

Buffalo, New York

Goal: Create and leverage the HealthforAll brand

Objective 1: Strengthen HealthforAll's multi-pronged approach to sustainable program financing through a local multi-media campaign. The campaign capitalizes on Covering the Uninsured Week and its core message "to raise awareness of the 41.2 million uninsured in America and encourage support for solutions" and distinguishes HealthforAll as the local source of unbiased information and solutions.

Objective 2: Capitalize on organization assets to create sustainable corporate partnerships that will finance sponsorships/cause marketing programs for at least \$10,000. The local division of a national bank has been identified as the most likely initial corporate partner. To engage and secure additional corporate partners, HealthforAll must demonstrate its ability to form a successful relationship with its initial partner.