH Cart Locations in 2019
3. Design program to be scalable – Facilitator Training Module

SCORECARD

1. Participation of Students: Loti/samr, Equal Gender opportunity, Program/Levels Progress (eSpark-math), baseline student survey (no access until we get this), final survey (teacher incentive report back to school/district leadership)
2. Partner & Leadership Buy-in (Net Promoter Score?), MOU/plan agreement with Dept of Ed.
3. Facility Maintenance & Upkeep
4. Facilitator Training and willingness to grow teaching concepts throughout school: Teacher coding badges attained, log book of activity.

DEVELOPMENT STRATEGY



NEW REVENUE CHANNELS

- REGIONAL DEVELOPMENT REPS
- GOVERNMENT & CORPORATE GRANTS
- CAUSE MARKETING

GROWTH REVENUE CHANNELS

- ONLINE (SMALL GIFT DONORS)
- MATTERhouse
- GRANTS

CURRENT REVENUE CHANNELS

- FOUNDATIONS & GRANTS
- CORPORATE CONTRIBUTIONS
- INDIVIDUALS
- CHURCHES & ORGANIZATIONS
- INSIGHT TRIPS
- FEDERATED CAMPAIGNS & MISC
- RESALE

NATIONAL EXPANSION

OUR MISSION:

Expand MATTER's reach and influence in order double our resources and impact.

\$4.5M

2019 - 2021 REVENUE

INITIATIVE: NATIONAL EXPANSION

WHY NATIONAL EXPANSION?

To grow the profile of MATTER's brand and programs in order to expand resource development and increase impact on communities.

OUR ROLE:

Expose and uncover opportunities for donors, partners and communities to actively engage in MATTER's movement.

OUR GOALS:

- 1/ Regional Development Representatives placed in 8 Cities
- 2/ Develop National Sponsors & Partners to implement MATTER Programs in 30 Cities through Partnerships

WHAT DOES SUCCESS LOOK LIKE?

- \$4M in additional funding
- 8 regional development reps
- 30 active program cities

Together, we can take on some of the biggest challenges in the world.

#MATTERnation