



Diphda Medical Sponsorship Program

Updated 10.08.2023

For inquiries or to become a sponsor please contact:

Keagan Beeravolu

Co-President and Treasurer of Diphda Medical

keagan.beeravolu@diphdamedical.org

Overview

Diphda Medical Co. (referred to as Diphda Medical) is a 501(c)(3) charitable nonprofit organization with the goal of promoting equitable community health and providing accessible medical equipment and treatments in order to reduce healthcare disparities locally, nationally, and even internationally.

The Diphda Medical Sponsorship Program is intended to both gather donations from and establish partnerships with local community businesses as well as recognize businesses for their contributions to our efforts. This document goes into detail about what our current and future projects will look like, how contributions from this program will be used to achieve our goals, and how businesses can get involved whether through charitable contributions or through other means such as strategic partnerships.

Main Organizational Goals

I. Promote Equitable Community Health

- A. Our strategy for tackling this goal involves the use of shorter-term projects that each focus on a single specific issue in our community.
- B. Currently our focus is on increasing health literacy. Our first project improved the health literacy of rural populations in India through the establishment of connections between licensed health professionals and low income individuals and through the distribution of health education packets (which have also been distributed in Nigeria). We reached over 10,000 people with our efforts and we aim to take what we have learned and use it to establish a similar project in both Charlotte and Philadelphia, albeit adapted for the more urban and developed populations.
- C. Future projects may address topics such as maternal health, LGBTQ+ mental health, and cultural competence in healthcare.
- D. A portion of the funding from the Diphda Medical Sponsorship Program will go towards purchasing the necessary supplies and resources to both establish and operate the various projects we have planned.

II. Provide Accessible Medical Equipment and Treatments

- A. Our strategy for tackling this goal involves the use of an ambitious long-term project that can be built on over time.

- B. Currently we are working to establish our website (diphdamedical.org) which will serve as the hub for our organization. While it will contain an area describing our projects associated with our first goal, it will mainly focus on our long-term project of developing a webstore with low-cost medical equipment and over-the-counter (OTC) medications. Anyone in the United States will be able to purchase from our webstore, however we will use an application-based system to identify underserved individuals and families in Charlotte and Philadelphia who will then receive free medical supplies from Diphda Medical. The application will be available on our website and will not have an application fee attached. The principal idea behind this project is to use the revenue generated from full-price purchases, alongside donations, to fund the distribution of free medical supplies.
- C. We intend to start with simpler household medical products that target a specific need of the communities we work with and slowly build towards more logistically challenging products such as OTC medications. Our vision of what this will look like in the future involves expanding our application-based system to include communities outside Charlotte and Philadelphia, partnering with local and national pharmacies to secure discounts at their locations for underserved individuals, and coordinating outreach events in underserved communities where free medical supplies will be distributed.
- D. A portion of the funding from the Diphda Medical Sponsorship Program will go towards purchasing medical equipment from distributors at low-cost bulk pricing in order to establish our initial inventory for the webstore and our charitable endeavors. In addition, some of the funding will go towards covering the monthly operational costs of the website.

How To Participate

I. Charitable Contributions

- A. To sponsor us by donating money or resources towards our cause please email Keagan Beeravolu at keagan.beeravolu@diphdamedical.org with your business name, contact information, and the amount of funding and/or list of resources you are looking to contribute and we will provide you with further information. In addition, you can reach out with any questions you would like answered before you move forward with your contribution.
- B. Sponsors will then be given a tier based on the level of their donations. See the "Sponsorship Tiers" section later in this document.

II. Strategic Partnerships

- A. If you would like to directly collaborate with us on one of our current or planned projects or have a different project idea that works towards one of our main goals please contact us and we will see how you can help.
- B. If you would like to partner with us to host a fundraising event where a portion of the revenue earned is shared with us we are open to working with you.
- C. Instead of being placed in the tier-based recognition system, businesses who enter a partnership with us will receive recognition for their efforts in media whose topic mainly involves the project they have supported or in media directly referencing the fundraising event they were a part of.

Sponsor Tiers

All sponsors, regardless of their tier, will receive recognition for their contributions on our website and social media pages. The tier a business is in affects the level of focus and priority they receive when we recognize our sponsors. Our social media pages where you will be recognized include our instagram which is @diphdamedical and our LinkedIn which can be found at this link: www.linkedin.com/company/diphda-medical

I. Bronze

- A. Bronze is our first tier and offers businesses recognition for their charitable contribution to Diphda Medical. Perks include:
 - 1. Recognition on our website as a Bronze sponsor with the name of your business.
 - 2. Recognition as a Bronze sponsor at community events with the name of your business included on related media.
 - 3. Recognition on our Instagram and LinkedIn as a Bronze sponsor with the name of your business in a monthly sponsor recognition post.
- B. Requires a contribution of at least \$100 per year.

II. Silver

- A. Silver is our middle-of-the-road tier and offers businesses pronounced recognition for their generous charitable contribution to Diphda Medical. Perks include:

1. Recognition on our website as a Silver sponsor with the name and logo of your business.
 2. Recognition as a Silver sponsor at community events with the name and logo of your business included on related media.
 3. Recognition on our Instagram and LinkedIn as a Silver sponsor with the name and logo of your business in a monthly sponsor recognition post.
- B. Requires a contribution of at least \$500 per year.

III. Gold

- A. Gold is our highest tier and offers businesses an immense amount of recognition for their extremely generous charitable contribution to Diphda Medical. Perks include:
1. Recognition on our website as a Gold sponsor with the name and a large logo of your business.
 2. Recognition as a Gold sponsor at community events with the name and a large logo of your business included on related media.
 3. Recognition on our Instagram and LinkedIn as a Gold sponsor with the name and a large logo of your business in a monthly sponsor recognition post.
 4. Reecognition on our Instagram and LinkedIn as a Gold sponsor in a one-time post centered solely around your contribution.
- B. Requires a contribution of at least \$1,000 per year.
- C. If you would like to donate an amount that significantly exceeds the amounts described for this tier, please contact us and we can work to provide special recognition for your extraordinary generosity.

FAQ

Q. Will the contributions that my business makes be tax-deductible?

A. Yes, our organization carries 501(c)(3) status meaning your contribution (which would be classified as a qualified sponsorship payment) would be tax-deductible.

Q. Will the contributions that my business makes be used to compensate directors?

A. No, we do not currently provide compensation for our directors and do not have plans to do so in the near future. While compensation may be provided in the distant future should



our organization grow to a size that warrants it, no charitable/sponsorship-related contributions from individuals and businesses will be allocated for that purpose.

Q. Will the contribution amounts for the tiers ever be raised?

A. Yes, although we do not plan on doing so in the near future. If they are raised, it is because we believe that higher amounts are needed to sustain growing costs due to the growth of our organization. All sponsors will be notified 30 days prior to the effective date of new tier requirements. Any new requirements will not affect a sponsor's tier for the duration of their current sponsorship term and will only apply to new sponsors and current sponsors looking to renew.

Q. Will you advertise the goods and/or services my business provides?

A. No, in order for contributions to be classified as qualified sponsorship payments, which are tax-deductible for you and tax-exempt for us, rather than payments in exchange for advertising, which are neither tax-deductible nor tax-exempt, we will not advertise or promote any specific goods or services when we recognize you. An exemption to this would be if you are partnering with us on a specific project where we may detail your specific contributions which could be related to the goods and/or services your business provides.