



# Nonprofit Business Plan



## Part 1: Executive summary

**Mission Statement:** Our Mission *Connecting, Contributing, and Engaging*

At GOSUMEC Foundation USA, we are dedicated to fostering connections, making meaningful contributions, and promoting engagement among Gosumecs worldwide. Our alma mater, Seth G.S. Medical College & KEM Hospital, celebrates its centenary in 2025-2026, and we aim to connect Gosumecs with this historic milestone. We contribute to the development of our beloved institution and provide support to students and trainees through our Time, Talent, and Treasure (3Ts). Our mission also includes engaging Gosumecs through nostalgic media, our website <https://gosumec.org> and facilitating global networking opportunities.

**Student Corpus Fund:** We have established a Student Corpus Fund to alleviate financial hardships for disadvantaged medical students. This fund empowers them to dedicate themselves fully to their education and training. As these students graduate and become healthcare professionals, they, in turn, become mentors, creating a positive ripple effect within the medical community.

The GOSUMEC Foundation acts as a catalyst, uniting diverse Gosumec backgrounds into a strong, supportive community. Our secure global website, user-friendly portal, and active social media channels enable seamless communication and collaboration among our members.

Together, we collectively identify challenges and opportunities at our alma mater, aiming to make a lasting impact that extends beyond our institution's boundaries. Our vision is to inspire similar groups worldwide and initiate a virtuous, self-sustaining cycle of positive change.



## **Part 2: Organizational Structure**

The GOSUMEC Foundation USA is a 501(c)(3) tax-exempt nonprofit organization in compliance with IRS rules, registered with Tax ID #92-1826702.

Our leadership team consists of seven directors, including the founding director, and three officers: Alpa Sanghavi as Secretary, Anil Sheth as Treasurer, and myself as President.

Each member, except the founding director, serves an initial four-year term, coinciding with the centenary celebrations at KEM in 2026. After this term, two-thirds of directors and all officers retire, paving the way for new members to be selected or elected from the pool of Gosumecs in the US for subsequent two-year terms. This approach ensures fresh perspectives and encourages wider participation within our organization.



## Part 3: Programs and Services

### Projects:

1. **Toilets & Boys Common Room Upgrade:** Our project aims to renovate and expand the Boys Common Room (BCR), addressing the expressed needs of students. This initiative has received approvals from the Dean, Gosumec Alumni Association (GAA), and the Additional Municipal Commissioner (AMC) of the BMC, along with the endorsement of our board. Generous donations from Gosumecs in the US fund this project, following the successful model of the Ladies Common Room (LCR) renovation.
2. **Student Corpus:** The GOSUMEC Foundation endeavors to establish a \$200,000 Student Corpus Fund to provide crucial financial assistance to economically disadvantaged medical students. This fund facilitates an annual draw of 5% (\$10,000), aiding students with tuition fees, textbooks, and meals through an allocation of \$2,500 per student.
3. **Humanities Corpus:** In honor of the late Dr. D.R. SarDesai, Archana and I have contributed \$50,000 to advance Humanities and digitize Archives at GSMC & KEMH. We have initiated the Dr. D.R. SarDesai Humanities U.S. corpus fund through ongoing personal contributions.



## Part 4: Grassroots Fundraising

- A. Audience Research:** Our target audience includes US-based alumni, as well as their friends and family, who share our commitment to enhancing Student and Trainee Welfare. We focus on individuals who have benefited from medical school education and are now in a position to support their alma mater.
- B. Competitive Analysis:** In the nonprofit sector, we recognize commonalities with other organizations, leveraging shared goals and experiences to foster lasting commitment from donors. Regular updates on the impact of contributions are pivotal in nurturing sustained involvement.
- C. Marketing Roadmap:** We've established a strategic partnership with Givebutter, a prominent nonprofit portal in the United States. Leveraging our extensive database of over 350 alumni, we intend to reach out to them through precisely targeted and well-timed emails and text messages. The Givebutter platform offers versatile fundraising capabilities, enabling text-to-donate and peer-to-peer fundraising to facilitate the collection of funds for our nonprofit initiatives. Partnering with Vaave, we've also developed a secure engagement portal to facilitate direct interaction. Additionally, our social media channels are key platforms for engagement. To maintain regular communication, we're committed to publishing a monthly newsletter, as well as weekly posts in WhatsApp and various social media groups.



## **Part 5: Operational & Financial Plan** 💡

Our unwavering commitment is to maintain a nonprofit with zero overhead costs. Thus far, Archana and I have covered all the expenses associated with creating and sustaining the nonprofit, including professional fees, application costs, website development, and maintaining a secure engagement portal. Anticipating the growing need for accounting support and oversight, especially as we embark on establishing a sustainable Corpus structure, we intend to absorb these accounting costs within our Board of Directors and Officers.

Simultaneously, we've forged a partnership with Dean Dr. Sangeeta Ravat to institute a similar minimal overhead structure at our alma mater. This concerted effort ensures that the entirety of donated funds can be directed toward funding projects at our beloved institution.

At the conclusion of each fiscal year, I will compile an Annual Report in collaboration with our accountant. This report will encompass the Annual Financial Statement, along with the necessary regulatory filings, such as IRS Form 990 and State of California Form 199. To uphold transparency, these forms will be readily accessible on our website portal for all to view.

