



Mendel Foundation
the Know & How of a Blissful 3rd Age

year plan

2014

"Seven⁺ Extra Blissful Years"

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What is the Mendel Foundation:

The people that started this foundation are of the opinion that the current system of mostly cure-oriented care for our elderly is failing, and that this can be improved enormously. The Mendel Foundation has made it its objective to give people in their so-called Golden Age the tools to

Live at least seven extra years, as healthy and gloriously as ever possible!

The Mendel Foundation is a Not-for-Profit. It is the entity at the center of the Mendel-organization, of which also Mendel Revalidatie (which is currently being dismantled), Mendel Society, Mendel Data and Mendel Medical form independent parts.

The Mendel Foundation is the 'Brain and Conscience' of all Mendel-endeavors. It develops the systematic methodology to give respectful elderly care at a Top level, where attention to prevention and *well-being* are pivotal. The foundation is an open platform, making the developed systems freely available and shared; it also safeguards the philosophy, the content and the quality of the system.

Mission & Vision

Healthcare as we know it, only takes action in case of illness or disability. Prevention, professional counseling and assistance to maximize the active aspiration of the individuals' health in its broadest sense (physical, social, emotional, spiritual) are dramatically under-utilized. We can do better, easily: together.

It is our mission to make sure that elderly get all the possibilities to increase their lifespan by at least seven years, and that they can enjoy these years to a maximum, by using excellent preventive exams, recommendations, counseling and training, as well as lifelong individual assistance;

to be the pioneers of a complete and Best-Practice system for our elderly and their caretakers: all about prevention, wellbeing, care and cure; and to continuously improve that system further;

to make Top-Class available in all relevant aspects (e.g., knowledge, skills & experience; fast availability; friendliness, respect, optimal time for explanations about what options are available and what will be done), to make sure that both our elderly and their caretakers experience the best possible sensation of health, safety and pleasure in life.

It is also our mission to set up our system in such a way that it is available in, and has input from, different linguistic regions of our world (at least Dutch, English and Spanish), that it will be clearly client-driven (professionals guiding clients, for the client's benefit!), and make its further development increasingly independent of one or a few visionaries.

Core business

The most important task of the MF is to gather and share trustworthy and practical information, which should help our elderly to live better and longer. We summarize and prioritize this as follows:

1. (10%): development of "how are we going to do this" ("the best possible 3rd and 4th age"): to make as much as possible relevant information accessible to the interested, both professionals and laymen;
2. (15%): how to improve "current" existing situations, through tutorials, guidance, training; result measures (set goals; how to measure and/or account for these); certification, appraisal;
3. (75%): protocols for professionals: behavior, attitude, medical rehabilitation, 1st general exam, etc.

Planning & Completion, 2014 e.v.

- 1st half year 2014, mostly helping and supporting the current restart of specialized outpatient medical rehab in PT practices throughout the Netherlands; further structuring and organization of the functions of the Mendel Foundation;
- 2nd half year, gradual shift towards our concepts and system of elderly care in general, and further concept development / implementation of the Mendel Society in particular.

Organization

Armand C. Hagedoorn, senior physiatrist: chairman, director.

Caroline 't Hooft: Maître d'Officine: she works with us since august 19, 2013 as an independent contractor.

Robert Jan Horst: independent editor, text writer;

p.m. Arnold Parre, text writer Middelburg (via Paul den Boer).

Priorities and time allocation

- Setup & further development of new websites and getting them online: "message clear", division between interested elderly and professionals; first "products" clear and available in the three mentioned languages;
- Produce several YouTube videos;
- "Brain-Weave"s: min. dataset, first/repeat general exams, outcome measures, fundraising;
- Raise funds / apply for subsidies, grants.

Tasks, contribution of the Supervisory Board

The Supervisory Board has two main tasks: in the day to day business of our foundation, there is their task as “Wizards” with reflection, counseling and supporting ongoing matters and developments (facilitating connections and contacts goes a long way);

and the SB has an important role of supervision and interference if needed in the director's management: to be “guardians” of our public responsibilities.

There is a good consensus among the members of our Supervisory Board and the director about the different tasks and responsibilities. Those tasks and responsibilities have not yet been documented in formal rules and regulations (both for the management and the Advisory Board).

Benefits, Cost as an “ANBI” (formal Not-for-Profit)

In order to maintain its tax-exempt status, the Mendel Foundation has to deliver clear benefits for the general population. Also, the ratio between delivered benefits and the costs has to be clearly in favor of the benefits for the people:

Benefits (at the end of 2014):

- Freely available, in three languages on the website:
 - At least 20 unique documents, protocols & manuals,
 - 5 or 6 informative YouTube videos,
- Have started the expert-network;
- Have started our users panel.

Costs (at the end of 2014):

- Work:
 - ACHg, approx. 200 hours (unremunerated)
 - CtH, approx. 300 hours (remunerated)
 - 3rd parties, approx. 100 hours (remunerated)
- Total estimated labor cost in 2014, approx. €: 13,849.00

What, who, when in 2014 (in order through 2014)

Topic	Who	Hours, ACHg	Hours M d'O	Ready d.d.
Jaer Report 2013	ACHg; CtH; GO	5	5	15 Jan 2014
PEST, SWAT 2014 MF	ACHg; CtH	5	10	15 Jan 2014
Finance plan MF 2014	ACHg; CtH; GO	5	10	15 Jan 2014
Year plan MF 2014	ACHg; CtH	10	10	15 Jan 2014
Intro & ending YouTube videos	ACHg; extern	20		End of Jan 2014
1 st three YouTube videos	ACHg; extern	20		End of Feb 2014
(Nieuwe) Website online	CtH; ACHg	10	30	Feb 2014
1 st BrainWeave: minimal dataset (Rehab; MSoc)	ACHg; CtH	15	20	End of April 2014
Presentations about MF and MSoc, resumed	ACHg; CtH	60	20	From May 2014
2 nd "BrainWeave": Outcome Measures	ACHg; CtH	15	20	July 2014
3 rd "BrainWeave": Fundraising	ACHg; CtH	5	20	End of Sept 2014
Fundraising agent/agency contracted	"Md'O", ACHg	25	5	October 2014
4 th BrainWeave: Carousel Attitudes & Manners	CtH, ACHg	5	20	End of November 2014
Commitment for the 1 st € 50.000,= (in 2014)	"Md'O", ACHg	10	5	November 2014
Carousel Attitudes & Manners in outline ready	CtH, ACHg	5	15	December 2014
Carousel Attitudes & Manners ready; practical aspects ready, tried-out.	CtH, ACHg	3	15	January 2015

Projects in 2014 (in order of priority)

Topic	Who	Hours, ACHg	Hours, 3rd P.s	Cost
Intro & ending YouTube videos	ACHg + 3rd P.s	20+	10	€ 150
1 st three YouTube videos	ACHg+ 3rd P.s	30+	20	€ 300
1 st BrainWeave: minimal dataset (Rehab; MSoc)	ACHg+ CtH	15	35	€ 700
2 nd BrainWeave: Outcome Measures	ACHg+ CtH	15	15	€ 700
3 rd BrainWeave": Fundraising	ACHg +CtH	5	15	€ 700
4 th Brain-Weave: Carousel	ACHg +CtH	5	15	€ 700

Attitudes & Manners				
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Websites

www.mendelfoundation.org

www.mendelsociety.nl

Appendixes:

Financial Plan, 2014

PEST, SWOT analysis, 2014

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