



Project Proposal

"Hearts for One 2009"



The Asian American Resource Center



Project Objective



The **Asian American Resource Center (AARC)** is a 501 (c) (3) not-for-profit organization that has been in existence since 1997. The mission of the **AARC** is to strengthen the immigrant population's self sufficiency through the provision of social, educational and health services.

AARC's focus and experience places it in a unique position where it often serves as a bridge between the ethnic minority immigrant and the services that he or she needs in order to become a successful member of their new communities.

Yet there are some among the immigrant community that remain reluctant to seek assistance. Many Asian immigrants are unable or unwilling to approach these agencies directly because of their legal status and possible language barriers.



Project Objective



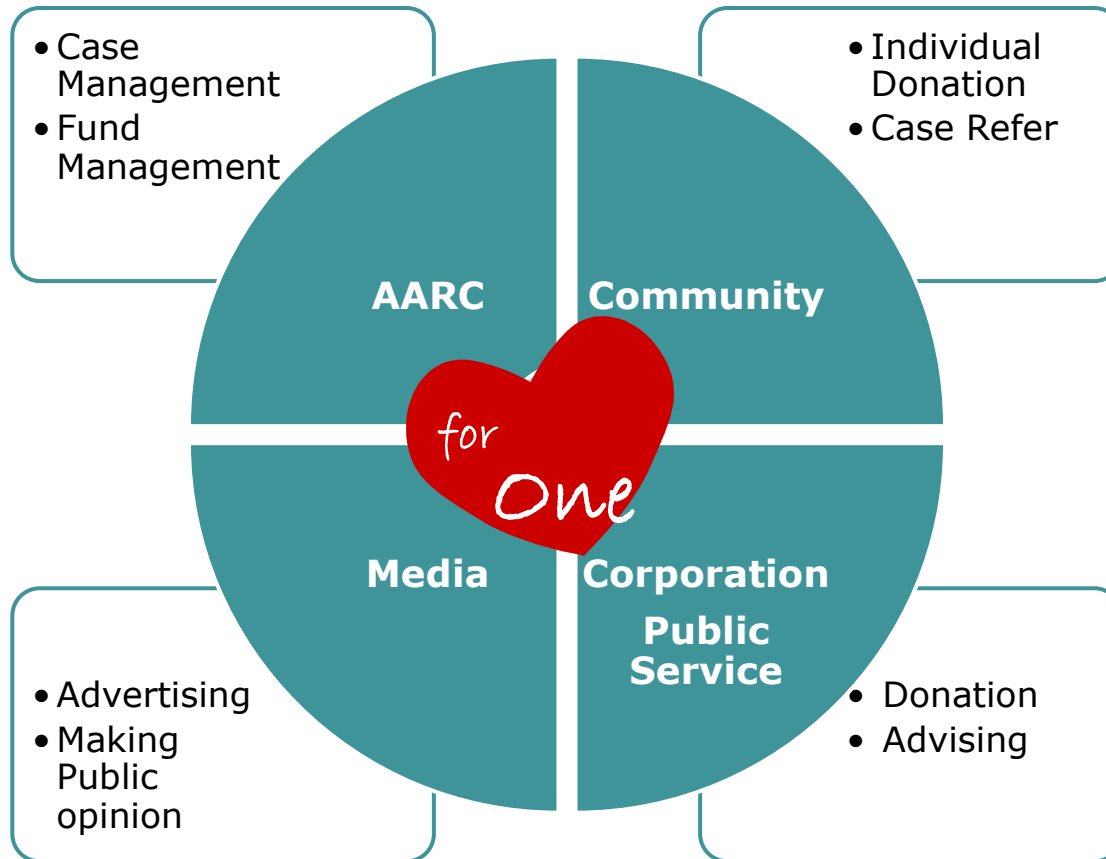
In 2009, project *"Hearts for One 2009"* will focus its services to members of the immigrant community who have serious health issues. Many in the immigrant community lack healthcare coverage, and with the escalating costs of medical care, a family or individual faces certain economic catastrophe when faced with a serious health problem. With funds raised from the *"Hearts for One 2009"* initiative, **AARC** will help qualified individuals who are in economic hardship because of health problems.

AARC will screen applicants for eligibility and distribute funds as they are needed.

AARC will make financial statements open to public to help maintain accountability and ensure proper usage of funds.



Project Model





Project Plan

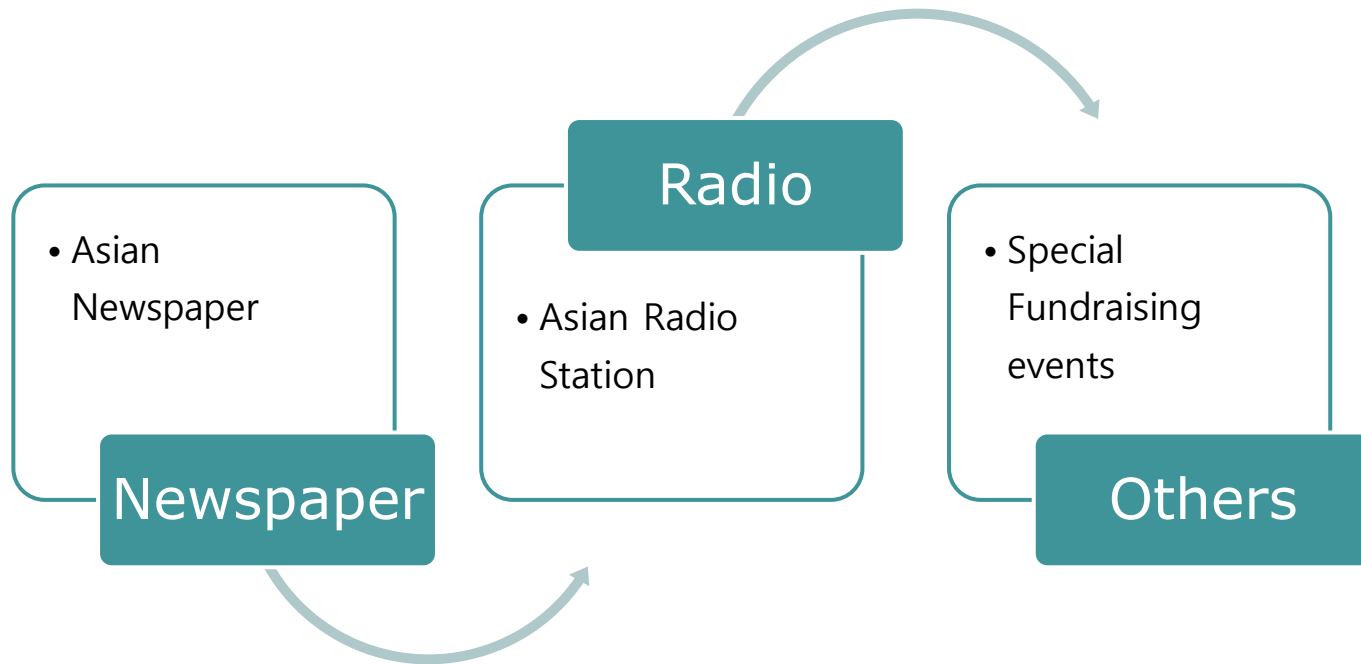


To achieve a successful outcome, AARC proposes to:

1. Form an advisory board whose members are willing to dedicate their time and efforts for this project
2. Plan various seasonal (Thanksgiving to Christmas) fundraising events to assist with funding for the project
3. Employ a Marketing Plan
 - Set up a bank account exclusively for use for the project
 - Advertise in various community newspapers for on-going news and updates from the project



Advertising Plan





Asian American
Resource Center

Thank You !

Asian American Resource Center

