

**Strategic Plan for
MAGLAYA MEDICAL-LEGAL MISSIONS, INC
Current as of January 1, 2021**

Executive Summary

The strategic plan for MMLM consists of the following high-level objectives and action steps:

Objectives:

1. Brand Management: Live up consistently to MMLM Brand's: "Community Service With A Heart."
2. Effective internal communication.
3. Community Engagement
4. Donor Management

Action Steps:

1. Communication teams build brand awareness through tailored advertising, social media engagement, and local groups on the ground.
2. Build internal communication channels that are engaging, effective and open and will facilitate and build a strong volunteer base while also improving morale for all volunteers.
3. Consistent programmatic strategies that address the needs of the community.
4. Attract more donors by adhering to highest standards of reporting and data management and improve financial standing across the organization.

Vision Statement

The strategic plan for MMLM aims to further the following organizational vision:

MMLM envisions a world where all people, even in the remotest areas, can have equal access to healthcare, legal and educational services.

Mission Statement

The mission of MMLM is to mmlm is a nonprofit charity that provides accessible, quality and sustainable medical, optic, dental, educational/nutrition, legal and surgical services..

Business and Team Summary

The primary business of MMLM consists of the following:

Provision of healthcare, legal and educational services in marginalized communities.

The core team members of MMLM are as follows:

1. Cherry Maglaya Lee, MD
President
Servant Leader
Visionary
Ethical
Integrity
Decisive
Accountable
Community Engagement
2. BERNALIZA REYES ESTALILLA
Executive Director
Empathetic
Integrity
Positive
Humble
Delegator
Loyal

Analysis of Strengths, Weaknesses, Opportunities, and Threats

Strengths	Opportunities
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Servant Leadership	Building health infrastructures that directly address the community.
Integrity	Provider of educational opportunities to its own volunteers
Community Engagement	Training of staff
Focused On Our Mission	Collaborate with community sectors
Collaborative	Catalyze positive change
Able to Inspire Volunteers and Others	
Inclusive and Diverse	
Donor-Centric	
Advocacy on Education	
Trustworthy	

Weaknesses	Threats
Limited funding	Limited funding
Technological impediments	Societal pressure

Analysis of Industry

The current state of industry is as follows:

Provider of medical, optic, dental, education/nutrition, legal, surgical and specialty services.

Analysis of Marketing Strategy and Target Customers

The marketing strategy of MMLM consists of the following elements:

Servant Leadership Model and yearly recertification of volunteers

Target customers include:

Community at large

One-Month Goals

Art Therapy	
Strategy	Community Outreach
Financial Projections	\$15,000
Execution Person(s)	Assistant Executive Director
Evaluation Person(s)	Executive Director
Evaluation Criteria	Number of participants

Quarterly Goals

Servant Leadership and Clinical Skills Training	
Strategy	Volunteer engagement
Financial Projections	\$10,000
Execution Person(s)	MMLM Servant Leadership Faculty
Evaluation Person(s)	MMLM Volunteers
Evaluation Criteria	Compassion rating

One-Year Goals

Annual Medical-Legal Missions	
Strategy	Collaborate with community and stakeholders
Financial Projections	\$25,000
Execution Person(s)	MMLM Staff
Evaluation Person(s)	MMLM Board
Evaluation Criteria	Number of people served

Five-Year Goals

MMLM Multi specialty Center	
Strategy	Invite donors
Financial Projections	\$5M
Execution Person(s)	MMLM Board And Leadership
Evaluation Person(s)	MMLM Board
Evaluation Criteria	Hospital is built