




**Nursing for All**  
*Strategic Plan*



**2017-2019**

# Table of Contents

Letter from the Board Chair

Introduction

Mission

Current Programming

Goal 1: Expand Nurse-led Public Health Initiative Program

Goal 2: Explore and Implement Other Ways to Support  
Nurse-led Public Health Initiatives Leaders

Goal 3: Develop NFA Personnel

Goal 4: Grow Fundraising

Goal 5: Develop Our Data

## Board Chair's Introduction



Dear Reader,

On behalf of the Nursing for All (NFA) Board of Directors, I am so excited to present to you our very first strategic plan.

Nursing for All has been operational in Liberia since 2013, when NFA launched seven new nurse-led public health initiatives to provide care to Liberians who otherwise would not receive it. NFA has been active in Liberia continuously since our

launch, even throughout the Ebola epidemic, during which Liberian nurse leaders supported by NFA provided the education and the tools to prevent Ebola's spread to over thirty communities in Monrovia and Ganta.

Now entering our fourth year of operations, NFA has drafted this strategic plan with extensive input from both Liberian nurse leaders and NFA's Board of Directors to guide the organization through the end of 2019.

Sincerely,  
Laura Ridge, NP  
Founder & Chair, Nursing For All



## Introduction

A strategic plan is a high level document developed in order to provide direction for an organization.

Where does strategy begin? With the mission. From there we gather input from multiple stakeholders across the world, develop goals, and break those goals down into time-bound, measurable objectives.

Using these objective as guides for our work, we can begin our strategic journey.

### Nursing for All's Mission

Nursing for All's mission is to improve health globally while empowering nurses working in low-income countries.





## Current Programming

Nursing for All currently operates seven programs in two cities in Liberia.

Each of these programs was designed and led by a Liberian nurse in accordance with their community's health needs. The seven programs cover a variety of areas: family planning, hypertension and diabetes management, mental health care, HIV/AIDS prevention, and clean water access.

Nursing for All's programs are overseen by a full time Liberia-based program officer, also a nurse. There is also a US-based Board of Directors, which has eight members and three permanent subcommittees. Day-to-day administration is primarily managed by the Board's President.

Nursing for All has raised approximately \$40,000 for each of the last three years of operation, and disbursed between \$29,000 and \$40,000 each year.

Contributions have come from individuals, corporations, and foundations, but NFA's primary revenue stream is from individuals.

## Initiatives

Nursing For All is currently sponsoring a number of initiatives including:

1. Family Planning in King Gray and Kpelle Town.
2. Mental Health in Ganta
3. HIV/AIDS Care and Support at St. Beredict
4. Hypertension and Diabetes Care in VOA
5. HIV Education in VOA
6. Hand Hygiene in Ganta
7. Maternal Health in Old Road

# Goal 1

## Expand Nurse-led Public Health Initiative Program

There will be 14 Nurse-led Public Health Initiatives (NLPHI) in Liberia by the end of 2019

Key Activities and Success Metrics	Responsible	Deadline
Professionalize onboarding process, including: <ol style="list-style-type: none"> <li>1. Establishing NFA-wide policy on program areas</li> <li>2. Developing metrics by which new programs are evaluated</li> <li>3. Standardize program budgets</li> <li>4. Adding to current programs versus starting new ones</li> </ol>	Programming Subcommittee	End of 2017
Onboard 4 new programs	Programming subcommittee, Laura	End of 2018
Onboard 3 new programs	Programming subcommittee, Laura	End of 2019
Develop resources available to nurse leaders for NLPHIP <ol style="list-style-type: none"> <li>1. Office space</li> <li>2. Materials, etc.</li> </ol>	Programming subcommittee, Laura	End of 2018

## Goal 2

# Explore and Implement Other Ways to Support NLPHI Leaders

We will support Liberian nurses in other ways beyond just the NLPHIP.

<b>Key Activities and Success Metrics</b>	<b>Responsible</b>	<b>Deadline</b>
Identify major self-reported training needs of nurse leaders	Kormassah, Laura	April 2017
Explore extant training opportunities (curricula, funding)	Laura, Programming Subcommittee	September 2017
Implement new trainings	Laura, BoD	End of 2018
Explore other ways to support NLPHIP leaders (scholarships, health insurance) and identify priority area for support	Laura, Programming Subcommittee	End of 2017



## Goal 3

### Develop NFA Personnel

We will expand out personnel at every level while addressing organizational needs.

<b>Key Activities and Success Metrics</b>	<b>Responsible</b>	<b>Deadline</b>
Expand the Board of Directors by three people: one high net worth individual, one clinician with overseas expertise, and one person who can contribute significantly to operations. Increase Liberian presence on the Board.	Internal and External Subcommittees	One by end of 2017, one by end of 2018, one by end of 2019
Hire summer intern	Laura	Summer 2017
Hire Ganta Program Officer	Laura	Summer 2018





## Goal 4

### Grow Fundraising

We will grow at a rate of 20% per year.

<b>Key Activities and Success Metrics</b>	<b>Responsible</b>	<b>Deadline</b>
Meet the following funding targets: 48K in 2017, 57.6K in 2018, 69K in 2019	Board of Directors	End of year for each respective year
Develop strategic plan for each sector of giving: individual, corporate, and foundational to guide growth	External Committee	September 2017



*This page is intentionally blank*



**NURSING FOR ALL**  
nurses empowering nurses worldwide

[info@nursingforall.org](mailto:info@nursingforall.org)