



Project Children First



**To The Siran Foundation
From Children's Burial Assistance, Inc**

Date: July 3, 2012



Due Date: July 3, 2012
Project Children First



June 10, 2012
The Siran Foundation
123 Stoney Brook Lane Suite 678
Marietta, GA 30060

Subject: Proposal from Children's Burial Assistance, Inc for the Siran Foundation

Dear Sir or Madam:

Children's Burial Assistance, Inc appreciates the opportunity from the Siran Foundation to present our response to your RFP for launching the Project Children First. We are committed to helping low-income families pay burial expenses for their children. Attached is the proposal for our study, which addresses all of your questions and concerns.

Children's Burial Assistance, Inc services are in compliance with your goals and requirements stated in your RFP evaluation criteria. We will use this grant to help 20 low-income families with burial expenses for their deceased children. The grant will also be used to pay funeral services for children, but also to maintain our resource database to enable us to raise more donations.

By selecting Children's Burial Assistance, Inc, the Siran Foundation will be aided with the following profile:

- History of excellent philanthropy
- Emphasis on the equality and wellness of children
- Transparent public credibility
- Commitment to the community and society

Children's Burial Assistance, Inc will be able to help more families at a very sad time in their lives. For further questions or information, please call 678-508-9234 or email childrensburial@gmail.com.

Sincerely,

Kathy Shepard Lee
Vice President

Yingdongjin Fang
Travis Sudderth



Table of Content

Statement of Need	2
Project Plan	3
Phase one	3
Phase Two	4
Phase Three	4
Phase Four	6
Phase Five	6
Conclusion	8
Appendix: The Project Budget	9
Reference	10



Statement of Need

Children's Burial Assistance Inc(CBA) is dedicated to providing funeral services to families who have been struggling with burial expenses of children up to 19 years old. For low-income families especially those who have no life insurance, funeral fees are very expensive. The average cost of funerals ranges from \$3,500-\$7,000, the cost for a cemetery plot ranges from \$1,000to \$10,000, the cost of cremations ranges from \$1,200 to \$3,500. In addition, with 8.2% national unemployment rate, Georgia's unemployment rate is even higher which accounts for 8.9%. As our economy and unemployment rate continue to take its toll, many low-income families have no ability to afford the cost of children's funeral.

Children's Burial Assistance, Inc is committed by helping to eliminate financial concerns so that families may begin the healing process. We can provide financial assistances for families to help them save money. Since 2007, CBA has assisted over 800 families bury their children, and we have saved families over \$900,00 in funeral service fees. CBA hopes by carrying our financial assistance program, families could feel less desperate and will not suffer too much financially.



Project Plan

Financial Assistance to Families and Their Children

The Siran Foundation is offering a two year grant of \$150,000 towards a non-profit organization whose mission is to support the well being of children residing in low-income communities. Children's Burial Assistance, Inc. Has the solution to achieve this goal. Therefore, we believe a successful solution must meet the following objectives:

- Collect resources from funeral companies, calculate donations, and develop a strategic plan, which could help as many children as possible.
- Promote our Financial Assistance program to create an awareness for families that need help.
- Implement our Financial Assistance to help families in need

Phase one: Create CBA Financial Assistance Committee, September 2012

To achieve these objectives, our first action will be creating CBA's Financial Assistance Committee. This committee of selected CBA members will be responsible for the entire program.

The members of our CBA committee will closely work with volunteers and funeral companies that will facilitate the program. These companies provide CBA with low-cost, at-cost, and often pro bono services. Volunteering plays an important role in CBA's progress. These volunteers help us talk with families and tell them about our growing programs.

The purpose of the CBA Financial Assistance Committee is to lay a solid foundation for the program. The members of the CBA Financial Assistance Committee create the core operations for CBA. This committee includes our founders, chairman financial development managers, program evaluation members, graphic designers, and our volunteer leaders. We plan to have twelve people in the committee and will meet for weekly discussion each month until the program is scheduled.

When the program is scheduled, the CBA Financial Assistance Committee will write a report to the Siran Foundation that describes recent actions and decisions. The CBA Financial Assistance Committee will collect feedback from the Siran Foundation that will be beneficial towards building our business relationship.



Phase Two: Analyze the Families' Needs

While we are creating and organizing our committee, CBA will start analyzing the families' needs for their child's funeral service. The results of this analysis will allow us to work closely with families to develop a program that fits their unique request.

In this phase, our goal will be collecting as much family information as possible. This action is important towards our plan because we can become an increasingly targeted organization that can compile statistics that will help more families in the near future. We will conduct surveys of families who applied for our program. These surveys will tell us about their deeper needs and the way the CBA operates could be adapted to help the families the most. We would like to use this information to create an individual Help Plan which could be beneficial towards the family progress. Additionally, we will provide grief empirical counseling to inform families that CBA is a place they can rely on. The death of child has devastating impact on families. By offering the grief counseling, we can help them deal with psychological consoling.

The advantage of this phase is becoming aware how we can help these families and provide our service to them. Meanwhile, we can help them with the mental healing process during their time of grief.

Phase Three: Conducting Resource Database and In kind Gifts to Contact Funeral Companies

CBA's resource database consists of funeral homes, crematories, cemeteries, grave makers, head stones, casket companies, and florist, etc. These companies provide CBA with low cost funeral services. In order to meet the families' need, we will utilize our database to find what funeral items these companies can donate or sell at a lower marketable price. We will use the \$150,000 fund that the Siran Foundation has provided towards purchasing these items. Our resource database can provide additional saving for families.



Many donated gifts such as cemetery plots, open/closing of grave, grave markers/head stones, funeral services, caskets, vaults, flowers, and cremation services are used to offset families' funeral service fees. Some funeral companies or charitable individuals donate these funeral items for us. We have these resources review the family surveys when items are needed to complete the service. CBA will give those items to families as soon as possible. In addition, funerals are completed solely by the donations granted towards CBA. We collected our resources and recorded them into our database. After we realize there is need, we operate database and offer our plan.

“CHILDREN’S BURIAL ASSISTANCE PROVIDES LAST DOLLAR FUNDS TO ASSIST WITH BURIAL EXPENSES OF DECEASED CHILDREN TO FAMILIES THAT ARE IN FINANCIAL DISTRESS.”

Table A: Pricing for the service

Services provide	cost	Children
1. Casket (wood/metal)	\$ 1,000	18
2. Cemetery plot	\$ 4,000	18
3. Headstone	\$ 1,200	18
4. Transportation to funeral homes	\$ 350	18
Total Cost for one children	\$ 6,650	18
5. Transporting a child's remains to another state or country	\$ 4,800	2

$$*\$ 6,650*18(\$117,900) + \$4,800*2(\$9,600)=\$127,500$$

As you can see from the Table A, we have estimated the basic funeral cost for one family. The complete service we can provide for one family include a wood or metal casket, cemetery plot, headstone, and the transportation from the child's remains to funeral homes. The figures shown above are lower than most market prices because funeral service partners could offer lower prices for CBA's current program. With \$ 150,000, we are confident we can help 20 families per year. We could provide complete funeral services for 18 children and provide transportation of two children's remains to another state or country.



From our previous experience, some families are immigrants and their children are born out of the United State. Those families want to transport their children's remains to their native country. Unfortunately, these families can't afford the transporting fee cost. CBA takes that kind of need into account and will provide services for families in this matter.

CBA is networking with funeral companies, operating our database, and compiling In-kind gifts. This is what sets our organization apart and allow us to make an impact.

Phase Four: Training CBA Staffs and Volunteers

Our experience shows that staffs adapt quickly to our program. CBA has been operating for five years and most of them are familiar with our programs. CBA has been recruiting new volunteers for our Financial Assistance program.

To fully train our new volunteers for financial assistance program, we will need three days(eight hours per day). We will teach them our program and how to communicate with the families in detail. The training will also include maintaining our database, helpline that families can call if they have any questions about our program. Our website will contain helpful information on how we can help through our program.

Phase Five: Assessing CBA financial Assistance Program

To ensure the effectiveness of our program, we will provide surveys that will help to solicit their reactions and suggestions for program improvements. These surveys will be conducted every two months for the next two years.

We are interested in measuring satisfactions with our financial assistance program, and will measure whether we have satisfied their needs. These assessment results will help improve our program. From the previous record, since 2007, CBA has helped over 800 families bury their children and have saved families over \$900,000 in funeral service fees.

After each three month survey, we can submit our progress report for the Siran Foundation. At the end of the two-year program, we can submit a full report that analyses our achievement. We can also make suggestions for improving the financial assistance program in the future.



Over 800 families have been granted aid by the Children's Burial Assistance. This is a solid beginning for an organization that has aspirations for future growth. The CBA was formed to help struggling families during a time of economic uncertainty back in 2007. Our organization is inspired by a simple idea that grew to help families receive closure while enduring the loss of a young child. Both founders, Kathy and Paul Lee, were in search of a way to help struggling low income families. Because of their charitable actions previous to the birth of their non-profit organization, Kathy and Paul felt that they had what is required for addressing large societal issues that CBA adamantly combats.

Paul Bernard Lee was born in Atlanta, Georgia. He graduated from DeKalb College in 1970. Mr. Lee has over 30 years of experience as a non-profit executive. His job history is inspired by helping others in a beneficial way. A few of his past employers include the United Way, Caring for Babies with Aids, and Lee Enterprise. Mr. Lee has spent countless amounts of time working with others. He has held a number of board and volunteer positions over his illustrious career. Mr. Lee has been a volunteer for the American Cancer Society, American Red Cross, Los Angeles Boys and Girls Club, and Los Angeles Missing and Exploited Children.

As a co-founder of the Children's Burial Assistance Mr. Lee wants to see his non-profit organization expand nationwide to every state. If this goal were to be achieved, the CBA would have burial sites in every state for deceased under privileged children. He would also like to see funeral services expanded for senior that have passed.

Kathy R Shepard Lee is a native of Atlanta Georgia. She graduated from Spellman College with a degree in economics. Mrs. Lee has 30 years of experience working with the Delta airlines. At Delta, Mrs Lee acquired supervisor and managerial skills through her multiple occupations with the company. Mrs. Lee acquired supervisor and managerial skills through her multiple occupations with the company. Mrs Lee has a fond passion for providing guidance and leadership to children throughout her community. A few of the charitable works that Mrs. Lee has been a part of include Meals on Wheels, Habitat for Humanities, and JDRF Walk for Diabetes.

As an individual that enjoys giving back, Mrs. Lee would like to see the Children's Burial Assistance grow into an organization that impacts the lives of families throughout the country. She would like to witness the completion of a Senior Burial program that will be the product of growth of the CBA.



Conclusion

The Children's Burial Assistance would like to begin this portion of the proposal by summarizing the financial decisions that will be performed. Our Financial Assistance program is a direct way to help families to save the funeral expenses of deceased children.

Cost is the most significant advantage of our plan. As shown in Table A and Appendix, implementation of our plan would cost an estimated \$22,500, and we would use the rest \$127,500 to help 20 children. We believe by choosing CBA, the Siran foundation will achieve its mission of support the well-being of children. CBA serves all children, and does not discriminate base on sex, race, or religion. We provide last dollar funds to assist families with burial expenses. Moreover,with the grant from the Siran Foundation, we ill be able to help more families during an extremely vulnerable time in their lives.



Appendix: The Project Budget

Children's Burial Assistance, Inc is a non-profit organization. We pride ourselves on developing of low-cost solutions to help as many families and children. In this Appendix, we would like to cover some of the major costs of the Project Children First discussed in this proposal. These figures below serve as an estimate for a response to your RFP. Table A offers a summary of our estimated costs for the Project Children First.

According to Table B, salaries for project leaders, major participants, and staff and assistance benefits are our primary costs. These costs represent two project leaders, seven major participants, and a hundred volunteers. Employees are committed full time and volunteers are working part time for Project Children First.

Services & facilities and equipment are the other important expenses in our budget. We have currently have two trunks for transporting a child's remains to the funeral home. We are planning to purchase another one. We also take expenses like database maintenance, computer, and projector repair into account.

Finally, our materials, travel, and communications estimate in Table B are based on the previous similar projects we have handled before. Our costs are relatively low compared to other major charitable foundations. If you have any questions about these figures, please call Roxann Smithers at 678-508-9234 or email roxannsmithers@childrensburial.org.

Table B: Budget summary

Item	Cost
Project Leader salaries	6,000
Major Participants' salaries	6,000
Staff and Assistance Benefits	1,000
Services & Facilities	2,400
Equipment	3,500
Materials	1,000
Travel	2,000
Communications	600
Total Costs	22,500

**“WE ARE COMMITTED ASSIST FAMILIES WITH GRIEF
COUNSELING DURING THEIR LIFE-ALTERING EXPERIENCE TO
HELP THEM BEGIN THEIR HEALING PROCESS.”**



Reference

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