

Providing hope to those in need.



Samuel Omogo Foundation Business Plan

December 2015

Samuel Omogo Foundation Information

Samuel Omogo Foundation (SOF)

1752 28th Street SW

Grand Rapids, Michigan 49519

501 C 3 - Tax ID #: 45-4872020

Founders/Board Co-Chairs: Marge Wilson and Karie James

General Manager/Board Member: Peter Omogo

Board of Advisors: Bill Bartholomew, Jim Bolger, Jenny Lewis, Steve Nagengast

Nigerian Accounting Firm: Uthulor Oreke & Company, Abakaliki, Ebonyi

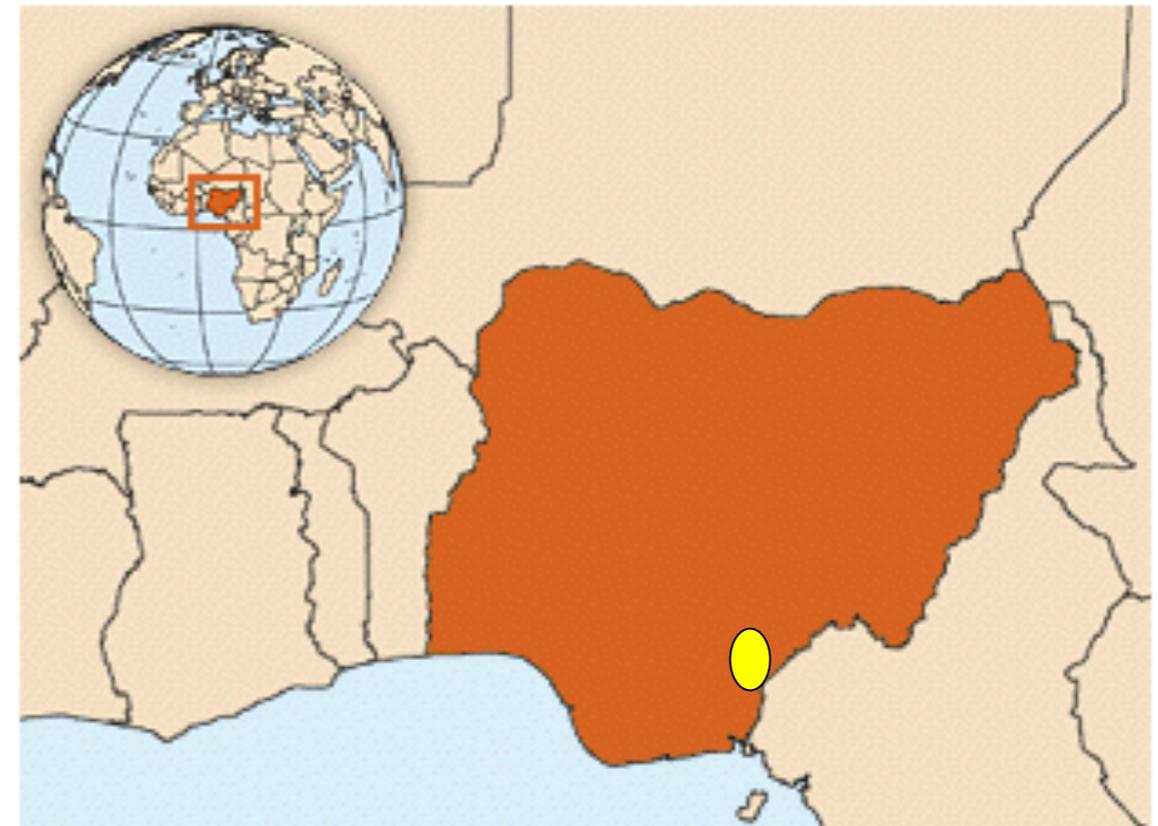
US Accounting Firm: Lettinga & Associates, Grand Rapids, Michigan

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Nigeria

Map



This map is an approximation of actual country borders.

Executive Summary

Executive Summary

Overview

Since the establishment of the **Samuel Omogo Foundation (SOF)** in 2011, the organization has been an amazing success story. The Foundation's 59 water wells in the state of Ebonyi, Nigeria have brought about a significant positive life change for approximately 84,000 people. In January of 2016, an additional 14 wells will be commissioned. Significant decreases in the diseases associated with poor water quality have been documented in the villages where wells have been placed. This great humanitarian effort will only improve as the Samuel Omogo Foundation moves forward with the construction of more wells creating greater access to the life-saving gift of clean water for the people in Ebonyi, Nigeria. By 2020, the Foundation hopes to impact roughly 435,000 people with the construction of an additional 242 wells, providing clean fresh water to 20% of the population in Ebonyi.

Much of the funding for the Foundation to date has come from individuals and a grant from a personal trust. Recently, the leadership of the Foundation decided to build upon the strong momentum put in place during the past four years and implement additional ways to obtain funding. The time is right to formally leverage the goodwill and successes earned by the Foundation, in order to fuel future growth. In addition, the Foundation has further enhanced their means to measure the outcomes of the water wells in Nigeria by adding an on-site nurse to gather health statistics. The Foundation also plans to add an on-site well manager role in Ebonyi during 2017 to ensure the successful implementation of well construction and to ensure the sustainability of the existing wells. The Foundation is proud to publish that over 95% of the funds received will be directly used for the construction and maintenance of water wells. After much hard work, the Foundation has identified and implemented a business design that allows for a water well to be constructed and maintained for 5 years in Nigeria. Beginning in 2016, the cost for well construction will be \$5,500 (per well). This cost per water well is much less than other charitable organizations focused on constructing water wells in Africa. In order to meet the Foundation's 2020 goals, they will need to be successful in being awarded funding from foundations, trusts, corporations, non-profit organizations and individuals.

Executive Summary

Assumptions

Some assumptions have been made in the plan that should be taken into consideration when reading through the projections. The actions listed will help the organization to ensure the assumptions are met.

I. Assumption: The Foundation will be successful in obtaining grant money (and other new sources of funding as well) during the next five years.

Actions: The submission of grants by Foundation will need to be performed annually and assume a realistic award rate, planning to reach our financial goals by submitting for funds in excess of what is needed...assuming some requests will be rejected.

II. Assumption: The Foundation will have continued focus on serving the people in the state of Ebonyi, Nigeria (population ~2.17 M - 2014 Census) and will remain committed to providing access to clean water for all, regardless of religious affiliation, political alignment, cultural background or life-status.

Action: Continue to place wells based on the need of the community (high % water-borne illness, distance to water source, population size).

III. Assumption: The current Foundation supporters will remain engaged and SOF supporters increase by 20% yearly.

Actions: Continue to have at least bi-annual interaction with current supporters. Current supporters should be encouraged to recruit new supporters. Increase in mailings and other marketing tools will assist with growth goals.

IV. Assumption: Peter Omogo will move back to Nigeria during the next five years.

Actions: Peter Omogo will become even more involved with on-site operations of the water wells and needs assessments. Note: By year four of the plan there will be 300 water wells in Ebonyi, Nigeria.

V. Assumption: The Foundation will remain independent/private so it does not become layered with the red tape associated with many religious and governmental organizations.

Actions: Continue to be guided by the original mission of the founders. Addition of a small number of volunteer board members will provide business guidance.

VI. Assumption: As the number of water wells increases each year (along with an increase in budgeted overhead dollars) additional on site assistance will be acquired.

Actions: Nursing and water well oversight resources will be added.

Executive Summary

Projected Outcomes

If the Foundation performs according to the expectations outlined in the plan, the following Outcomes will be attained:

Outcome 1: The Foundation projects a 65% increase each year in the number of water wells constructed in order to hit our 2020 goal of providing clean water for 20% of the population in Ebonyi, Nigeria.

Outcome 2: During 2016, the Foundation will drive most of the projected revenue (\$) from activities (i.e. raffle and other fundraising events) and donations from its current donors along with perhaps some donations from generous individuals who are not current SOF supporters.

Outcome 2: Starting in 2017, the Foundation will receive a majority of funding through grant awards and minority from activities and current donors. The grant process takes one year from beginning to end. The large majority of the SOF budgeted funding described in the plan will come from receiving grant money for years 2017, 2018, 2019 and 2020.



Executive Summary

Critical Success Factors

There are several factors that are critical to the success of this plan, which include:

- *The Foundation will need to remain focused on the construction of water wells in a specific area in Nigeria (Ebonyi).
- *The Foundation will need to remain focused on the objective of bringing **low cost/high quality** clean water solutions to Ebonyi areas with the greatest needs in order to attract the interest of donors and bring maximum impact to the people of Ebonyi, Nigeria.
- *The Foundation will need to increase their engagement with potential generous donors, expanding their donor base.
- *The Foundation will need to quickly become highly proficient with the grant submission process and have strong success with grant awards.
- *The Foundation will need to keep the administrative overhead spending to 5% or less of revenue levels.
- *The Foundation cannot afford any missteps with the use of its funding.
- *The Foundation will need to begin to fund a reserve account to be used for unforeseen maintenance of existing water wells post 5 year warranty. The approximate cost of \$6,500 per water well covers well construction, 5 years of maintenance coverage from the well contractor, future well maintenance and overhead costs covering the on-site staff.
- *The Foundation will need to maintain existence as a private organization that provides community water wells regardless of religious affiliation, political alignment, cultural background or life-status. Governmental and religious entities can easily become mired in “red tape” and do not have the productivity levels of private organizations.

Executive Summary

Risks

There are risks inherent in any long range revenue forecast and the following represent some of the areas to be monitored:

- *The Foundation will need to obtain grant awards during 2016 in order to have the funding required for 2017 to add 23 wells. The desired revenue to meet this goal would be \$145,600 which includes \$126,500 for the cost of 23 wells plus 5% administrative cost of \$6,600 and \$15,500 for maintenance of currently placed wells. Each year after 2017 has an increase of needed grant money funding.
- *The Foundation will need organizations providing grant funds to experience acceptable investment conditions (i.e. economy remains stable etc...).
- *The Foundation must raise enough funding to be able to properly maintain water well equipment after the five year maintenance warranty has expired. Without these funds the water wells may become non-operational. Today the Foundation has 59 water wells fully operational and within 3-5 years, funds will need to be available to maintain these and other new water wells.
- *The Foundation will need its volunteers to remain committed to the worthy cause of providing clean water to people in Ebonyi, Nigeria.

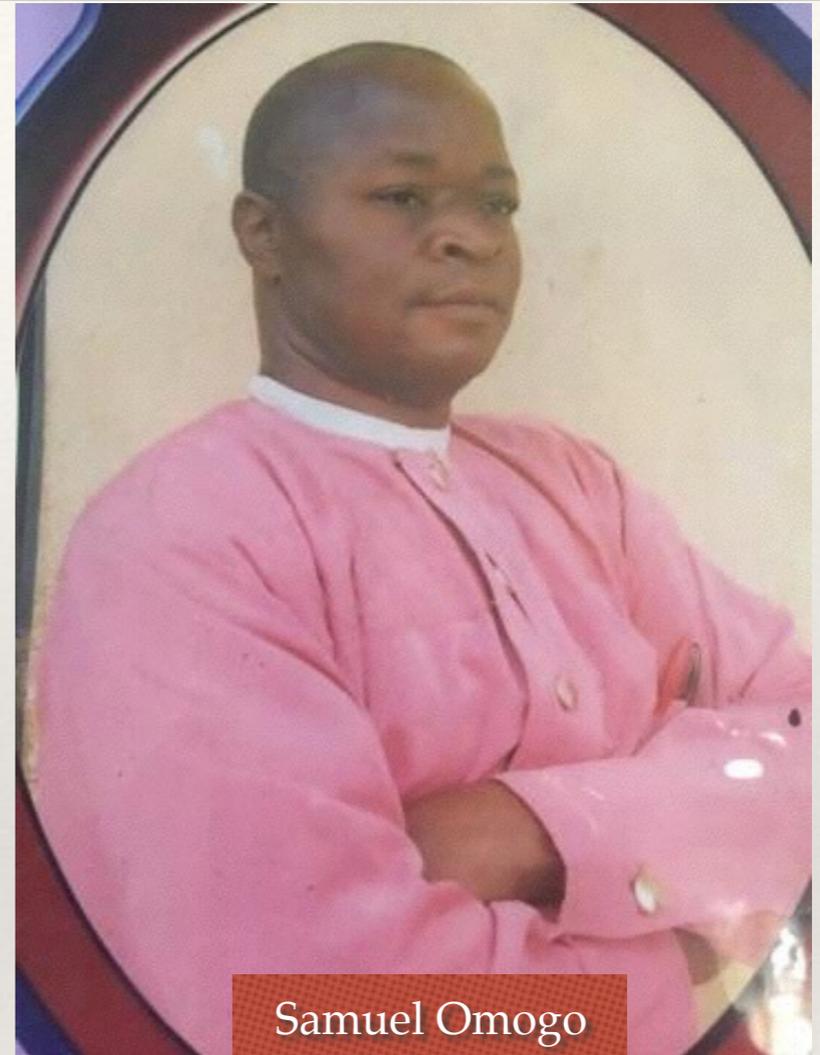
Organizational Summary

Organizational Summary

History

The **Samuel Omogo Foundation** was created in 2012 by Marge Wilson, Karie James and Peter Omogo to foster the responsible development of clean water sources for villages in Southeastern Nigeria. Samuel Omogo was a Nigerian man who dedicated his life to improving the lives of people in Nigerian villages. Samuel was known for his philanthropic deeds of visiting the sick, bringing food, clothing and school supplies to those in need. He died, after battling an illness, at the young age of 47.

To honor his commitment to improving the health and wellness of Nigerian people, the **Samuel Omogo Foundation** builds water wells in villages in Southeastern Nigeria. Today, the foundation reaches out to bring clean water to approximately **84,000** people whom would otherwise drink and cook using contaminated water from creeks, caves and river beds.



Samuel Omogo



Marge Wilson



Karie James



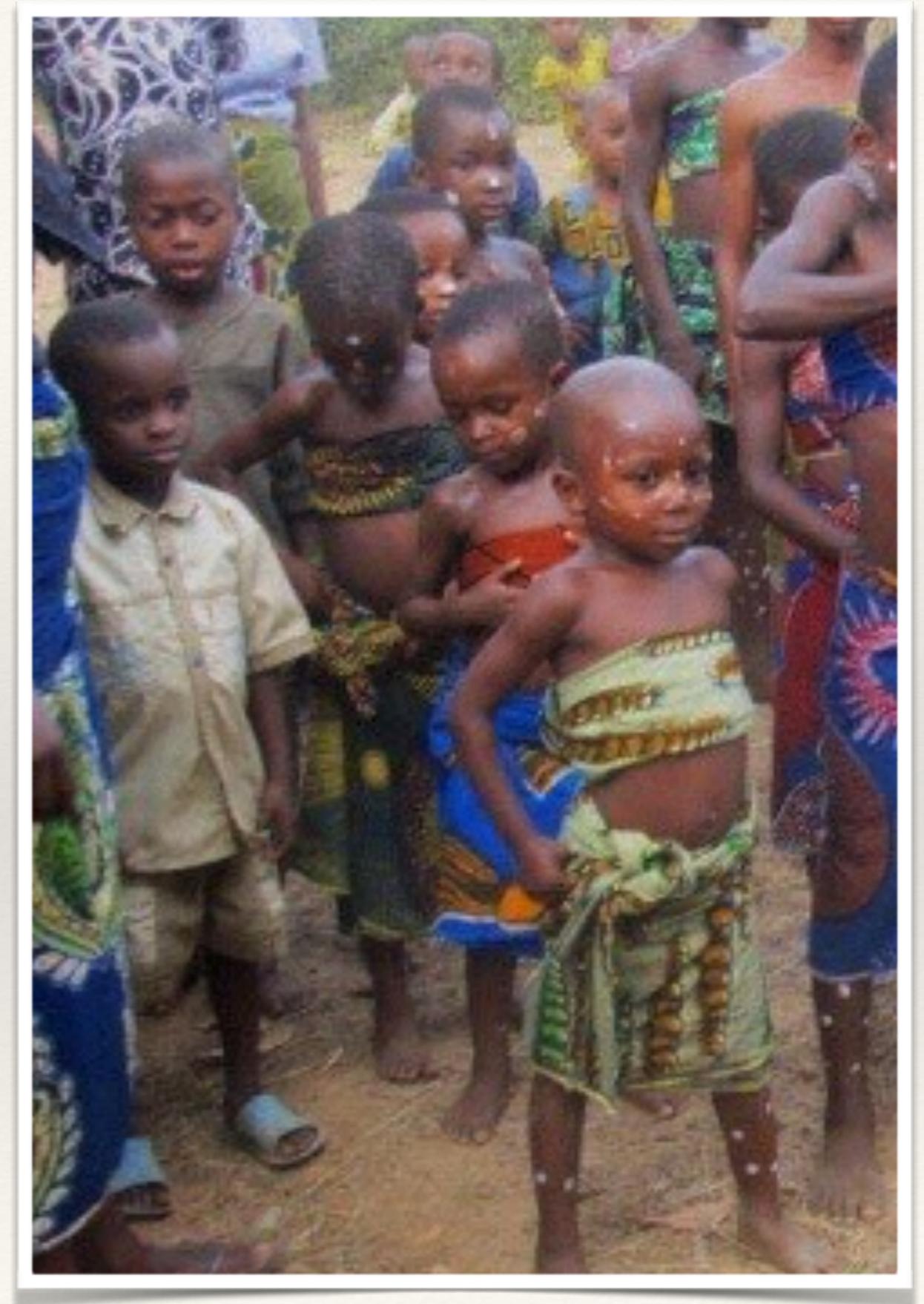
Peter Omogo

Samuel Omogo Foundation

Mission & Vision

Mission: To serve those in need of basic living necessities in the Southeastern region of Nigeria.

Vision: To provide clean water for as many Nigerian men, women and children as possible.



Organizational Summary

About Ebonyi, Nigeria

Ebonyi is a state located in southeast Nigeria with a capital city named Abakaliki. It is a 2,136 square mile state inhabited by a population of ~2.17 M people named Igbo. There are ten primary languages spoken in the state of Ebonyi and they are all subgroups of the Igbo language. The state is primarily an agricultural region and is a leading producer of rice, yams, potatoes, maize, beans and cassava. Ebonyi has several mineral resources including lead, crude oil and natural gas, however, few large scale commercial mining operations exist. The Gross Domestic Product of the state in 2007 was \$2.73 billion with an average per capita income of \$1,232.

At the helm of the state is a democratically elected Executor Governor who has a staff of commissioners, secretaries, advisors and special assistants. There are 13 local governmental areas in the state and each area is headed by a democratically elected Chairperson. Each local area has its own legislature composed of councilors who represent the various wards making up the state.



Organizational Summary

The Need

According to recent surveys, 47 per cent of Nigerians still cannot access clean drinking water with 83 per cent of Nigerians sourcing their drinking water privately. No fewer than 75 million Nigerians are denied access to clean water, which may account for about 100,000 Nigerian children <5 years of age dying every year from diarrhea and related diseases.* According to the World Health Organization (WHO), Nigeria is ranked very low on the list of countries with high population density without access to improved drinking water. According to the World Bank, in 2010 water production facilities in Nigeria were “rarely operated to capacity due to broken down equipment, or lack of power or fuel for pumping.” As of 2000, about 80% of all government-owned water systems in small towns were non-operational. Many of the water wells implemented by the Samuel Omogo Foundation are mechanical in structure (hand pumping). This helps to lower on-going maintenance costs and brings about higher levels of equipment reliability. The Foundation wells are also supported by a 5 year maintenance protection plan to ensure the wells continue to function many years after construction.

In 2000, Nigeria’s National Water Supply and Sanitation Policy, encouraged private sector participation and envisioned institutional and policy reforms at the state level. However, little has happened in both respects. The capacity of local governments to plan and carry out investments, or to operate and maintain systems, remains low despite efforts at capacity development. Along these lines the Samuel Omogo Foundation has a business design that does not depend upon the Nigerian government, rather the Foundation controls all aspects of the water wells.

In 2003 a “Presidential Water Initiative (PWI): Water for People, Water for Life” was launched. The initiative had ambitious targets to increase access, including a 100 percent water access target in state capitals, 75 percent access in other urban areas, and 66 percent access in rural areas. Little has been done to implement the initiative and targets have not been met. In 2011 the government voted in the United Nations in favor of a resolution making water and sanitation a human right. However, it has not passed legislation to enshrine the human right to water and sanitation in national law. While government levels are supposed to participate in financing water and sanitation investments, local governments often do not have the resources to do so. Thus, most public water and sanitation investments in Nigeria are financed by donors.

*World Health Organization, Child Mortality by Country by Cause and Distribution, 2000-2011,

<http://apps.who.int/gho/data/node.main.GBDC-by-cause?lang=en>

Organizational Summary

Our Purpose

The purpose of the **Samuel Omogo Foundation** is to bring clean water to the people living in the Nigerian state of Ebonyi, regardless of their religious, political, cultural or life style statuses. Currently, many people in rural “small village” areas of Ebonyi do not have access to clean water. The world wide charities who provide clean water solutions into Africa have not brought their services and financial assistance into the small rural villages of Ebonyi. In many rural communities, the challenge is critical as women and children walk long distances to fetch water from streams and ponds, many of which are contaminated. Hence incidence and sometimes epidemics of diarrhea and dysentery are common.

The reason for the Foundations existence is very simple. Improving the life of the Ebonyi people by lowering the number of health related diseases that come from drinking and cooking with contaminated water and decreasing the amount of time needed to obtain water. As a result, the citizens can engage in a productive life style, enhancing educational and employment opportunities.



Children collect contaminated water for their families from unsafe caves.

Organizational Summary

Our Objective

Since inception, the main objective of the **Samuel Omogo Foundation** has been, and continues to be, to obtain the lowest practical water well cost possible to provide clean water to people who do not have access to this life giving resource. In order to accomplish this objective, the Foundation has an immense knowledge of the Ebonyi laws, Ebonyi geography along with a comprehensive process for water well location selection based on identified areas of greatest need for clean water. The Foundation also has an understanding of the most experienced and capable well drillers who provide high quality construction and maintenance of the water wells.

Through 2015, the Foundation has managed administrative overhead cost through volunteerism. This has allowed the Foundation to meet their objective at a relatively low cost per water well. Going forward, the “low cost/high value” objective remains in place for the Foundation. It is a differentiator that makes it attractive for donors to feel confident that their donations to the Samuel Omogo Foundation are providing optimal value for providing clean water to the people of Ebonyi, Nigeria.



Organizational Summary

Those Providing Water

The most important external partners in the Nigerian water supply and sanitation sector are the African Development Bank, the European Union, Japanese JICA, UNICEF, USAID, the NGO WaterAid and the World Bank. The African Development Bank and the World Bank provide loans to the government; the European Union, JICA and USAID provide grants to the government; UNICEF and WaterAid receive grants from governments and donations from the public to implement their projects in cooperation with, but not through the government.

The **Samuel Omogo Foundation** focuses on the geographical areas where other charitable organizations (like those listed above) do not provide clean water assistance. Again, these areas are in the rural small village settings of Ebonyi. The Foundation, for this reason, fills a niche that would otherwise be neglected.



Children from Nigerian villages may walk 3-5 miles each day to collect contaminated water for their families.

Organizational Summary

SOF Services

- ❖ Well selection is determined by need. Representatives from villages in Southeastern Nigeria share needs assessment with the Foundation Board (population in need, distance to collect water, % water-borne illness).
- ❖ Each well is drilled and built by a certified drill team.
- ❖ Five year maintenance warranty for each well is included in the costs.
- ❖ To ensure well sustainability, beginning in 2016, the Foundation will carve out a portion of donated funds to be allocated towards expenses incurred in providing well maintenance after the warranty expires (Maintenance Reserve Fund). In addition, each village is strongly encouraged to open a savings account and begin to save funds towards well maintenance that may occur after the warranty expires. These unique concepts afford our wells to be considered multi-generational.
- ❖ Beginning in 2017, a well manager will be employed monitor Foundation water wells to ensure they continue to operate safely and effectively.



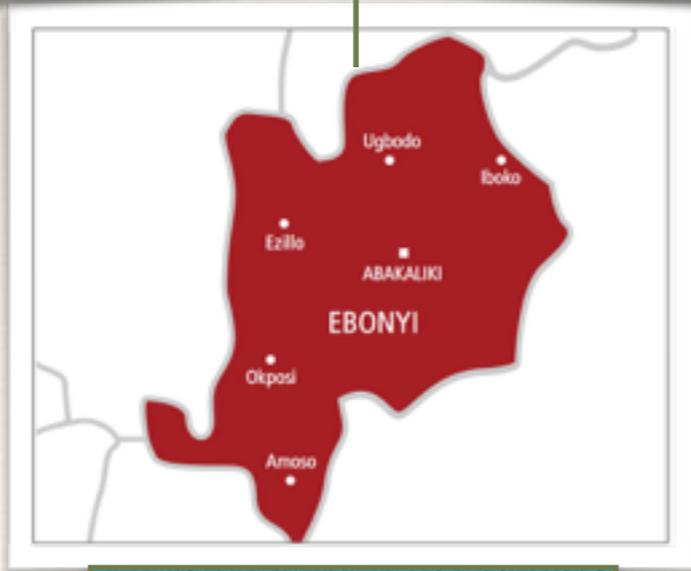
2016 Well Construction Cost

Survey	\$360
Drilling	\$1,300
Parts & Labor	\$2,300
5 year maintenance	\$1,540
Total	\$5,500

Organizational Summary

SOF Water Well Locations

Nigeria



Ebonyi

- ❖ Odebor-Umuogudu Akpu
- ❖ Ikpomkpuma Umuogudu Oshia
- ❖ Ndulp Umuogudu Oshia
- ❖ Ndiugu Okwoeze Umuogudu Oshia
- ❖ Ekweburu Umuogudu Oshia
- ❖ Akpegu Umuogudu Oshia
- ❖ Umoboike Umuogudu Oshia
- ❖ Ephutekwe Okposhi Eheku
- ❖ Ndiagu Onweke Umuogudu Oshia
- ❖ Umuezeokaoha Ezza
- ❖ Otinyi Umuogudu Akpu
- ❖ Uromgbanyi Umuogudu Oshia
- ❖ Ogbenyi Ekwashi
- ❖ Ogbuegu Amoffia
- ❖ Mgbo Court
- ❖ Oguluduano Nduburu Ebonyi Umuogudu Oshia
- ❖ Okorogbata Umuogudu Oshia
- ❖ Ndulo Amaefia Okposhi Eheku
- ❖ Abojodo Okposhi Eheku
- ❖ Oshiri Ohozara
- ❖ Ndiagu Elom Emezaka
- ❖ Ndiagu Eze Ukwuagba
- ❖ Obodo Ogbeni Umuogudu Akpu
- ❖ Ndiagu On a Umuogudu Akpu
- ❖ Iboko Izzi
- ❖ Okposhi Eheku
- ❖ Amaefia Okposhi Eheku
- ❖ Amaokwo Okposhi Eheku
- ❖ Ama Offia
- ❖ Mgbobor Izzi
- ❖ Ogballa Izzi
- ❖ Ndingu Obu Okposhi Eheku

Organizational Summary

Results through 2015

As of January 2015, the Samuel Omogo Foundation has constructed a total of **59** water wells in small villages across Ebonyi, Nigeria, impacting the lives of approximately 84,000 people. “It has been a tremendous change to drill water wells in these areas. With reduced water borne illnesses, people have benefited from the wells.” *Agbo Stella Ann, Hospital Registered Nurse*

Typically a mechanical hand pump water well should provide water to 250 people each day. Each Foundation well has been providing clean water to an average of ~1,400 people daily. Roughly 1,000 of these people are local and come to a water well located near their homes every day. Another 400 or so remote people use the same well. Thus, the water wells are being used to extreme levels. The Foundation is looking closely at this issue and will likely add more water wells in the same areas where a well already exist today to help alleviate the overburden of well use.



People gather at a newly drilled water well.

Organizational Summary

Results (cont.)

Our success to date is due to **four key components**: Geographical knowledge & relationships, strong donor financial support, volunteerism and focus on quality.

Knowledge & Relationships: Possessing extensive knowledge of Ebonyi area is critical to the success of the Foundation. Peter Omogo, a Catholic Priest and General Manager of the Foundation, was born and raised in Ebonyi and has extensive knowledge of the state. He is well known and respected in the rural communities and was anointed ‘Chief Omeruoha’ (translation ‘The Great Giver’) in the region for all that he has accomplished to help people in that area. Peter Omogo has a comprehensive understanding of the area’s water needs and its culture. He has a relationship with many political and civic leaders and possesses an understanding of the contractors. The applications requesting water well placement are closely analyzed and prioritized on a need basis. Peter Omogo and the board members closely review each water well application submission and have implemented a defined process for the selection of the locations of future water wells. Peter Omogo will dedicate much of his remaining life as an unpaid volunteer to the Foundation. He is 42 years old. The Foundation is named after his brother.

Strong Donor Financial Support: Since the Foundation was initiated, over \$300,000 has been raised from the group of ~35 supporters. Going forward the Foundation will need to obtain much larger sums of funding via grants and large donations in order to meet its 2020 goals. Historically the Foundation has not had any overhead costs being paid from the donated funds. Thus, they have been able to maintain a low overhead cost structure. The dedicated volunteers have absorbed these costs through giving of their time, talent and treasure. The Foundation does not compensate any of their volunteers. There are 35 or so Foundation supporters who all work actively to raise funds. Four of the supporters, serving as advisors to the board, will begin focusing in early 2016 on obtaining grants/donations from charitable organizations. These supporters have extensive business and management backgrounds that should be of benefit with the fund raising activities here in America.

Organizational Summary

Results (cont.)

Volunteerism: Key volunteers include the two founders of SOF, Marge Wilson and Karie James, who oversee the Foundation's administrative functions and certain fund raising activities. In addition to the founders of the organization, there are ~35 Foundation supporters who all work actively to raise funds. As mentioned previously, the Foundation has not had any overhead costs being paid from the donated funds. The dedicated volunteers have absorbed these costs through giving of their time, talent and treasure. Moving forward, an allocation of 5% of the annual Foundation revenues will be needed to allow the Foundation to afford two newly appointed roles. These contracted personnel will provide on-site nursing research and on-site water well management/oversight.

Focus on Quality: The Foundation implements durable, proven and mechanically sound water wells. The water well contractor, Odiche Resources, is motivated to keeping the well construction costs as low as possible (working on a fixed bid costs basis) and is dedicated to keeping them in working order going forward. The Foundation's working relationship with Odiche Resources is very close and strategic. Odiche Resources quality of work has been an exceptional and they are highly motivated to remain the Foundation's contractor of choice.

There are two types of water wells being constructed by the Foundation. The first type is a hand pump style of well that has a 6 inch water borehole and one water tap. Of the 59 water wells, 53 are mechanical hand pump in style. The second type of well involves the use of pump motors and provides four water points (taps). There is a 5,000 liter storage tank and the borehole for this type of water well is 8 inches in diameter. Of the 59 water wells, 6 are multiple tap style. The multiple tap wells are considered when: there is a greater number of people using the wells each day, there is the availability of electricity and there is a large organization nearby (i.e. school or church). A multiple tap well cost about two times the cost of the hand pump style

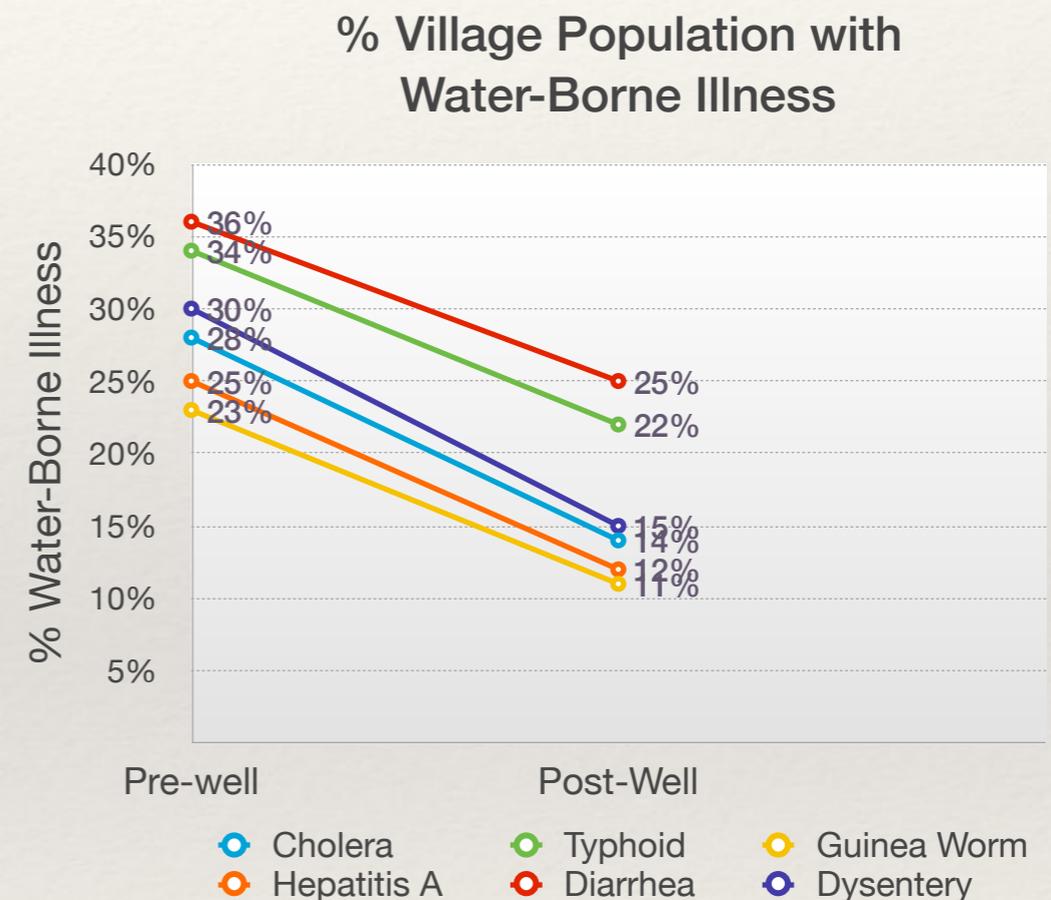
Organizational Summary

Outcomes

The following statistics were collected during 2015 by a Foundation directed nurse located in Ebonyi. The use of the Samuel Omogo Foundation financed water wells have had a significant impact on the health of the people in villages. The health related data listed below was gathered from the small villages where the Foundation's water wells have been constructed.

Quantitative Health Outcomes:

- ❖ 50% Reduction in Cholera
- ❖ 35% Reduction in Typhoid
- ❖ 52% Reduction in Guinea Worm
- ❖ 52% Reduction in Hepatitis A
- ❖ 31% Reduction in Diarrhea
- ❖ 50% Reduction in Dysentery



Data from Mater Misericordiae Hospital; Pre-Well and Post-Well averages from total population in 33 participating villages

“Ultimately, the wells have improved their health condition. Statistics show the number of people that come to the health centers because of water borne diseases have reduced drastically.”

Agbo Stella Ann, Mater Misericordiae Hospital Registered Nurse

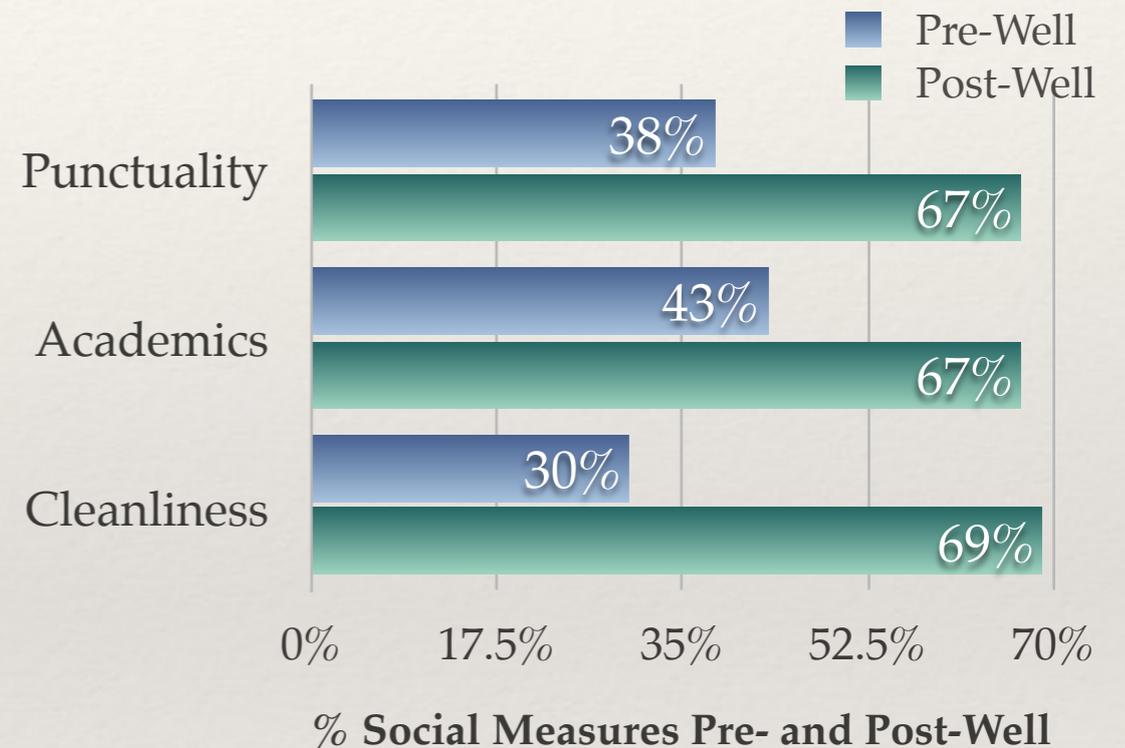
Organizational Summary

Outcomes (cont.)

In addition to the health care improvements listed above, there were some significant social improvements associated with the children attending school. The children did not have to travel far distances (walk) to water sites each day to bring water back home before the start of a school day.

❖ Quantitative Social Outcomes:

- ❖ 43% Improvement in Punctuality
- ❖ 36% Improvement in Academic Performance
- ❖ 56% Improvement in Cleanliness



“Students now wash their clothes and look neat in school. They spend more time doing their homework instead of walking for hours to get to streams and ponds. Their academic performance has improved.”

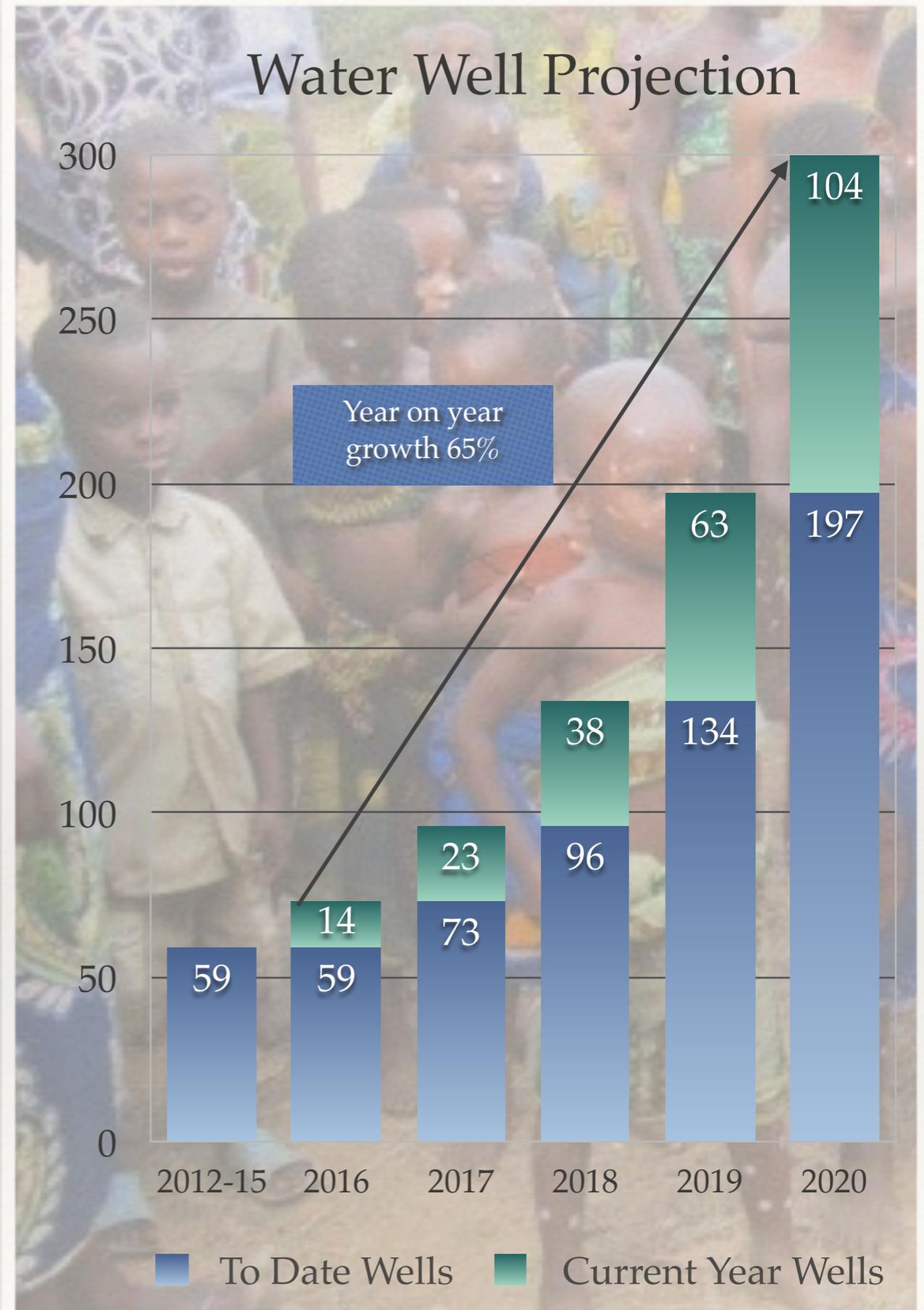
Agbo Stella Ann, Mater Misericordiae Hospital Registered Nurse

Future Projection Plan

Samuel Omogo Foundation

Expansion Goals

- ❖ To date, Samuel Omogo Foundation has placed a total of **59** water wells in small villages across Ebonyi, Nigeria, impacting approximately **84,000 people**.
- ❖ By the year 2020, the Foundation's goal is to have ~300 water wells placed strategically in rural small villages throughout the state of Ebonyi. These water wells will bring an improved quality of life to almost 435,000 people (averaging ~1400 people per water well). This equates to about 20% of the population in the state of Ebonyi.



Future Samuel Omogo Foundation Water Well Locations

Nigeria



Ebonyi

- ❖ Okorogbata
- ❖ Akpegu
- ❖ Ndaburebenyi
- ❖ Effiulo
- ❖ Ezza
- ❖ Abarigwe
- ❖ Ikpomkpuma
- ❖ Okposhi Eshi
- ❖ Ezza II
- ❖ Izzi
- ❖ Amoffia
- ❖ Ezzamgbo
- ❖ Ukpeshi
- ❖ Izzi II
- ❖ Okposhi
- ❖ Ezzamgbo II
- ❖ Ukwagba
- ❖ Okposhi Eshi II
- ❖ Obodogbeni
- ❖ Abarigwe II
- ❖ Ndiaguokwo
- ❖ Ikwo
- ❖ Ekwashi
- ❖ Ephutekwe
- ❖ Ikwo II

Samuel Omogo Foundation

Financial Goals

To fulfill the main objective of the **Samuel Omogo Foundation** of obtaining the lowest practical water well cost possible to provide clean water to people who do not have access to this life giving resource, there are four main fund raising strategies:

- Strategy 1: Grant Submission
- Strategy 2: Local Organization Support
- Strategy 3: Expand Donor Base
- Strategy 4: Current Donor Support

**Projecting a 65% increase in the number of wells built year on year through 2020, along with a 5% allocation for administrative costs and a 10% allocation for well maintenance reserve.*

Budget Projection*	2012-15	2016	2017	2018	2019	2020
# Wells	59	14	23	38	63	104
\$5,500 / well	\$306,800	\$77,000	\$126,500	\$209,000	\$346,500	\$572,000
Well Maintenance Reserve	\$0	\$10,000	\$15,500	\$20,900	\$34,700	\$57,200
5% Administrative	\$0	\$3,200	\$6,600	\$10,500	\$17,300	\$28,600
Total ~\$6,500 per # of wells	\$306,800	\$90,200	\$145,600	\$240,400	\$398,500	\$657,800

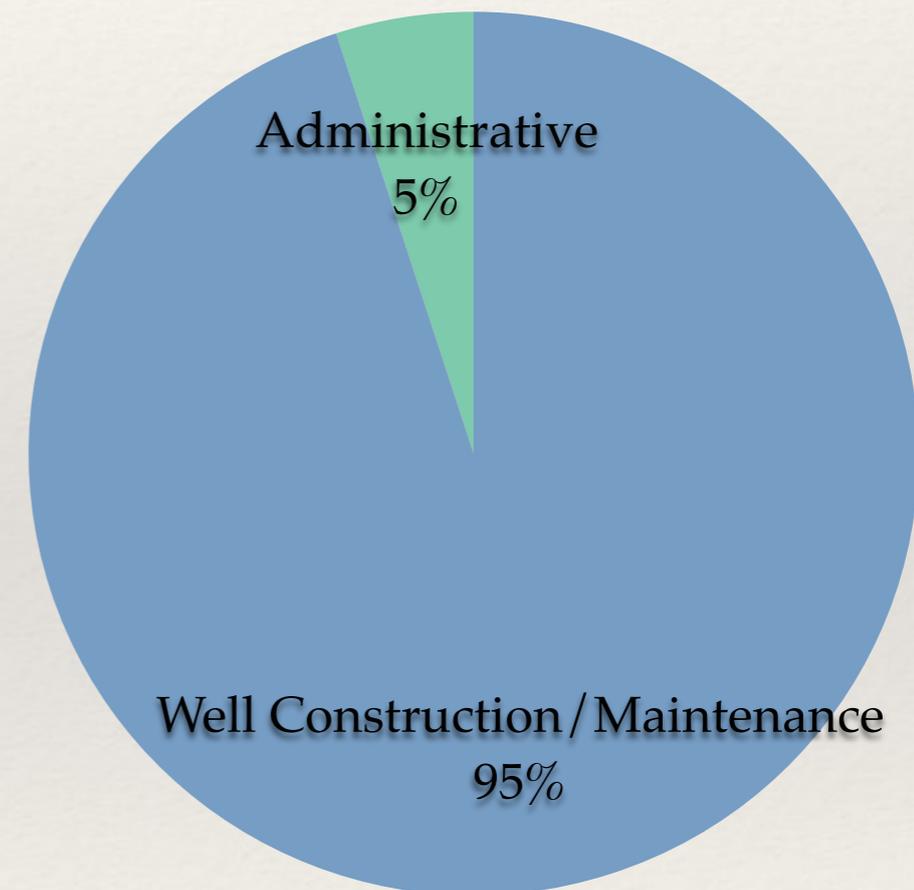
Maximizing Donations Towards Services

Samuel Omogo Foundation

- ❖ In 2016, 95% of every dollar donated will go directly to the costs of building water wells in Southeastern Nigeria.
- ❖ In 2016, 5% of every dollar donated will go to Samuel Omogo Foundation administrative costs.



% of Each Dollar Spent

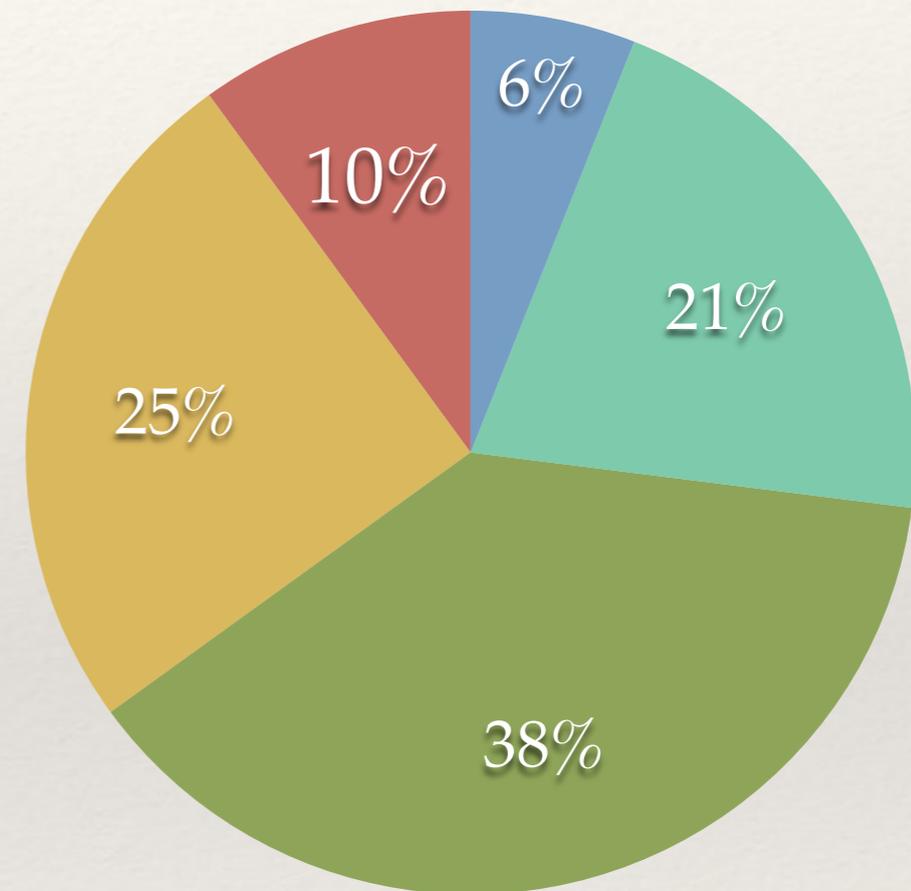


Future Projection Direct Well Services

A total of **95%** (or 95 cents of each dollar) of the Foundation's donation revenue goes directly to well services including:

- Well Survey (6%)
- Drilling (21%)
- Parts and Labor (38%)
- 5 year warranty (25%)
- Well Maintenance Reserve (10%)

Well Services



- Well Survey
- Drilling
- Parts/Labor
- 5 Year Warranty
- Well Maintenance Reserve

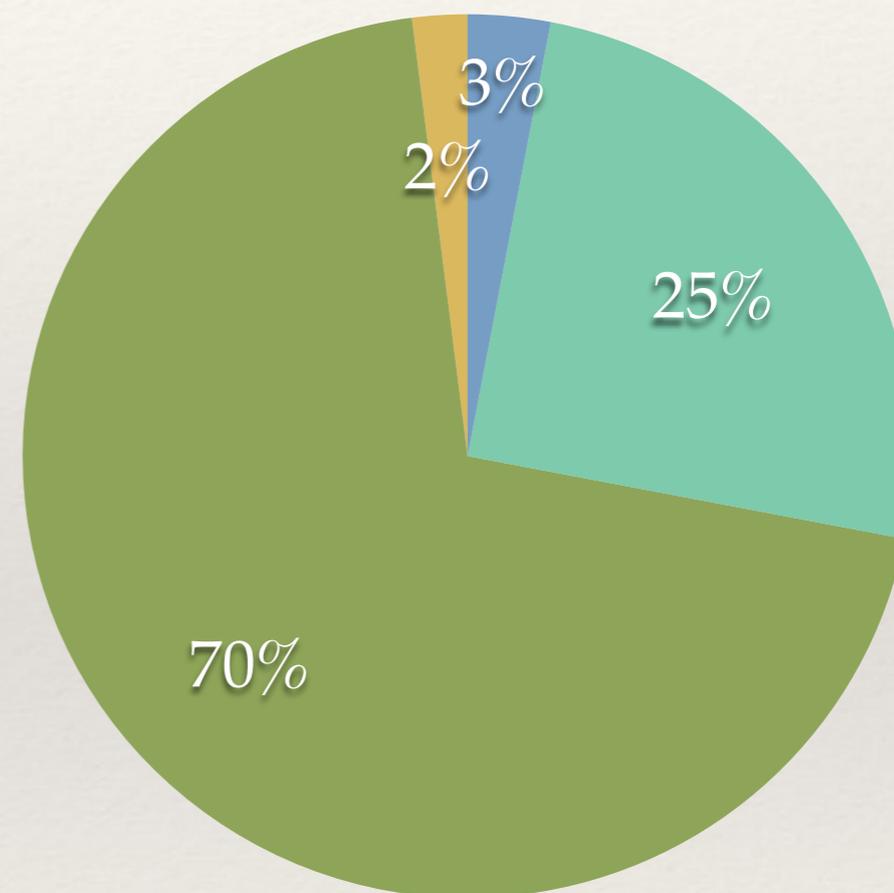
Future Projection

Administrative Overhead

Starting in 2016, a total of not more than 5% (or 5 cents of each dollar) of the Foundation's donation revenue will be used for the Administrative Overhead including:

- Well Manager (70%) (2017 hire)
- Nursing/Analytic Services - Ebonyi nursing assistance in gathering medical/disease information (25%)
- Accounting Services (3%)
- Marketing Services - printing costs, services (2%)

Administrative Overhead



- Accounting Services
- Nursing / Analytic Services
- Well Manager
- Marketing Services

Future Projection On-Site Roles

Moving forward, an allocation of 5% of the annual Foundation donation revenues will be needed to allow the Foundation to afford two newly appointed roles. These contracted personnel will provide on-site nursing research and on-site water well management/oversight. In fall of 2015, the Foundation contracted with an Ebonyian nurse, Agbo Stella Ann, Mater Misericordiae-Hospital Registered Nurse, in order to track the health related metrics of providing clean water to people who previously consumed unhealthy water. The metrics have been important to the Foundation, as the data showed positive quantitative and qualitative measurements. The Foundation plans to provide this information on an annual basis to all donors.

In addition to the analytical support, in 2017, the Foundation will be contracting with a well manager. This person will report to Peter Omogo. The well manager will coordinate with Odiche Resources on all new water well constructions and maintenance of existing wells. This will insure proper well location, drilling depths, types of equipment used and other construction and maintenance considerations are proper. The well manager will formally report back to the Foundation the status of the water well construction and maintenance.



Revenue Generation

Funding Markets

Funding Markets:

The Foundation has obtained data that has shown strong outcomes with 59 water wells. The timing is right to leverage this success into new markets to obtain additional donations for SOF.

GRANTS: Submit grants, presenting the SOF story to national/regional foundations. Selected foundations would be those who traditionally fund water or health initiatives.

LOCAL ORGANIZATIONS: Connect with local organizations who historically have supported the poor and needy. (Churches of all denominations, Rotary, Knights of Columbus etc...)

EXPAND DONOR BASE: Meet one-on-one with prospective generous donors located in West Michigan (individuals) who are known “givers” to worthy causes.

CONTINUE CURRENT SUPPORT: In addition to the Foundation supporters donating money personally, raise funds for water wells through identification of new fund raising activities (raffles, events etc.)

Current Funding

Donor Base & Local Organizations

Samuel Omogo Foundation

- ❖ Currently ~35 regular donors
- ❖ Expanding our high profile donor base
- ❖ Reaching out to local organizations:
 - ❖ Schools
 - ❖ Churches (all denominations)
 - ❖ Rotary
 - ❖ Knights of Columbus Chapters
 - ❖ Organizations / Businesses



Samuel Omogo Foundation 2014 Fund Raising Event

Future Funding Grant Submissions

Samuel Omogo Foundation

- ❖ 1 grant has been awarded and finances applied to build 36 of the 59 wells
- ❖ The Foundation will begin to apply for an increased number of grants in 2016 (see potential list below):
 - ❖ Monsanto
 - ❖ Procter and Gamble
 - ❖ Meijer
 - ❖ Bill and Melinda Gates Foundation
 - ❖ Coca Cola
 - ❖ Pepsi Co.
 - ❖ Global Water Foundation
 - ❖ Striker Foundation
 - ❖ Kellogg Foundation
 - ❖ Ford Motor Company



Samuel Omogo Foundation

Future Revenue Generation

In 2016, a majority of funding will come from our current donor base as well as grassroots efforts. By the year 2020, 70% of the total funding will need to come from grant submissions.

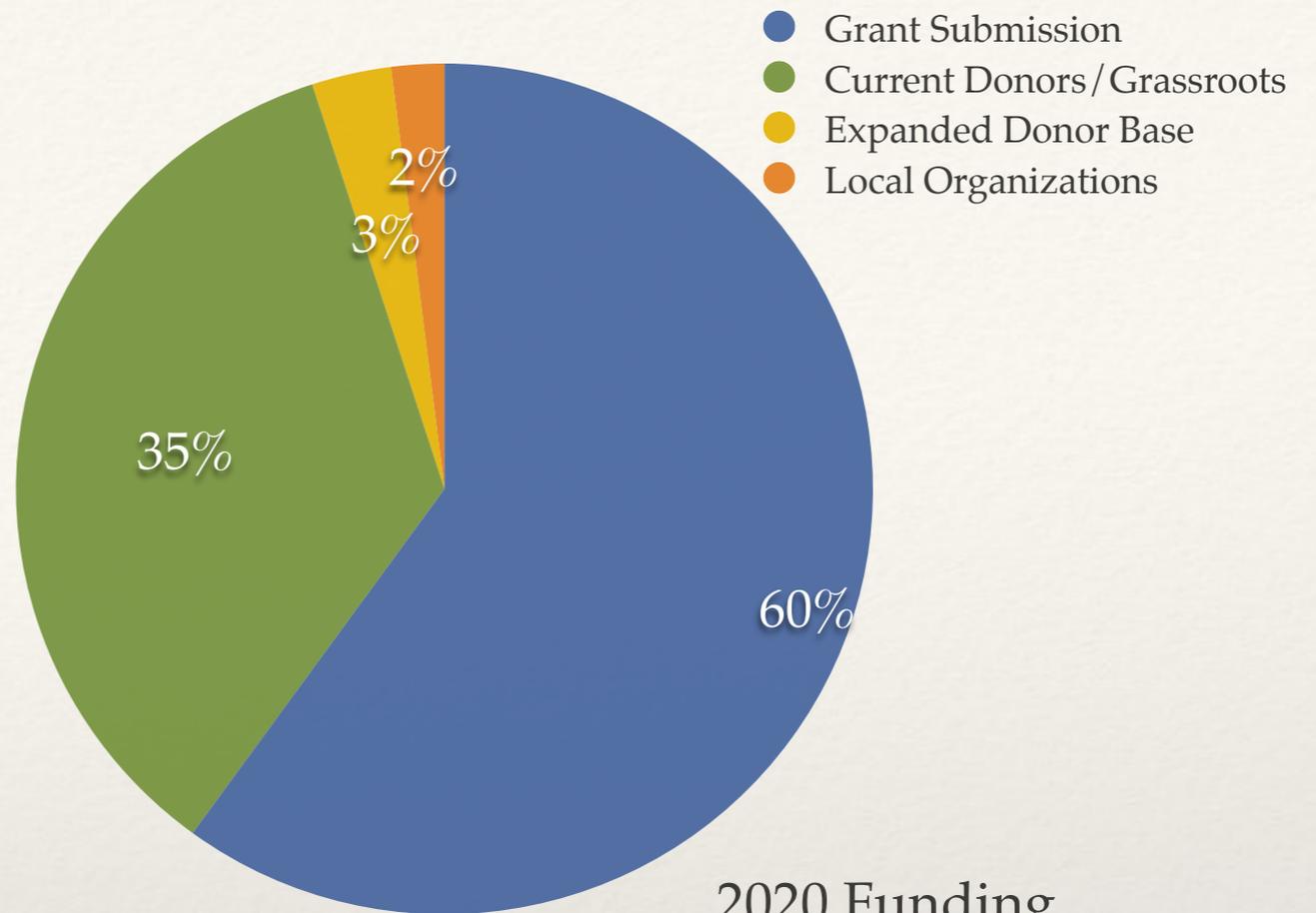
Strategy 1: Grant Submission

Strategy 2: Local Organization

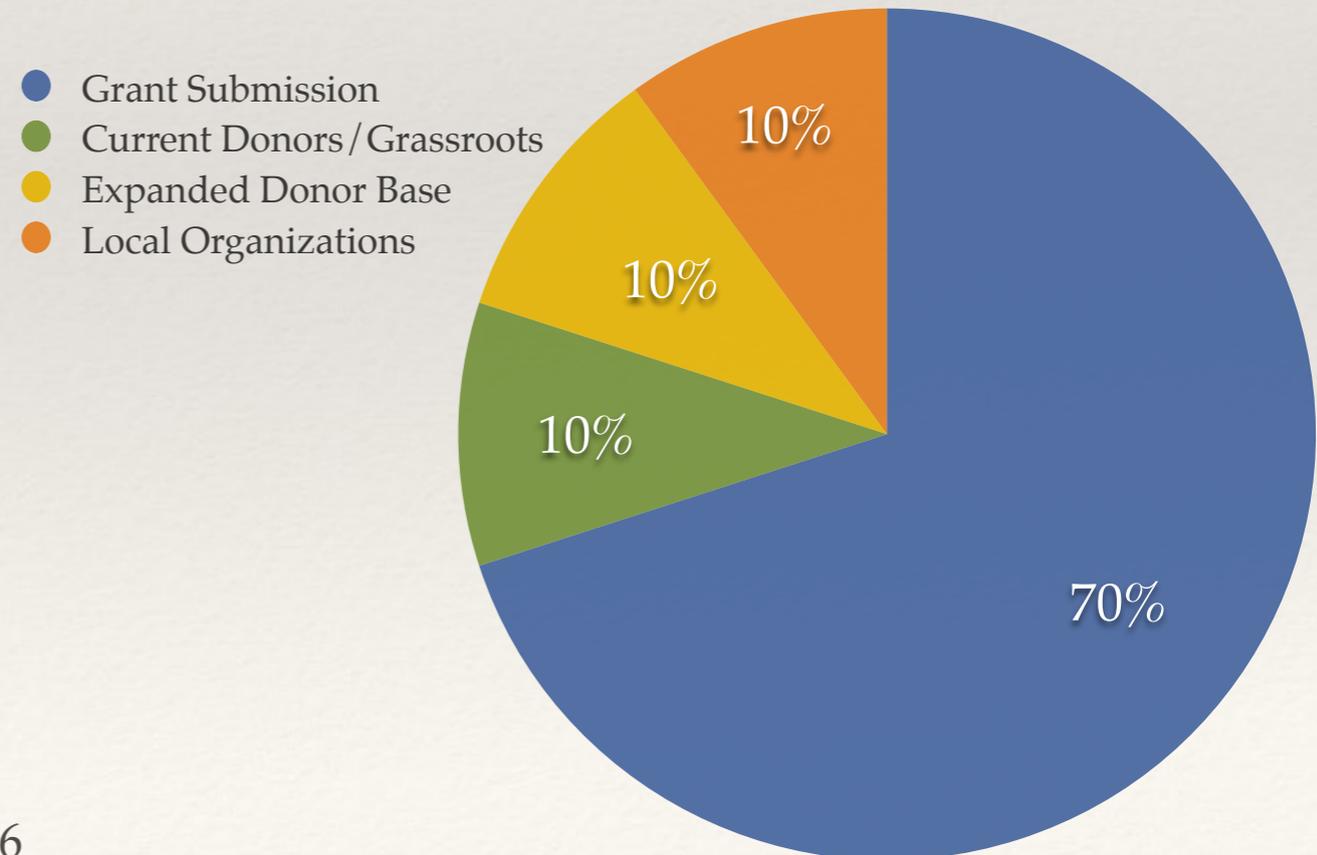
Strategy 3: Expand Donor Base

Strategy 4: Current Donor Support

Through 2016 Funding



2020 Funding



Samuel Omogo Foundation...

providing hope to those in need!



Children pump clean water from the new well in Ndulo Umuogudu-Akpu village.

Visit our website:

www.SamuelOmogoFoundation.com

or

Write to:

Samuel Omogo Foundation

1751 28th Street SW

Wyoming, MI 49519

Donate Today!

Non-for-Profit Tax ID Number:

45-4872020

Appendix

Budget Projections	2016 (14)	2017 (23)	2018 (38)	2019 (63)	2020 (104)
Well Construction	\$55,440	\$91,080	\$150,480	\$249,480	\$411,840
5 year warranty	\$21,560	\$35,420	\$58,520	\$97,020	\$160,160
Maintenance Reserve	\$10,000	\$12,500	\$20,900	\$34,700	\$57,200
Health Analytics Nurse*	\$1,800	\$2,000	\$2,500	\$3,000	\$6,000
Well Manager*	\$1,000	\$4,200	\$7,500	\$13,700	\$21,400
Accounting	\$200	\$200	\$250	\$300	\$600
Marketing	\$200	\$200	\$250	\$300	\$600
Total*	\$90,200	\$145,600	\$240,400	\$398,500	\$657,800

* On-site personnel wage plus expenses

* Total=~\$6,500 per well