

SCARF

Business Plan & Strategy

Prepared by:

Jim Tennant

President & Founder

Executive Summary



The Company

- SCARF, Inc. is a 501(c)(3) tax exempt public charity registered in the State of California.
- Actively promote information to general public about Melanoma; early detection, awareness, current treatments and resources for support through website, seminars and fund-raisers
- SCARF will be managed by a Board of Directors and a Committee of teams to assist in building the foundation finances, charity events, grant submissions, and public awareness through activities in Northern California



Business Value



- **Mission**

To be a nationally recognized organization helping to educate, promote and prevent the number of melanoma cases through awareness of SCARF

- **Vision**

To be a 'single resource' organization for everyone to read, learn and conduct self examinations to be able to detect and prevent the spread of malignant melanoma

- **Goal**

To grow from annual budget from \$10k in 2007 to \$1M by 2010 with the ability to have an established HQ Northern CA., full-time staff and donation contribution of over \$100k by 2010



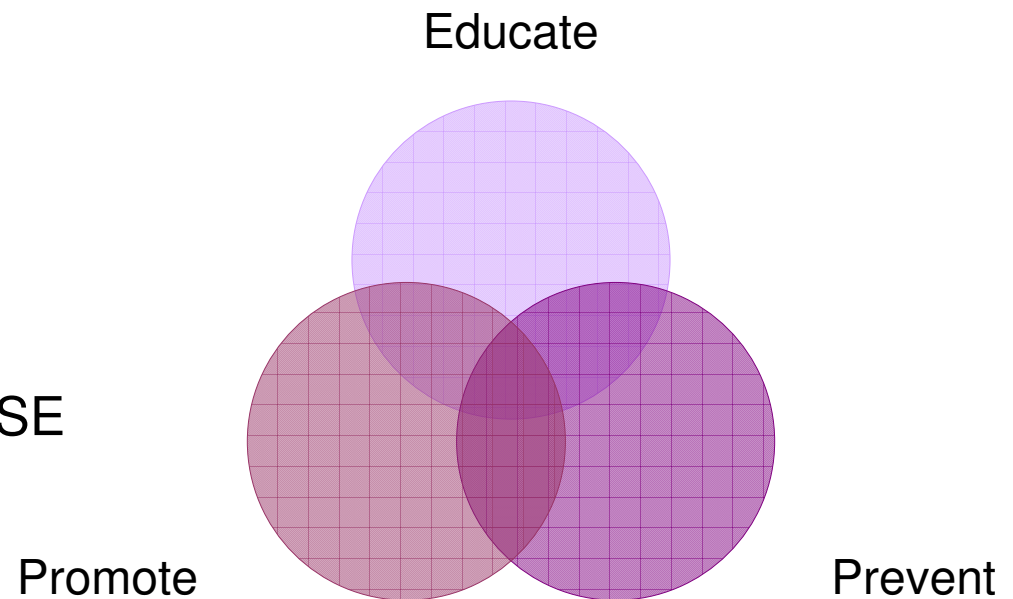
Why a Melanoma Foundation?

- Types of skin cancer include, basal cell carcinoma, squamous cell carcinoma, and malignant melanoma.
- Malignant Melanoma is the most serious type of skin cancer¹
- Estimated that over 59,890 new cases detected in 2005¹
- Need to promote melanoma as much as Breast, Colon and other types of cancer
- Melanoma is a cancer that can be prevented at an early age
- Not enough local education is available for melanoma
- Multiple National resources make it difficult to identify single source for information for local individual
- Personal connections and experience with this type of cancer

1. Source: <http://www.melanoma.com/whatis.html>

Business Segments

- **Educate**
 - Web Site
 - Seminars
 - Schools
- **Promote**
 - Events
 - Website
 - Speaking Engagements, SE
- **Prevent**
 - Website
 - Brochures
 - Seminars / SE



Marketing Strategy



All marketing logo's and banners will be Trademarks and Copyrights.
No reproduction will be permitted without prior permission from ownership



Logo for Letters, Envelopes & Business Cards,

Banner for web site, signs at events, etc.



*Sherri Tennant Melanoma Cancer Awareness & Research Foundation
A Non-Profit 501(c) (3) organization registered with the State of California*

10/15/2007

Marketing Strategy



2007 → 2008 → 2009* → 2010* →

Internet *Website self managed until need to outsource* →

Fund Raising *Self Funded, Grants, Corporate Sponsorship, Fund Raisers* →

Events *Local Art & Wine shows, Carnivals, Festivals, Community Events, etc* →

Seminars *Speaking engagements, support groups, symposiums, etc* →

Schools *Middle School, High School levels throughout Bay Area* →

Support Groups *Melanoma Groups, Wellness Community, etc.* →

National Visibility *Advertising, Radio, TV spots, Talk Shows* →

** Growth of 2009 & 2010 events could accelerate based on success of 2007-08*



*Sherri Tennant Melanoma Cancer Awareness & Research Foundation
A Non-Profit 501(c) (3) organization registered with the State of California*

10/15/2007

Annual Targets/ Goals

Year 1

- Grants
- Web
 - Educate
 - Treatment
 - Resources
 - Commerce
- Schools
- Events
- Fund Raisers
- Support Groups
 - Wellness
 - Community

Year 2

- Grants
- Web
- Schools
- Fund-Raisers
- Events
- Fund Raisers
- Support Groups
- Speaking Engagements
- Regional Travel

Year 3

- Grants
- Web
- Schools
- Fund Raisers
- Support Group
- Speaking Engagements
- National Symposiums
- Regional/ National Travel

Income Generation



- Actively pursue vertical markets for Medical Grants
- Actively pursue Fortune 5000 companies for Corporation donations
- Actively pursue individual contributors
- On-Line donation opportunities
- E-Commerce site for merchandise
- Self funded through individual ownership*

** Ownership can be purchased for \$10,000 from any Board of Directors.
Current value of SCARF as of March 1, 2007 is \$15,000¹*

1. Valued determined by appreciation of assets and progress with Incorporation model per CPA

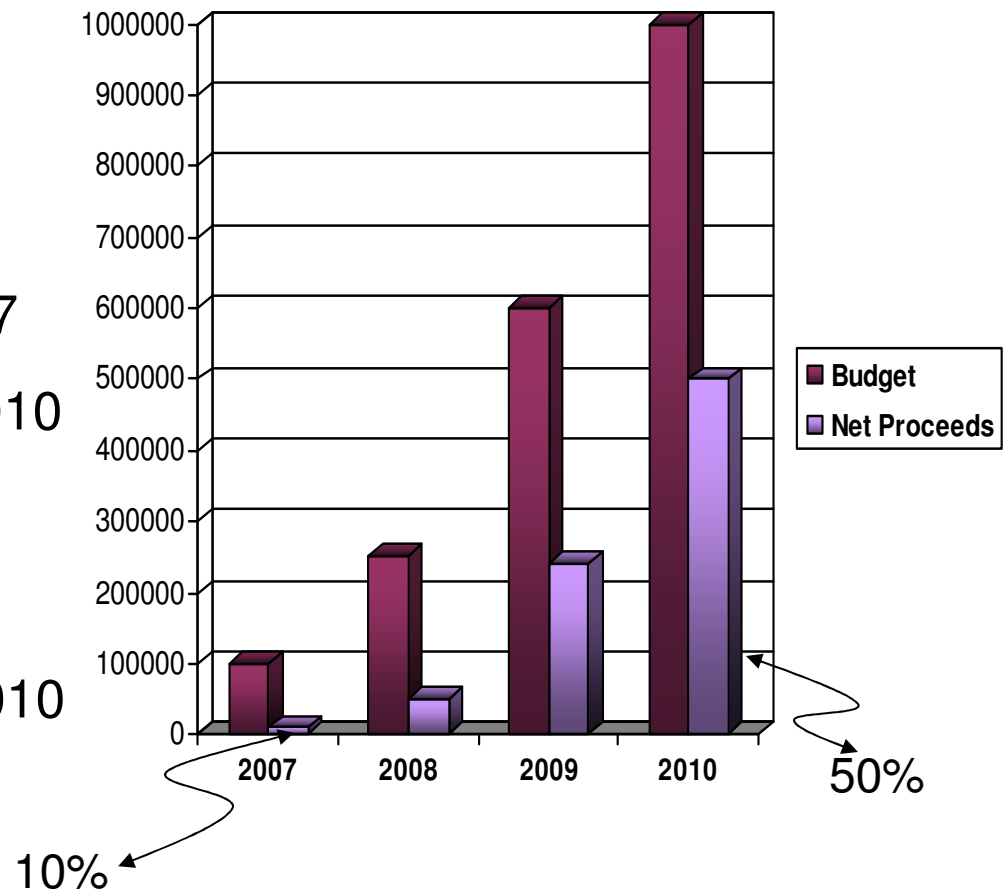


*Sherri Tennant Melanoma Cancer Awareness & Research Foundation
A Non-Profit 501(c) (3) organization registered with the State of California*

10/15/2007

Financial Projections

- Budget to be \$100k by Q42007
- Budget to be \$1M by Q42010
- Net proceeds to be \$10k in 2007
- Net proceeds to be \$500k by 2010
- Gross Profit Avg 60% YOY
- Net Proceeds of \$500k by YE2010



Strategy & Implementation



- Complete Comprehensive Website
 - Research info*
 - Bio on each Board Member*
 - Detection & current & updated treatment options*
 - Resources, links, stages, prevention, etc*
 - E-Commerce site to purchase items*
 - Event updates and pictures*
- Secure Incorporation
- Secure State Exception and Federal Tax ID
- SCARF Brochure, Newsletters
- Identify & Approve Merchandise to post on website
- Draft Grant template letter – mail out 50 by End of Q2, 100 by Q3
- Draft Sponsor letter – mail out to 50 Vendors by Q2, 100 by Q3
- Contact, secure Shadelands for Fall Benefit
- Contact, secure Boundary Oaks for Golf Tournament
- Contact, secure WC City Park & Rec for Melanoma March



Management Team



Name	Title	Contact Phone	Contact E-Mail
Jim Tennant*	President, Founder	925.935.8948	jtennant@scarfusa.org
Maria Schroder*	Secretary	925.938.5359	mschroder@scarfusa.org
Deborah Capolungo*	Treasurer	925.370.6810	dcapolungo@scarfusa.org
Don Kelley*	Sr. Dir of Operations	605.574.4501	dkelley@scarfusa.org
Brent Kelley*	Executive Director	360.260.4609	bkelly@scarfusa.org
Toni Potter, R.N.,BSN,OCN*	Medical Advisory Team	925.708.4092	tpotter@scarfusa.org
Michelle Rooney, MSN,FNP,OCN*	Medical Advisory Team	925.360.8012	mrooney@scarfusa.org
Justin Tennant*	Web Advisor	925.935.8948	jtpersian@scarfusa.org
Franz Smith, M.D.	NCI Advisor	301.496.8971	
Matthew Sirott, M.D.	DVOH Physician Advisor	925.932.4567	

**On the Board of Directors*



*Sherri Tennant Melanoma Cancer Awareness & Research Foundation
A Non-Profit 501(c) (3) organization registered with the State of California*

10/15/2007

Milestones of Success



<i>Item</i>	<i>Completed Date</i>
• Approved Foundation Application	2/27/07
• Develop Business Prospectus	2/30/07
• Develop Business Plan	3/5/07
• Draft By-Laws	3/4/07
• Template for Minutes of Initial Directors meeting	3/4/07
• Copy of SS-4 application (Fed Employer ID# application)	3/26/07
• Conduct 1 st Board of Director Meeting	3/7/07
• Define Role & Responsibility of Board Members	3/9/07
• Gain approval from BoD on Attorney selection	2/28/07
• Gain approval from BoD on CPA selection	3/2/07



Action Items



<i>Item</i>	<i>Completed Date</i>
• Decide on recurring BoD Meetings	2/2007
• Nominations for roles	
– Web Design & Maintenance	Target 10/2007
• Ecommerce research & information	
• Treatments, Links, resources	
• BoD Bio's	
• General Design	
– Recruitment for Events	By End of 2007
• Melanoma March	
• Golf Tourney	
• Tea	
• Dinner / Auction	
– Recruitment for Grant Writing	By End of 2007
– Design SCARF Brochures	By End of 2007

