

BUSINESS PLAN

Wachusett Medical Reserve Corps
PO Box 555 Hubbardston, Ma 01452

July 30, 2019

Executive Summary

The Company

The Wachusett Medical Reserve Corps (WMRC) was federally approved on March 11, 2006, is based in Hubbardston, Ma. and is a 501(c)3 non profit volunteer organization with a team approach of government. The focus of the unit is to build resilient communities in the face of an emergent event. The Wachusett MRC is one of over 900 units across the nation. The structure of each MRC unit varies, depending on its own unique requirements and on the needs of the people and community that it serves. MRC volunteers can serve a vital role by assisting their communities with ongoing emergency planning and public health needs. Our role in disaster planning is to support community disaster planning, assist in determining community health hazards, and assist to determine existing measures and resources that aid and reduce the impact of a given hazard.

The Ownership

The company is structured as a:
Association.

The Management

Daily details, development of training and community programs are handled by the Coordinator. Major decisions are brought to the volunteers for discussion. If a deployment for volunteers is called, the Coordinator will be the point of contact between the unit and the community or state.

The Goals and Objectives

1. Build Community Resilience in Emergency Preparedness - to build healthy, and prepared communities
2. To Build a Volunteer Response Team - to build a skilled and knowledgeable team of volunteers to activate in the face of a community disaster.

The Product

Our primary service is emergency preparedness/public health education and the secondary is volunteer support to Boards of Health and Emergency Management in an emergency.

The Target Market

Community residents of North Worcester County
Leadership of the communities of North Worcester County.

Pricing Strategy

No pricing structure presently. Programs are free.

The Competitors

Salvation Army takes in Volunteers as well

Other MRC units are nearby and there is some crossover both ways
CERT teams.

Capital Requirements

We need funding for salary and for office supplies. We need to seek additional funding for training programs, volunteer supplies and community outreach programs.

Business Plan - Wachusett Medical Reserve Corps

The Company

Business Sector

The company currently operates in the following industry:
Emergency Preparedness.

Company History

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Company Goals and Objectives

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Company Ownership Structure

The company is structured as a:
Association.

Ownership Background

Judie O'Donnell -President/Coordinator (owner):

The MRC functions under the guidance of a Coordinator. The Wachusett MRC functions under a "town meeting" format. The leadership-President, Vice President and Treasurer- bring information to the volunteers for discussion and decisions as needed.

Company Management Structure

Daily details, development of training and community programs are handled by the Coordinator. Major decisions are brought to the volunteers for discussion. If a deployment for volunteers is called, the Coordinator will be the point of contact between the unit and the community or state.

Organizational Timeline

Emergency Preparedness is a continuing process of gathering information and participating in training.

Company Assets

There is an inventory of educational materials, backpack supplies for volunteers and program related supplies. There are no financial assets as the unit is reliant on grant funding.

The Product

The Product

Our primary service is emergency preparedness/public health education and the secondary is volunteer support to Boards of Health and Emergency Management in an emergency.

Future Products

We need to expand into the community on many different levels. We need to connect with people in many different ways and to many different age groups.

We need to expand communities teams to meet the needs of a community impacted by a disaster. We need to provide a variety of training programs to introduce or to build upon existing skills.

Marketing Plan

The Target Market

Community residents of North Worcester County
Leadership of the communities of North Worcester County.

Pricing

No pricing structure presently. Programs are free.

Advertising

Word of mouth. Need to develop a plan.

Competitor Analysis

The Competitors

Salvation Army takes in Volunteers as well
Other MRC units are nearby and there is some crossover both ways
CERT teams.

SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths

Strength- trainings follow guidelines for nursing so they are care oriented and support our mission

Enthusiasm of a core group of volunteers
We have several unique programs in place
Openness to new and untested ideas.

Weaknesses

Weaknesses- Large demographic area. Small towns are difficult to work with because they are farming communities and that takes priority. Volunteer involvement is low.
Getting into town events difficult because volunteers not available. Places a lot of pressure on the Coordinator.
Need to be creative to attract community members to learn and apply emergency preparedness.

Opportunities

Opportunities. We have the interest and the support of most of the leadership of the 22 communities we cover. This opens doors to introductions to other groups, business and agencies in the communities. We have good relationships with other groups similar to us such as the CERT teams. This gives us greater opportunities for trainings and exchange of ideas.

Threats

Loss of funding from grants.
Retirement of Coordinator and unable to find a replacement.
Government restrictions that impact the program adversely.

Operations

Daily Operations

Day to day is to communicate with volunteers as needed, meet with volunteers as needed, plan for program planning (trainings), plan for community outreach programs, provide presentations to community groups on emergency planning, attend community fairs or health fairs to provide emergency preparedness information, meet with new groups to explain MRC program, monitor finances and order supplies for the different programs as needed.

Staffing

Wachusett Medical Reserve Corps will continue to employ one full-time employee for the foreseeable future.

Capital Requirements Plan

Capital Requirements

We need funding for salary and for office supplies. We need to seek additional funding for training programs, volunteer supplies and community outreach programs.

Capital Repayment Plan

We are unable to pay back which is why we seek grant opportunities.