This report represents Remote Area Medical (RAM)'s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

Remote Area Medical (RAM)
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Mission:
To prevent pain and alleviate suffering by providing free, quality health care to those in need.

The content of this Charting Impact Report is the sole product and responsibility of Remote Area Medical (RAM). This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

RAM seeks to provide healthcare access to those who cannot afford it. RAM is a part of a larger effort to bring together people to address healthcare issues in their local communities and see those communities transformed for a better and healthier future. RAM seeks to prevent pain and alleviate suffering by providing free quality healthcare to those in need.

2. What are our strategies for making this happen?

A clinic request produces a Community Host Group, a Community Host Group provides potential for the birth of a local RAM Affiliate and “Stop the Suffering” Initiatives help to equip that affiliate with the needed resources to better serve the targeted areas. RAM uses mobile clinic events to provide healthcare to underserved, isolated and impoverished communities. RAM clinic events provide general medical, preventive, education, dental and vision. RAM leads and trains local organizations called “Community Host Groups” to mobilize needed volunteers and resources for clinics to be held in their local communities. Clinic events lead to identifying local community leaders that can establish a RAM Affiliate. A RAM Affiliate is made up of local concerned citizens that officially represent RAM on a local level. The affiliates are developed by RAM Headquarters into thriving RAM organizations that provide ongoing clinic events throughout their assigned area while at the same time connected to a larger RAM national network. RAM uses “Stop the Suffering” Initiatives to help jump start RAM Affiliates in targeted areas. RAM has a long range plan of establishing hundreds of RAM Affiliates in the United States while using the US network to help establish international affiliates.

3. What are our organization's capabilities for doing this?

RAM has the knowledge, reputation, resources and plans to move forward with our strategies. RAM has pioneered mobile clinic events and set the pace for how mobile clinics should delivery compassionate and competent services. RAM is globally known as the leader in the non-profit industry in relation to mobile clinic events and our decades of experience and success allows us to execute our strategies with exceptional results. RAM has successfully held over 700 mobile clinics and 545,000 patient encounters, with over 84,000 professional healthcare volunteers providing over $75,000,000 worth of medical care to patients at no cost.

4. How will we know if we're making progress?

RAM has created strategic plans that are based on measurable goals and timeframes. We are able to measure our success based on a matrix system that projects desired outcomes and the ability to define, measure, analyze, improve and control expected results.

5. What have and haven't we accomplished so far?

In 2013 RAM has restructured based on our long range objectives so we can best meet the needs of those we serve. This has best positioned our organization for success. We have hired additional human capital based on our strategy to best facilitate our strategies. RAM has revisited existing RAM Affiliates while at the same time securing new RAM Affiliates for 2014 according to our expansion strategy. RAM has secured the beginning funds for our “Stop the Suffering” in Appalachia Initiative by securing a “Champion with a Challenge” that provides matching funds for a RAM Affiliate in a specific state. RAM has moved into a new facility and campus to better support our strategies. RAM is still seeking donor opportunities that will help fuel our present and long range plans. RAM is still seeking “Champions with a Challenge” for the states of Tennessee,
Kentucky, West Virginia, and North Carolina. RAM is preparing to launch a Building Capital Campaign to pay off our loan for our new campus. We lack 3.5 million for our “Stop the Suffering” in Appalachia Initiative and $2.3 million for our building loan. We desire to pay off the building by March 2014 and secure all of the funds needed for the “Stop the Suffering” in Appalachia by 2016. RAM is seeking leadership in Tennessee, West Virginia and North Carolina to lead RAM Affiliates. We are also in talks with leaders in Nevada and other states about launching RAM Affiliates in 2015.