



PROPOSAL AND TRANSPARENCY BUDGET FOR FREE CPR TRAINING FOR ALL PROGRAM

GOAL:

Cover the island of Haiti with CPR knowledge, reaching every communal section to educate the entire population by October 2027

BACKGROUND INFORMATION:

Haiti is an island wrapped by the Caribbean Ocean, with 1,100 miles of coastline and an estimated 12 million people. This country is in critical need of basic CPR training, as water safety is minimal and frequent boating transportation accidents lead to an uncalculated number of drowning victims each year. Coupled with cardiac arrests, strokes, seizures and motor vehicle accidents, the lack of widespread CPR knowledge is a contributor to the shortened life expectancy in Haiti. CPR saves lives – there’s no debate about that. In order for the masses in Haiti to be reached with CPR education and training, AKOUNOUKA has developed a strategic campaign to provide Free CPR Training for All and cover the island of Haiti with the life-changing news that it is possible to revive someone from a medical crisis using CPR. In so doing, we activate ourselves for another, promoting the true mission of “loving your neighbor like yourself”.

STRATEGY:

Haiti is comprised of 10 departments (think of these as states), which is divided into 42 total arrondissements (consider this to be counties). These arrondissements are also divided into smaller communes (similar to cities) that are split into communal sections (much like a town). In total, Haiti has 571 communal sections. AKOUNOUKA’s strategy for covering the entire island is to recruit and train 100 CPR Missionaries which will be split into 50 teams of two missionaries. Each team will be assigned a communal section to cover in one month. This means 50 communal sections will be covered in one month. At this rate, each team will reach 12 communal sections in one year, effectively covering all 571 communal sections in a 12-month period. Realistically, there are some communal sections that have small populations while others are densely populated. To address this, assignments will be adjusted accordingly to accommodate the high-density populations. Trainings will take place at beaches, public events, schools, universities, sports fields and churches. Street training pop-up booths will be used to reach large groups with on-the-hour trainings where passersby can receive the 15-30 minute CPR training using

professional CPR training mannequins. Additionally, CPR Missionaries will host two scheduled formal training sessions per communal section which will allow medical professionals, educators, professors, other non-profit organizations' leadership, police and emergency responders among other public servants to come receive a free 3-hr seminar on CPR and Choke Rescue with hands-on practice and CPR Certification.

In coordination with the CPR Missionaries, each training team will be assigned one AKOUNOUKA Storyteller/Coordinator who will assist with the logistical coordination of training sites as well as photo/video documenting all trainings and seminars to develop digital content that can assist with reaching a virtual audience for a multifaceted approach to our outreach efforts.

While this campaign is in motion, AKOUNOUKA will develop and implement a CPRHAITI Hotline which will act as a center for AKOUNOUKA-trained emergency virtual responders to cover a 24-hour hotline that will provide immediate virtual instruction for callers who need directions for how to perform CPR in a moment of crisis.

Based on the overall cost of implementing this year-long campaign for reaching the entire island of Haiti with CPR knowledge, the per-person cost of training is just 11 cents. AKOUNOUKA seeks partnerships with organizations including schools, churches and professional clubs as well as businesses and individuals who see the importance of this work and understand that no dollar figure can be placed on a life. It's a small price to stop preventable death from lack of CPR knowledge. Make no mistake, if we sit and continue to do nothing, lives will continue to be lost in instances where someone suffers a medical crisis and CPR could have revived them.

TRANSPARENCY BUDGET BREAKDOWN

EXPENSE	DESCRIPTION	COST
CPR MISSIONARY RECRUITING AND TRAINING BASE	Recruiting, Transportation, Lodging and Meals for 100 CPR Missionaries to receive extensive training and equipping for Missionary Journey and Operations Base Year-long rental with utilities	\$70,000
CPR TRAINING EQUIPMENT	CPR training mannequins, Choke Rescue training vest, masks, portable microphone and amplifiers, projectors, portable canopy tent, table and chair for each team, uniforms and badges (50 teams of 2 trainers each)	\$100,000
FREE STREET TRAININGS /CPR MISSIONARY STIPEND	Stipend covers transportation, entry into public events and expenses for all free street trainings, lodging, food and communication expense for CPR Missionaries at \$500/month each (100 CPR Missionaries in Total)	\$600,000
FREE FORMAL CPR AND CHOKE RESCUE TRAINING SEMINARS	Location, materials, CPR Certification cards, Portable energy for projectors and electronic education manipulatives, specifically for university professors, primary and secondary teachers, sports club sponsors, doctors, nurses and other medical professionals, community police and fire rescue professionals, other non-profit organization leadership and other public servants (2 trainings per team/per communal section/township totaling 1,200 formal trainings)	\$145,000
AKOUNOUKA STORYTELLERS STIPEND	An AKOUNOUKA STORYTELLER is a media specialist who will be assigned with each training team to photo and video document the CPR trainings and events in order to reach virtual audiences with the CPR knowledge. They will utilize their talents to interview participants, missionaries, organizations, to tell the story of the importance of CPR. The stipend is to cover transportation, entry into public events for all free street trainings, lodging, meals, and communication (\$500/month each (50 storytellers)	\$300,000
AKOUNOUKA CPRHAITI HOTLINE	The hotline will serve the purpose of providing immediate verbal instruction in CPR for people in the island to contact in cases of emergency. Similar to 911, these public safety telecommunicators (virtual responders) will	\$36,000

	cover phone lines around the clock, providing callers with directions and instruction for immediate CPR application, remaining on the call until either the individual has been resuscitated, taken to the local hospital or all interventions have been completed/exhausted. Additionally, virtual responders will send digital step-by-step graphics to better communicate how to perform the lifesaving measures.	
CONTINGENCY	Allows for flexibility in expenses to cover unforeseen costs associated with the YEAR-LONG CAMPAIGN to cover the entire island of Haiti with free CPR knowledge	\$49,000
TOTAL BUDGET		\$1,300,000

WAYS TO SPONSOR:

Sponsor 1% = \$13,000 (or \$1,100/mo)

Sponsor One Communal Section = \$2,276 (or \$190/mo)

Sponsor \$1 per Communal Section = \$571 (or \$50/mo)

Sponsor One Missionary Team's Equipment = \$2,000

Sponsor One Missionary Team = \$26,000 or (\$2,200/mo)

Sponsor 5,000 people trained = \$550

or

sponsor however you can!

*NOTE: All CPR Missionaries, Coordinators, Storytellers and Virtual Responders are local volunteers and are not employees of AKOUNOUKA. These volunteers will receive stipends to cover financial obligations associated with volunteering as outlined in the Transparency Budget. Utilizing local volunteers eliminates the need for translators and costly transportation and accommodation costs associated with foreign volunteers, as locals are able to arrange lodging, meals and transportation with local hosts that wouldn't otherwise be able to accommodate foreigners. This embraces AKOUNOUKA philosophy of working alongside locals to reduce poverty and suffering through life-transforming initiatives. However, we encourage anyone who feels led to have their boots on the ground in Haiti to contact us for arrangements because we are able to coordinate mission teams who desire to have a first-hand experience in this love-in-action campaign, as we believe genuine love casts out all fear.