

CHRISTIAN HAND
“THE LEODA JUSMA FOUNDATION”

First and foremost I would like to introduce myself to you. My name is Francoise D. Jusma-Pierre and I am the president and co-founder of Christian hand “The Leoda Jusma foundation”. I am a full time podiatrist working as attending staff for the NYC health and Hospital Corporation at Woodhull Hospital and Cumberland Diagnostic Center. I am married with two children. My husband, an electrical engineer and my two boys are in grade school. The entire family is working diligently to help the poor in Haiti. I was born in Haiti attended secondary school in the United States. After High school I proceeded with a career in health care first as a nurse then as a podiatrist. I always have that yearning desire to help the elderly.

I co-founded the organization with my mother Louise Leoda Jusma six month prior to her death in 1998. My siblings and their family joined and brought their talents in which helped in the success of the organization. However the organization was recognized federally and by the state of New York in 2006.

We make bi-annual trips to Haiti providing food, clothes, shelters, healthcare and medicine to the poor in Haiti. We also provide scholarship to help better educate the children in Haiti. We realized that the problem was not school but lack of means for those children to attend the school. We noticed different organizations helping in health fairs, in Hospitals, and orphanages but we realized what about the elderly. To date our search shows only one nursing home exists in Haiti.

One of the saddest after-effects of the earthquake of January 12th is a large number of desperate little children lost in the street of Port-au-Prince: some new orphans, some with parents that would just give them away due to desperation and others just abandoned at the hospital right after birth. It is hard to stay inactive once you see that great need. Our organization had decided to take on that project. We leased a house, and are in the process of interviewing staff as administrators, nannies, assistants and maid to take care of our children in Haiti.

We are requesting a grant to help us build a center to help the children and the hopeless elderly finalized their journey comfortably.

Always in Christ,

Francoise D. Jusma-Pierre
Christian Hand co-founder/ president

A CARING HOME FOR HAITI

By Francoise D. Jusma-Pierre

President and Co-Founder Of

CHRISTIAN HAND

“THE LEODA JUSMA FOUNDATION”

**8 Village Hill Drive
Dix Hills, NY 11746**

PROPOSAL

Christian Hand is a non-for-profit organization founded in 1998 to provide physical emotional spiritual financial and educational help to the poor in Haiti. It is recognized by the state of New York as well as the federal government since 2006.

We make bi-annual trips to Haiti with volunteers and missionaries to provide the care. Our provisions include:

- (1) Scholarship to promote better education for the children in Haiti. We pay the monthly tuition, registration fees, and books at the beginning of the school year. Our students are selected based on their inability to pay for the school, their potential and desire to learn, and a written essay stating their plan for the future. We select student both in Port-au-Prince and in the country side of Haiti.
- (2) Yearly physical examination, assessment and treatment in our station in Camp Perrin, a rural area of the south of Haiti. Some of our clients have never been examined by a physician before. New diagnosis of diabetes, hypertension, and infection are either treated with the provision of free medications or referral on our fund to the local hospital for treatment. We have a large clientele with arthritis, post stroke, hypertension, diabetes, vaginal infection, common cold, rash, ulcers, malnutrition, etc...to name a few. At the end of our stay, we donate the rest of our medication to the local Hospital.
- (3) Nutritious meals to our clients during our stay. We hire some of them to cook and we provide meals and snacks to both adults and children present. At the end of our stay we distribute the rest of the uncooked food to the neighboring poor people.
- (4) Clothing and shoes. We make a thrift shop which we call the boutique there our client have the possibility to go choose shoes and clothing that would fit them and get them for free.
- (5) Toys for the kids. One of our stations is designated to the giving of toys to the less fortunate children. The children visit that station and choose one toy that is age appropriate for them.
- (6) The Gospel. An evangelical pastor travels with us, talk, teach, counsel and pray with the people. We donate Bibles as needed. We also express the love of Christ by our actions. We are sensitive to their knowledge, level of understanding and their needs.

Our goal in the near future is to provide that kind of service in different areas of Haiti.

(7) **A new plan.** A special care for the elderly was our utmost desire prior to the earthquake of January 12th, 2010. We realize that eldercare is an industry that is not recognized as yet in Haiti. The demand is crucial as life expectancy is longer and the need for help physically, emotionally and psychologically become eminent. Organizations that help third world country usually focus on youth education, orphanage for the motherless, and health care. Eldercare is usually neglected by the government and by overseas charitable organizations. After January 12th 2010, we were sadly amazed by the number of children that were left lost in the street without parents, left in the hospital after birth, or with parents that have no means to provide for them. A new vision arises from our experience then in Haiti. We could not and will not stay inactive. We decide to take in some of these children into our care. For now we rent a house hiring an administrator, a nanny and a maid that will be supervised by our own Christian Hand members in Haiti. Once we have the funding and build the center, we will move our children there also. We see the need in Haiti and we have the land. We will take the initiative into that great project.

The caring home has identified an opportunity for offering quality services to both elderly and children who are in need of these services throughout the country and some elderly abroad that are eligible.

The caring home requires a substantial amount of funding. The funds will be used for building and improvements; the required equipment, furniture and fixtures; and working capital for the initial operation of the Business.

Legal Business Description

The caring home will be structured as part of Christian Hand “The Leoda Jusma Foundation” a non-for-profit organization that reaches the poor of Haiti. The address is 8 village Hill Drive, Dix Hills, NY 11746.

Mission Statement

The mission of the caring home is as the mission of Christian Hand to provide humanitarian care to both children and elderly in Haiti with dignity, sensitivity, and compassion. We view to magnify the Lord Jesus Christ by doing His work of ministering through works of service.

Products & Services

The caring home will provide high quality services to its children and elders depending on their needs. The services will feature:

- Room and board if needed

- Daily devotion

- Breakfast

- Schooling (for our children)

- Inside and outside activities (physical activities, exercises, table games, crocheting, gardening, swimming, etc...)

- Lunch

- Inside and outside activities

- After school activities (for our children, such as extra help and homework)

- Dinner

- Devotion

- Errands

- Trips to the countryside depending on physical condition of client

- Trips to church depending on physical condition of client

- Physical examination at least once a year

- Medical check ups every three months

- Trip to the hospital as needed

The center will provide an environment that is safe and comfortable. It will ensure an environment that promotes positive self-esteem.

Market Environment

The target market will be all elderly from the age of 65 residing in Haiti and abroad with the desire to go live in Haiti.

The children already enrolled and more needy children depending on funding and sponsorship.

The land, ready for building, is Located in Port-au-Prince about thirty to forty-five minute drive from the international airport.

A competitive search returned only one existing eldercare center in Haiti.

Facilities & Operations

The caring home will be located in an open land on top of a little mount in Fond-Parisien, Port-au-Prince Haiti over seeing the scenic view of Lake Asuei bordering Haiti and the Dominican Republic. To start, we plan to accommodate twenty five elderly residents in private room with private

bathroom and all our children already enrolled. To date we have eight children. The center will meet all Haitian government regulations and will conform to and comply with all registrations, inspections, codes and ordinances.

The facility will be handicap accessible, comprised of semi-private bedrooms for the children and private rooms with attached bathrooms for the elderly. There will be at least two lounges, a chapel, a library, a treatment room and operational offices. The center will have inside and outside sport activities with a fully equipped gymnasium.

The center will operate twenty-four hours a day and seven days a week all year long. The number of employees required to fulfill all of the roles needed to run the operation effectively and efficiently will be determined by the number of client enrolled in the center. The center will follow all guidelines as set forth by the Haitian government. Additional employees will be hired as needed to promote the growth of the center. The board member of Christian Hand will have full management responsibility and may hire additional management to assist with daily operations as the center requires.

Marketing & Sales Strategy

The caring home center has identified an opportunity for offering quality care to both elderly and children who are in need of these services. There is no significant level of competition with the type of services we plan to provide.

The focus of marketing and sales plan will therefore be on defining the appropriate strategy for the successful introduction of eldercare services to the community.

Objectives:

- *Establish and increase public awareness of the eldercare Business.
- *Create an image of professionalism, high standards, safety and Comfort for the center.
- *Establish a positive word of mouth.

Pricing Strategy

The children are and will be open for sponsorship. The Eldercare will employ flexible pricing options for their customers. As is a non-for-profit business the Eldercare Business will be able to sustain its budget, maintain the center, pay its staff, and provide emergency services and post-disaster care. It will also help expend, with a percentage of its income, the work that

we are doing now for the poor and start new projects such as a charitable food pantries and emergency shelters.

Promotion

The caring home overall promotional strategy may encompass both traditional and Internet based advertising; periodic advertisements in local newspapers and radio; website; informational brochures and flyers; word of mouth.

Management and Ownership

The Caring Home will be structured under the umbrella of Christian Hand “The Leoda Jusma Foundation” with Dr. Francoise D. Jusma as president and co-founder of the foundation located at 8 Village Hill Drive, Dix Hills, NY 11746.

At inception and in the early stages, The Board members of Christian Hand will be responsible for overseeing both the general management and daily operations of the Center. The Board members will oversee the staff that will assist with care for the children and elderly.

As the Center grows a manager may be brought in to oversee daily operations, but the board member of Christian Hand will still remain in charge.

Dr. Francoise Jusma, a podiatrist with extensive experiences in nursing. She possesses her bachelor in nursing where her favorite subject was gerontology and nurtures there her desire to care for the elderly by working in geriatric nursing prior to her podiatric career. At present she still work with the elderly in The Geriatric foot clinic and in The Diabetic foot clinic at Woodhull hospital in Brooklyn.

Mrs. Marie-May Denis has experience in Nursing Home operation. Mrs. Aliette Compere has experience in Human resources and social services; she has personally cared for her 92 year old Alzheimer father in her own home. Mrs. Therese Wiley has extensive experience in child care and the welfare of young children.

Mr. Paul Compere and Mr. Ludin Pierre both have experience with financial operations.

Mrs. Marie Pierre has experience with business administration.

Those above names comprise some of the board members of Christian Hand.

Compensation

<u>Position</u>	<u>Annual</u>
Administrators	Prevailing market wage
On call Physician	Prevailing market wage
Nursing staff	Prevailing market wage
General help	Prevailing market wage
Cook	Prevailing market wage
Housekeepers	Prevailing market wage
Bookkeeper	Prevailing market wage
Secretary	Prevailing market wage

Capital Requested

To make the caring home center a reality, we first need to build the center to fit our need and that will require a large amount of funding. Funding will give us a stepping stool for building, improvement, equipment, furniture, fixtures, and a working capital for the initial operation of the Center. Any donations would be helpful therefore we are requesting a grant of any amount to help build and operate that kind of center in Haiti.