



Drivers For Survivors

Final Presentation

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180Degrees
CONSULTING

Creative Ideas, Practical Action, Lasting Change.

Meet Our Team

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Sage is a sophomore in the Ross School of Business with an emphasis in strategy.



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Dylan is a sophomore in the Ross School Of Business, pursuing a dual degree with the School of Information.



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Kaylee is a freshman in the College of Literature, Science, and the Arts, pursuing an economics major and a dual degree with the School of Information.

Key Points



Company Overview

Drivers For Survivors is a California based non-profit that provides free transportation service and supportive companionship for ambulatory cancer patients, This service is provided in Fremont, Newark, Union City, Hayward, San Leandro, San Lorenzo, Castro Valley, Ashland and Cherryland going to all cancer-related medical appointments within a 60-mile radius of ZIP code 94538, freeing them to focus on their health and essential treatment.



Problem Statement

Drivers for Survivors would like to expand from their single-location business model to a chapter-based model in oakland and continue their existing services in other locations. They would also like to optimize their donor outreach and funding strategy



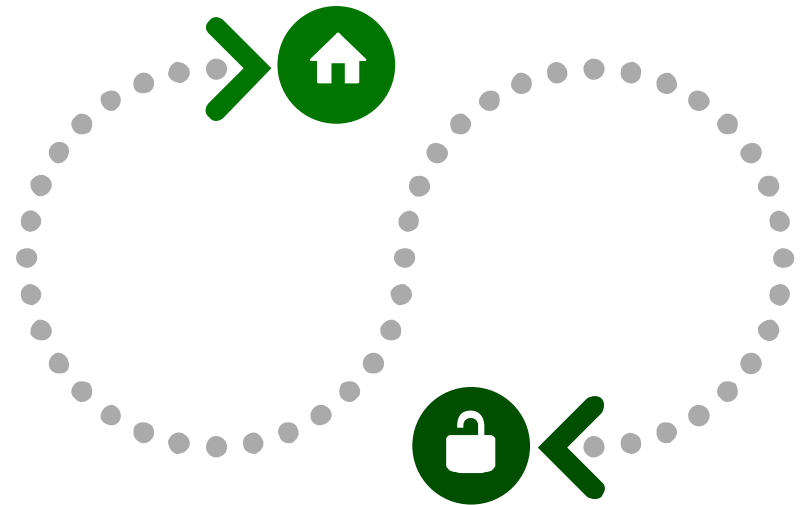
Project Details

Problem 1 Details: Expansion Strategy

- Looking to Expand into an area where there will be easily available volunteer drivers, a large minority concentration and donations available
- Areas being considered are Oakland (chapter location), North Alameda County and East Alameda County

Problem 2 Details: Donor Strategy

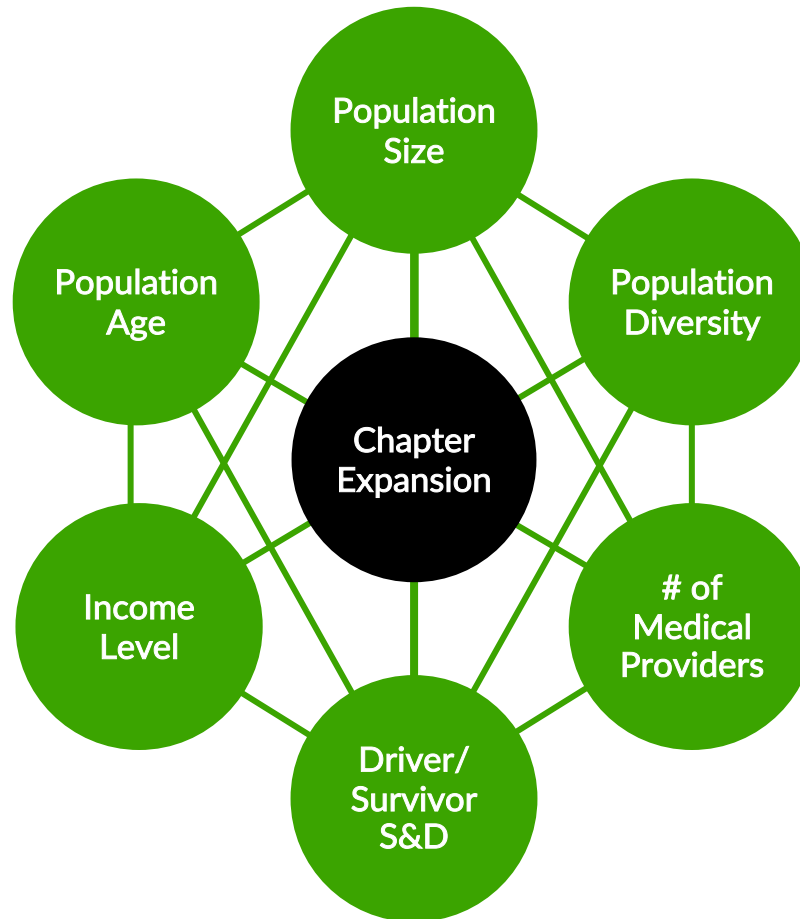
- Looking for funding for DFS on an annual basis from sources preferably within the SF bay area
- Looking to obtain an amount of \$150,000 or greater



Problem 1 - Expansion Strategy

Problem One Solution

Key Metrics



Problem One Solution

Chapter Location Options

Oakland	East	North
The City of Oakland	Includes Dublin, Livermore, and Pleasanton	Includes Alameda, Albany, Berkeley, Emeryville, and Piedmont
<ul style="list-style-type: none"> • Population: <ul style="list-style-type: none"> – roughly 405,000 • Income Level: <ul style="list-style-type: none"> – average \$32,000 • Age: <ul style="list-style-type: none"> – roughly 11% 65+ 	<ul style="list-style-type: none"> • Population: <ul style="list-style-type: none"> – roughly 214,000 • Income Level: <ul style="list-style-type: none"> – average \$66,000 • Age: <ul style="list-style-type: none"> – roughly 9.5% 65+ 	<ul style="list-style-type: none"> • Population: <ul style="list-style-type: none"> – roughly 197,000 • Income Level: <ul style="list-style-type: none"> – average \$70,000 • Age: <ul style="list-style-type: none"> – roughly 8.5% 65+



Problem One Solution

Location Ranking Analysis

City	Num. Medical Providers	Population	Diversity (non-white)	Diversity Population	Per Capita Personal Income	% Over 65	Over 65 Population
Oakland	8	405000	65.50%	265275	\$31,966	11.10%	44955
East	11	197289	39%	76943	\$65,976	9.50%	18742.455
North	11	214518	47%	100823	\$70,393	8.50%	18234.03

Category	Weight
Num. Medical Providers	1.25
Diversity Population	1.25
Per Capita Personal Income	1
Over 65 Population	0.75

Category	Scoring	
Num. Medical Providers		# * Weight
Diversity Population	<100,000	1 * Weight
	100,000 - 150,000	2 * Weight
	150,000-200,000	3* Weight
	200,000+	4* Weight
Per Capita Personal	<10,000	4 *Weight
	20,000-30,000	3* Weight
	30,000-50,000	2 * Weight
	50,000-60,000	1 * Weight
	60,000+	0.5 * Weight
Over 65 Population	<15,000	1 * Weight
	15,000-25,000	2 * Weight
	25,000-30,000	3 * Weight
	30,000+	4 * Weight

Problem One Solution

Location Ranking Results

Oakland	
Category	Scores
Num. Medical Providers	10
Diversity Population	5
Per Capita Personal Income	2
Over 65 Population	3
Total	20
East	
Category	Scores
Num. Medical Providers	13.75
Diversity Population	1.25
Per Capita Personal Income	0.5
Over 65 Population	1.5
Total	17
North	
Category	Scores
Num. Medical Providers	13.75
Diversity Population	2.5
Per Capita Personal Income	0.5
Over 65 Population	1.5
Total	18.25

City	Rank
Oakland	1
North	2
East	3

Problem One Solution - Alternative Locations

City	Num. Medical Providers	Population	Diversity (non-white)	Diversity Population	Per Capita Personal Income	% Over 65	Over 65 Population
Vallejo	6	115942	68%	78841	\$25,945	18.50%	21449
Elk Grove	4	153015	53%	81098	\$29,695	10.90%	16679
Fairfield	5	110965	68%	75456	\$27,110	16.50%	18309

Vallejo	
Catagory	Scores
Num. Medical Providers	7.5
Diversity Population	1.25
Per Capita Personal Income	3
Over 65 Population	1.5
Total	13.25
Elk Grove	
Catagory	Scores
Num. Medical Providers	5
Diversity Population	1.25
Per Capita Personal Income	2
Over 65 Population	1.5
Total	9.75
Fairfield	
Catagory	Scores
Num. Medical Providers	6.25
Diversity Population	1.25
Per Capita Personal Income	2
Over 65 Population	1.5
Total	11

City	Rank
Vallejo	1
Elk Grove	2
Fairfield	3

Problem One Solution - Extended

City	Num. Medical Providers	Population	Diversity (non-white)	Diversity Population	Per Capita Personal Income	% Over 65	Over 65 Population
Oakland	8	405000	65.50%	265275	\$31,966	11.10%	44955
East	11	197289	39%	76943	\$65,976	9.50%	18742
North	11	214518	47%	100823	\$70,393	8.50%	18234
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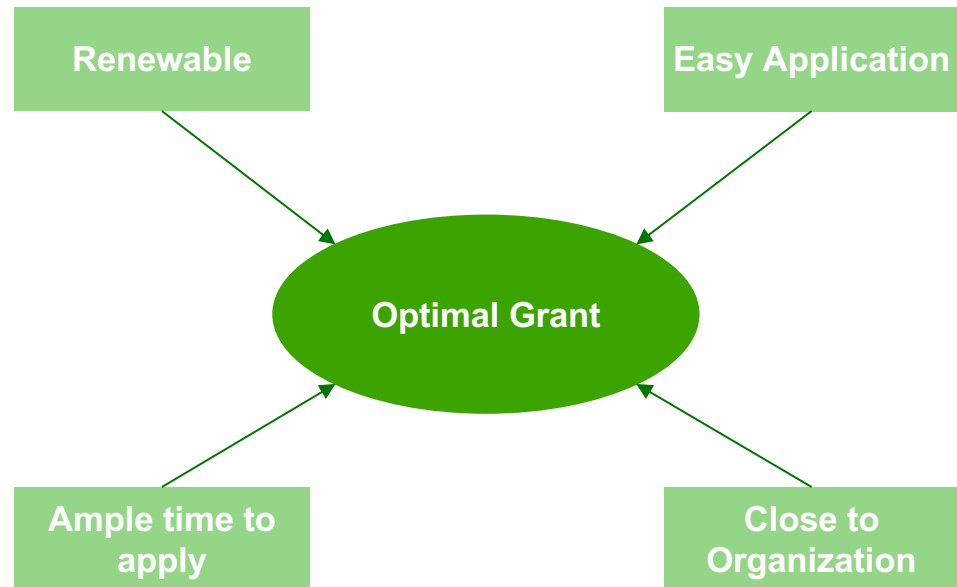
City	Rank
Oakland	1
North	2
East	3
Vallejo	4
Elk Grove	5
Fairfield	6

Problem 2 - Securing Funding

Problem Two: Securing Funding

Key Metrics

Category	Criteria	Points
Reapplicable	Yes	1
	No	0
Difficulty	Easy	3
	Medium	2
	Hard	1
Proximity	In California	1
	In the US	0.5
Deadline	> 6 months	2
	> 3 months & < 6 months	1
	< 3 months	0



Problem Two Solution

Raw Data

Grant Name	Deadline	Location	Reapplicable	Ease of Application	Proximity	Deadline	Score
J.W. & H.M. Goodman Family	6/1	Bay area	1	3	1	2	7
California Health Care Foundation	rolling	California	0	3	1	2	6
Archstone Foundation	rolling	California	1	2	1	2	6
The Harry and Jeanette Weinberg	rolling	Bay Area	1	2	1	2	6
Harbor Point Charitable Foundation	8/1	Bay area	0	2	1	2	5
Robert Wood Johnson Foundation	rolling	US	1	1	0.5	2	4.5
Kresge Foundation	cyclical	US	0	2	0.5	2	4.5
Express Scripts Foundation	2/28	US	0	3	0.5	1	4.5
Joseph Drown Foundation	1/15	LA	0	2	1	1	4
Nvidia Compute the Cure Cancer	cyclical	Worldwide	0	1	0.5	2	3.5
Hearst Foundations	rolling	US	0	1	0.5	2	3.5

Problem Two Solution

Top Recommendations

Grant	Rank
J.W. & H.M. Goodman Family	1
California Health Care Foundation	2
Archstone Foundation	3
The Harry and Jeanette Weinberg Foundation	4
Harbor Point Charitable Foundation	5

- 1. J.W. and H.M. Goodman Family Foundation**
 - Easy to apply/not very competitive
 - Reapplicable
 - Bay-area based
 - June 1st deadline
- 2. California Health Care Foundation**
 - Easy to apply
 - b. Non-reapplicable**
 - California based
 - Rolling deadline
- 3. Archstone Foundation**
 - a. Harder to apply**
 - Reapplicable
 - California Based
 - Rolling deadline
- 4. Harry and Jeanette Weinberg Foundation**
 - a. Harder to apply**
 - Reapplicable
 - Bay-area based
 - Rolling deadline
- 5. Harbor Point Charitable Foundation**
 - Easy to apply/not very competitive
 - Reapplicable status unknown
 - Bay-area based
 - August 1st deadline

Partnerships

Partnership Comparison

Introducing Potential Partnerships/Umbrella Organizations

Alameda Alliance for Health	Alameda Health System
<p>PROS:</p> <ol style="list-style-type: none">1. Commitment to Accessibility and Affordability2. Experienced and Structured Senior Leadership Team3. Over 4,000 providers, 15 hospitals, 29 community health centers, and 200 pharmacies in Alameda County4. Some providers are multilingual <p>CONS:</p> <ol style="list-style-type: none">1. Headquarters is located in the City of Alameda, not in Oakland (still has hospitals in Oakland)	<p>PROS:</p> <ol style="list-style-type: none">1. Well established Online Presence with a variety of resources and caregivers2. Focus on patient and family care, making personal connections3. Headquarters is located in Oakland4. 2 Hospitals dedicated to Cancer Care <p>CONS:</p> <ol style="list-style-type: none">1. Smaller than other Health Systems, with only 5 Hospitals and 6 Wellness Centers

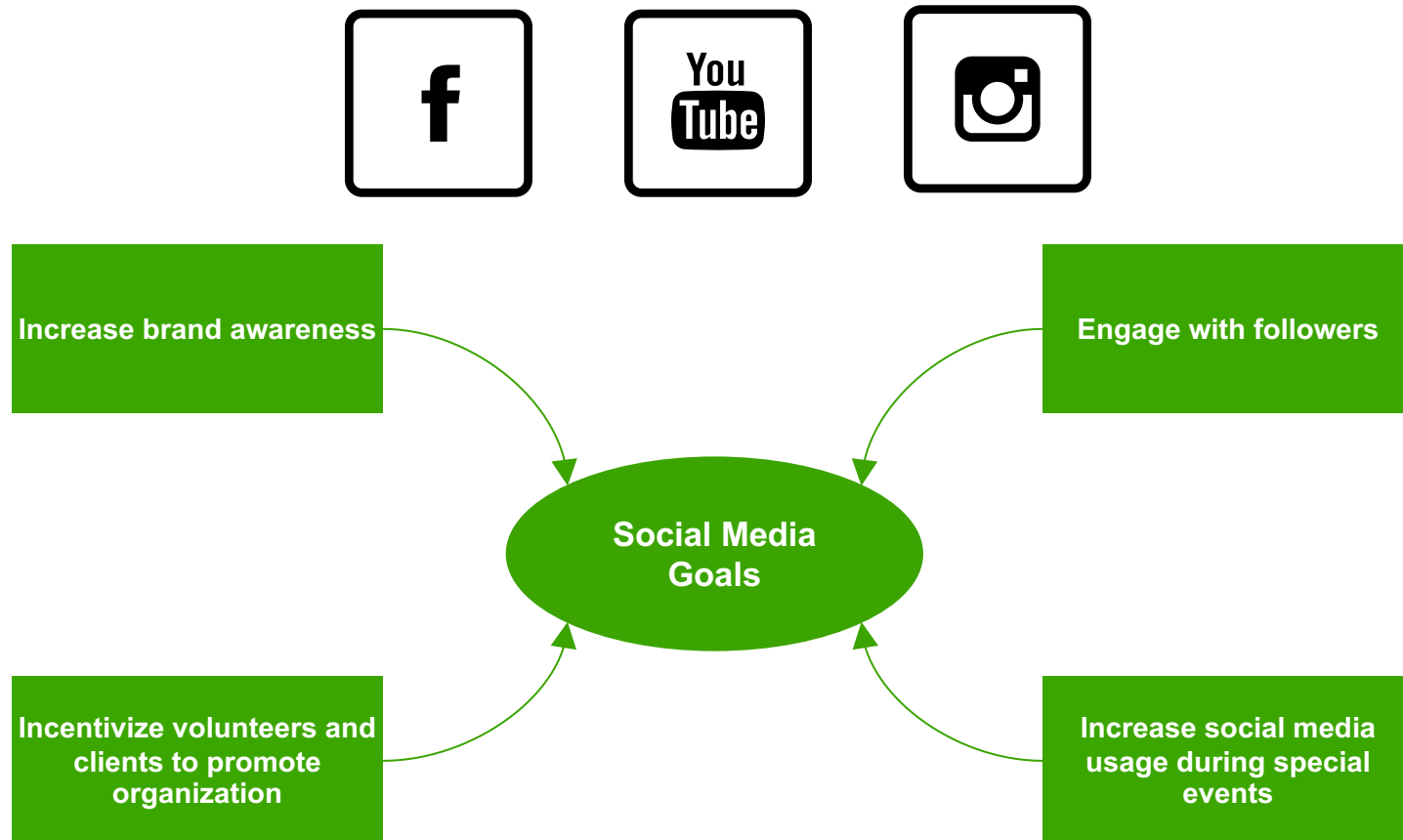
Partnership Comparison

Introducing Potential Partnerships/Umbrella Organizations

Alameda Health Consortium	Kaiser Permanente	Sutter Health
<p>PROS:</p> <ol style="list-style-type: none">1. Strong focus on improving accessibility and affordability2. Experienced and well-structured board of directors3. Smaller, community-focused system may be easier to merge with.4. Health centers in both Oakland and Alameda <p>CONS:</p> <ol style="list-style-type: none">1. Community health centers are more local and have less of a need for transportation2. Smaller system may be more reluctant to partner	<p>PROS:</p> <ol style="list-style-type: none">1. Large health system has resources to support a smaller nonprofit2. Headquartered in Oakland3. Huge presence in Northern California (21 hospitals, 247 offices, and a membership of over 4 million) <p>CONS:</p> <ol style="list-style-type: none">1. Size of the system may be inhibiting to partnerships	<p>PROS:</p> <ol style="list-style-type: none">1. Large health system with abundant resources2. Northern-California based.3. Large presence in California4. Hospitals clustered in one area of Oakland (i.e. limited geographical access) <p>CONS:</p> <ol style="list-style-type: none">1. Large size can be restrictive

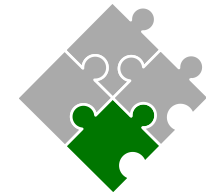
Social Media & Marketing Strategies

Social Media Marketing



Social Media Marketing

Social media improvements DFS can implement:



Brand Awareness/Engagement

- **Post during optimal times on FB and Instagram**
 - 12-3pm M-F & 12-1pm on weekends (FB); 12-1pm M-F (Instagram)
- **Optimize post frequency**
 - $1 \leq \text{posts} \leq 2$ per day; max 10 per week (FB)
 - $1 \leq \text{posts} \leq 2$ per day (IG)
- **Suggested content**
 - Behind-the-scenes, testimonials, event recaps

Events-Donations

- **Partner with high schools in Fremont**
 - Relay for Life (ACS affiliated): build good will/community involvement
 - Standard fundraising drives (selling shirts/donuts)
- **Fun fair/game day at elementary schools**
 - Entrance fee/ticket fees for games, face painting, raffle baskets, etc
 - Volunteers can be high school NHS students

Promotional Material

- **WOM marketing**
 - Give out laptop/bumper stickers, tote bags, and t-shirts
 - Cost-effective, generate low-cost exposure
- **Post videos/photos from fundraising events to capture fellowship**
 - Can also create promotional videos on YT for upcoming events using prior clips

Email Marketing

- **Email is the most effective channel to reach customers**
 - A message is 5x more likely to be seen in email than via FB
 - Send out monthly newsletter to email list
 - Best day and time to send emails are Tues, Wed, Thurs at 10am

Volunteer Sourcing

Volunteer Sourcing

We recommend DFS apply to be added to the following:

Volunteer Match

- Provides a platform for both volunteers and donors to easily find DFS
- 13 Million Users
- Short, easy application to be added
- Provides analytics on volunteer search patterns (ie. zip codes, key search terms)



American Society of CLinical Oncology(ASCO) / Cancer.net

- Provides a list of cancer-related support organizations to volunteers and those with cancer
- Links directly to 3rd party site (DFS)
- Short, easy application to be added
- Concern: No user analytics or zip code related searches





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