

# Miracle of Life Foundation Donation Proposal



## Contact Information:

Keith Jarman  
Director of Operations  
Miracle of Life Foundation  
Headquarters Office  
6541 Hawksmoor Drive  
Orlando, FL 32818  
Email: keith.jarman@miracleoflifeonline.com  
[www.miracleoflifeonline.com](http://www.miracleoflifeonline.com)  
Office: 1-888-536-4442  
Cell: 703-342-6804

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This Business Plan is to request a donation to support the unique efforts of the Miracle of Life Foundation (MLF).

## **1. Executive Summary.**

Miracle of Life Foundation (MLF) was founded in 2007 by Nicky Perry. MLF is a non-profit foundation that promotes research and encouraging the lives of those people who are faced with a serious brain-related illness like cerebral hypoxia. MLF is a proud member of the Congressional District Programs (CDP). CDP is one of the most active and reputable 501c (3) Public Foundations in the United States. Our IRS Federal Tax Identification Number is: 65-0970090.

## **2. Organizational Background.**

The Miracle of Life Foundation (MLF) is inspired by the life of *Darryl Perry, Financial Advisor for Morgan Stanley of Orlando Florida*. Darryl Perry experienced a brain-illness called cerebral hypoxia in March of 2007. This medical condition has left Darryl temporarily severely disabled. With rehabilitation, medical treatments, and comprehensive medical research Darryl has a chance to recover various levels of his quality of life.

**Who is Darryl L. Perry?** He is a graduate of The University of Florida – where he was a Florida Gators Football player. Darryl completed his football career as captain of the 1989 Gator football team and former blocking fullback for the NFL All Time Leading Rusher, Dallas Cowboys - Emmitt Smith (still Darryl's close friend). Darryl was a respected and successful Financial Advisor for Morgan Stanley. Darryl currently lives in Orlando Florida with his wife, Nicky and their three children, Jada, Austin and Paige. Darryl was active in the community as a youth mentor, teacher and leader. He also served as a volunteer Board member with the following organizations: University of Florida Letter winners, President, Ronald McDonald House Charities and Guardian Convalescent Center, Secretary.



The MLF mission is to educate, communicate, and support the community. MLF also support studies aimed at understanding neurological conditions that can damage the brain, such as cerebral hypoxia. The goals of these studies are to find ways to treat this condition by possibly opening the door for other people to experience the Miracle of Life. MLF recognizes the need to provide innovative research, educational resources, counseling and health care services to assist patients and families towards finding hope and rebuilding there lives following the traumatic challenges they face on a daily basis with this medical condition.

### 3. Opportunities and Needs.



Cerebral hypoxia affects millions upon millions of people in the U.S. and abroad. Cerebral hypoxia is a medical condition in which there is a decrease of oxygen supply to the brain even though there is adequate blood flow. Drowning, strangling, choking, suffocation, sudden cardiac arrest, head trauma, carbon monoxide poisoning, and complications of general anesthesia can create conditions that can lead to cerebral hypoxia. Symptoms of mild cerebral hypoxia include inattentiveness, poor judgment, memory loss, and a decrease in motor coordination. Brain cells are extremely sensitive to oxygen deprivation and can begin to die within five minutes after oxygen supply has been cut off. When hypoxia lasts for longer periods of time, it can cause coma, seizures, and even brain death.

In brain death, basic life functions such as breathing, blood pressure, and cardiac function are preserved, but there is no consciousness or response to the world around. The effects of cerebral hypoxia are far-reaching, extending beyond those with this chronic brain illness to include their families, friends, and colleagues. Recovery depends on how long the brain has been deprived of oxygen and how much brain damage has occurred. But the human brain is unique and truly..... an amazing organ. Many times, doctors assume the worst prognosis, to early and force negativity in the pathway of a possible recovery! The right medical intervention at the right time after the onset of cerebral hypoxia could make the difference between what quality of life the patient will experience.

The doctors gave up on *Darryl Perry* because of his life threatening brain illness diagnoses. *The Miracle of Darryl Perry's Life* through his faith, his will to survive, support from his family, and his remarkable daily medical recovery, is a testament that preliminary and innovative medical intervention could increase the possibilities for survival and quality of life. This is why it's important to establish a "One Source System" to advise and educate patients and family suffering with the condition of cerebral hypoxia and the associate potential causes of this brain-related illness such as, sudden cardiac arrest, head trauma, carbon monoxide poisoning, and complications of general anesthesia, just to name a few.

### 4. Work and Strategies for MLF.

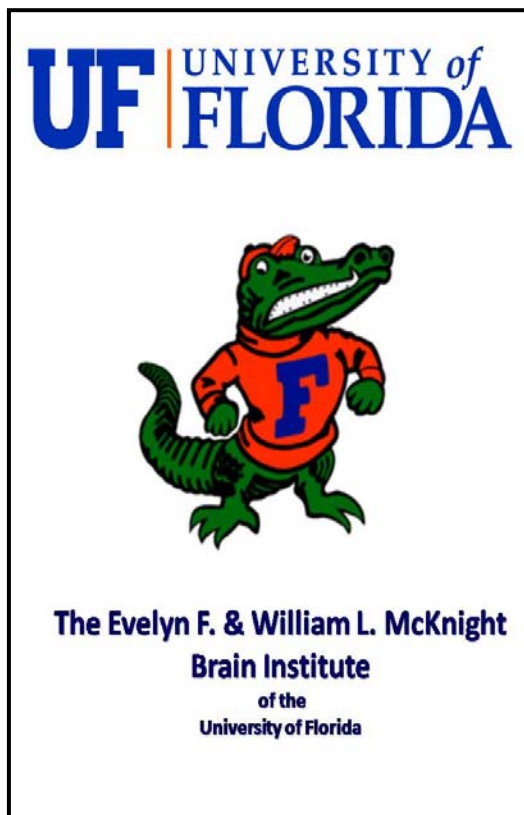
Through grants, sponsorships and donations we are aggressively seeking to support innovative medical research on cerebral hypoxia. We believe we can achieve and support our goals by developing and promoting comprehensive educational programs, prevention programs, facility outreach programs, medical studies, sophisticated clinical trials, and a network of support groups. Donations will support the organizational goals in the following key ways:

#### **4.1 Medical Research Funding Support.**

MLF campaign is to segment institutions and medical society to expand their level of interest and concerns relative to increasing an environment for leading edge solutions through creative researches, case studies and medical treatments focused on the treatments of cerebral hypoxia and the associated potential causes of this brain-related illness such as, cardiac arrest, head trauma, carbon monoxide poisoning, and complications of general anesthesia, just to name a few.



#### **4.2 University Research Funding Support.**



Today, university research has the energy, resources, brilliant innovative young minds and enthusiasm to invest valuable time towards causes and cures for medical challenges. MLF seeks to capitalize our campaign in the laboratories throughout the Universities across this nation. Research does matter! Targeting the Universities ignites public awareness to the latest news about medical treatments, societal research, basic science, technological advances, and cures for generational medical challenges. *The Evelyn F. & William L. McKnight Brain Institute of the University of Florida (MBI-UF)* is one of the world's largest research institutions devoted to the challenges resulting from brain illnesses. The MBI-UF's research and educational programs incorporate over 300 faculties from 57 academic departments and 11 colleges.

#### **4.3 Educational Awareness Funding Support.**

MLF educational initiatives are to increase awareness by educating and encouraging the community and medical personnel in a streamlined manner, avoiding duplication of services, and leveraging resources in order to be a unique centralized source on the research, treatment and support for people suffering from a brain-related illness, primarily associated with cerebral hypoxia and the associated potential causes.

MLF will accomplish this by working collaboratively to reach new levels of information and resource sharing about cerebral hypoxia challenges.



#### **4.4 MLF Outreach Community Support.**

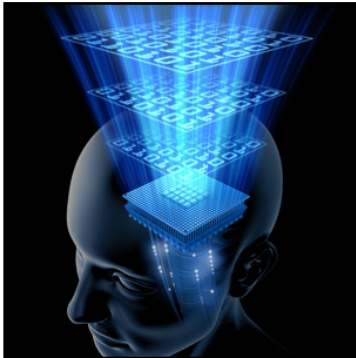
Driven by our volunteers, committees and employees who manage provincial fundraising campaign, that systematically engage the community through various programs that provide financial support, social awareness, entertainment, and education.

#### **4.5 MLF Special Funding Projects.**

Each year, the Foundation sets aside a pool of dollars to respond in a timely fashion to opportunities that fit our mission. MLF pre-selected Special Projects are the following:

- *Miracle of Life Seminars:* Support cerebral hypoxia survivors through. Research representatives;
- *Charities of Choice:* MLF provides financial support to organizations or foundations that fit our mission and vision.
- *Community Awareness Fund:* MLF provides financial support to community or social groups that fit our mission and vision.
- *Individual Support Fund:* MLF provides financial support to individuals fit our mission and vision.
- *Special Event Support Fund:* MLF provides financial support to special events that fashion-to opportunities that fit our mission and vision.
- *University and Institutional Research Fund:* MLF provides financial support to that fit our mission and vision.
- *Educational Material Support Fund:* MLF provides financial support for educational material, guest speakers and fit our mission and vision.

## 5. Business Opportunity and Market Potentials for Corporate Investors.



Cerebral hypoxia affects millions upon millions of people in the U.S. and abroad. The effects of cerebral hypoxia are far-reaching, extending beyond those with this chronic brain illness to include their families, friends, and colleagues. Through donations, MLF is aggressively supporting comprehensive researches, medical services, social development, case studies and providing significant resources that focus on the treatment, research and support for people suffering with the brain-related illness of cerebral hypoxia and the associate potential causes of this brain-related illness such as, sudden cardiac arrest, head trauma, carbon monoxide poisoning, and complications of general anesthesia, just to name a few.

A target market is realized because of the environment that exists for innovation, international attention, and human interest for the cause. MLF becomes a powerful source that reaches a potential audience of 5 - 10 million people in the United States. The key to success for MLF's initiative industry realizes the market potentials for publicity and branding relative to investing (*donation – equates – promotion & advertising plus positive public relations for the investor*) in this effort.

**Darryl Perry**  
Morgan Stanley

**Rodney Green**  
Disney Golf Courses

**Emmitt Smith**  
Former Dallas Cowboy

Donation  
Miracle of Life Foundation  
\$7,000.00  
Invested Supporter  
CARRI SCHWARTZ GOLF

**Sponsor Fundraisers and Research**  
That also promote  
Your company's  
Image &  
Support  
With  
Professional  
& Strategic  
Public  
Relations  
Campaign

MIRACLES  
Above & Beyond  
CHARITY GOLF  
TOURNAMENT  
At The Trilogy Golf Club At Power Ranch  
Thursday May 11, 2006  
MADE WITH LOVE  
REGISTRATION / RANGE  
STARTS TIME  
DINNER GUESTS WELCOME  
Do NOT  
MISS CHARITY DINNER

11:00  
2:00  
5:00  
8:00

***Donation – equates - Promotion & advertising for the investor*** is a strategic campaign that systematically promotes our investors through various MLF events, promotional material and our website. The market potential for our investors (*advertisement through a non-profit organization*) is deliberate and targeted throughout our campaign initiatives for this highly visible cause.

## **6. Financial Potential.**

MLF has achieved great success in forecasting, planning and executing functions towards meeting our projected fundraising goals. Our strategic project initiatives consist of local, state and national campaigns. MLF will conduct comprehensive, methodical and disciplined monthly, quarterly and annual fundraising events.

Through these events and community presence, MLF continues to expand in its financial reserves and in the services it provides to the community.

## **7. Operating Plan.**

Through donations, Miracle of Life Foundation is able to set up an office, operational capital, educational facilities and significant resources to develop or improve business skills to allow MLF staff to function harmoniously in support of cause. Through community awareness, MLF accepts donations to support the efforts of our foundations initiative.

### **7.1 Location**

Miracle of Life Foundation headquarters is located in Orlando Florida with an affiliate office in the Washington DC area. Originally the headquarters property will be the family home of Darryl and Nicky Perry in Orlando Florida. With future acquisition of adjacent acreage, MLF will be able to provide a long-term facility with educational and training facilities.

## **8. Management, Organization and Ownership.**



**CDP**  
CONGRESSIONAL  
DISTRICT PROGRAMS  
*Empowering People to Help People*

Miracle of Life Foundation is a non-profit foundation. MLF is a member of the National Congressional District Programs (CDP). CDP is one of the most active and reputable 501c (3) Public Foundations in the United States.

## **8.1 Board of Directors.**

MLF is governed by a Board of Directors. All Board members are elected annually except for Board action to fill vacancies. The Board on an annual basis determines the appropriate characteristics, skills and experience for the Board as a whole and its individual members with the objective of having a Board with diverse backgrounds and experience in business, government, education, and public service. In evaluating the suitability of individual Board members, the Board takes into account many factors, including general understanding of marketing, finance and other disciplines relevant to the success of the foundation.

The Board evaluates each individual in the context of the Board as a whole, with the objective of recommending a group that can best perpetuate the success of the foundation's interest through exercising sound judgment, using its diversity of experience.

The Board members focus on the following:

- Strategic matters
- Policy and standards of operation
- Fundraising strategies
- Promotional strategies

The following individuals represent the current Board of Directors for MLF:

**President** - Nicky Perry

**Treasurer** - Sharon Boothe

**Executive Director of Operations** - Keith Jarman

*Operations, Marketing & Contracts*

**Director of Coordination & Affairs** - Therese Perry

*Events and Public Relations Coordination*

**Director of Events & Planning** - Rhetta Peoples

*Marketing and Public Relations Group*

**Advisory Board Member (Physician)** - Dr. Andrew Taussig

*Cardiology, Internal Medicine, Interventional Cardiology, Orlando Florida*

**Advisory Board Member (Physician)** - Dr. Ira Goodman

*Neurosurgeon, Orlando Florida*

## **8.2 MLF Operating Staff**

Nicola "Nicky" Perry, founder and executive director, employs a full time staff of one Operations Manager, one Marketing/Fundraising Manager, one administrator and a part time staff of three with a volunteer staff of six. Keith Jarman and Rhett Peoples are qualified professionals within the field of Marketing, Sales, Meeting & Events Planning, and Operations (*Resumes provided on Request*). Our Physician's Advisory Board represents this nation's most prestigious doctors within the fields of Neurosurgeon and Cardiology, Internal Medicine, and Interventional Cardiology. (*Resumes provided on Request*).

## **8.3 Management/Principal**

Nicola "Nicky" Perry is an assistant professor of law at Florida A & M University, College of Law. Professor Perry obtained her undergraduate degree from the University of Florida and went on to graduate cum laude from Florida State University, College of Law where she was Secretary for the Moot Court Team, Secretary for Phi Alpha Delta, and a Hogan Scholarship recipient. Professor Perry is a member of the Order of Barristers. After law school, Professor Perry worked as a litigator with the law firms of Hurley, Rogner et. al. and Zimmerman, Kiser and Sutcliffe, P.A. Professor Perry has earned numerous awards from the Florida and Orange County Bar Associations for her involvement with the Guardian Ad Litem Program. She is a member of the Florida Supreme Court Special Committee on Professionalism, and is a certified lecturer with the Department of Insurance. She has spoken at a number of seminars to community groups regarding consumer issues, and a layperson's view of issues dealing with sudden cardiac arrest and brain injuries.

## **9. Donation Request.**

MLF seeks to capitalize our campaign in the laboratories throughout the Universities across this nation. Research does matter! Targeting the Universities ignites public awareness to the latest news about medical treatments, societal research, basic science, technological advances, and cures for generational medical challenges. MLF has chosen *The Evelyn F. & William L. McKnight Brain Institute of the University of Florida (MBI-UF)*. *MBI-UF* is one of the world's largest research institutions devoted to the challenges resulting from brain illnesses. The MBI-UF's research and educational programs incorporate over 300 faculties from 57 academic departments and 11 colleges. This research effort will be conducted using *Darryl Perry* and other medical patients with brain-illnesses during throughout the process of the research. Donations will fund the medical research requirements and the resource operational support for Darryl Perry and other patients in conjunction with the medical research (transportation, treatments, lodging, etc.)

To ensure continued success and support to the community, MLF is requesting a donation support consideration based on three proposed programs for review:

**Bronze Support Plan - \$100,000 to \$999.00**

Focus:

Operational and Medical Research Support

Annual Fundraisers and Events (*Golf Tournament; The Miracle of Life “It’s Your Brain” Workshop; Educational Awareness Material; and The Miracle of Life Spring Ball*)

Goals, Objectives and Benefits for MLF:

- To promote educational awareness by educating the community on cerebral hypoxia. Provide operations support, operational capital, and educational resources.
- MLF will honor medical research for all the hard work and dedication regarding cerebral hypoxia.
- Funding to support Monthly Awareness Material
- Operational funding support 2009 Fundraiser Event – that involves the following basic activities: an evening of entertainment, education, gifts, and fun. Community representatives, entertainers, sponsors and doctors are among the special guest. Theme will be: “Miracle of Life”
- Funding to support other quarterly projects, as needed.

Benefits for Your Organization

To promote your organizations commitment and support for the medical challenges of cerebral hypoxia through the following significant promotional initiatives:

- Organization’s Logo and sponsorship statement indicated on our website with a link to the organization’s primary marketing website of choice
- A public announcement that indicates your organization’s sponsorship and support for the event and foundation goals and initiatives during the Fundraiser event. If applicable, we would even consider creating a large check indicating your organization’s donation amount and position this presentation within the program – with MLF President and a company representative. Our company LOGO sponsorship statement will be put on our Program for the evening.

- MLF Marketing Director will work with your company's Public Relations Office to maximize marketing & advertising opportunities throughout every public MLF event.

**Silver Support Plan - \$1000.00 to \$9999.00**

Focus:

On-Going Community Outreach Programs

Operational and Medical Research Support

*Annual Fundraisers and Events (Golf Tournament; the Miracle of Life "It's Your Brain" Workshop; Educational Awareness Material; and the Miracle of Life Spring Ball)*

Goals, Objectives and Benefits for MLF:

- To promote educational awareness by educating the community on cerebral hypoxia. Provide operations support, operational capital, and educational resources.
- MLF will honor medical research for all the hard work and dedication regarding cerebral hypoxia.
- Funding to support Monthly Awareness Material
- Operational funding support 2009 Fundraiser Event – that involves the following basic activities: an evening of entertainment, education, gifts, and fun. Community representatives, entertainers, sponsors and doctors are among the special guest. Theme will be: "Miracle of Life"
- Funding to support other quarterly projects, as needed.

Benefits for Your Organization

To promote your organizations commitment and support for the medical challenges of cerebral hypoxia through the following significant promotional initiatives:

- Organization's Logo and sponsorship statement indicated on our website with a link to the organization's primary marketing website of choice
- A public announcement that indicates your organization's sponsorship and support for the event and foundation goals and initiatives during the Fundraiser event. If applicable, we would even consider creating a large check indicating your organization's donation amount and position this presentation within the

program – with MLF President and a company representative. Our company LOGO sponsorship statement will be put on our Program for the evening.

- MLF Marketing Director will work with your company’s Public Relations Office to maximize marketing & advertising opportunities throughout every public MLF event.
- **Gold Support Plan - \$10,000.00 and above**

Focus:

On-Going Medical Research

On-Going Community Outreach Programs

Operational and Medical Research Support

*Annual Fundraisers and Events (Golf Tournament; the Miracle of Life “It’s Your Brain” Workshop; Educational Awareness Material; and the Miracle of Life Spring Ball)*

Goals, Objectives and Benefits for MLF:

Focus:

Operational and Research Support

Goals, Objectives and Benefits for MLF:

An annual or one-time contribution to promote medical research through universities and medical institutions on cerebral hypoxia and other brain related illnesses. Provide operations support and operational research capital.

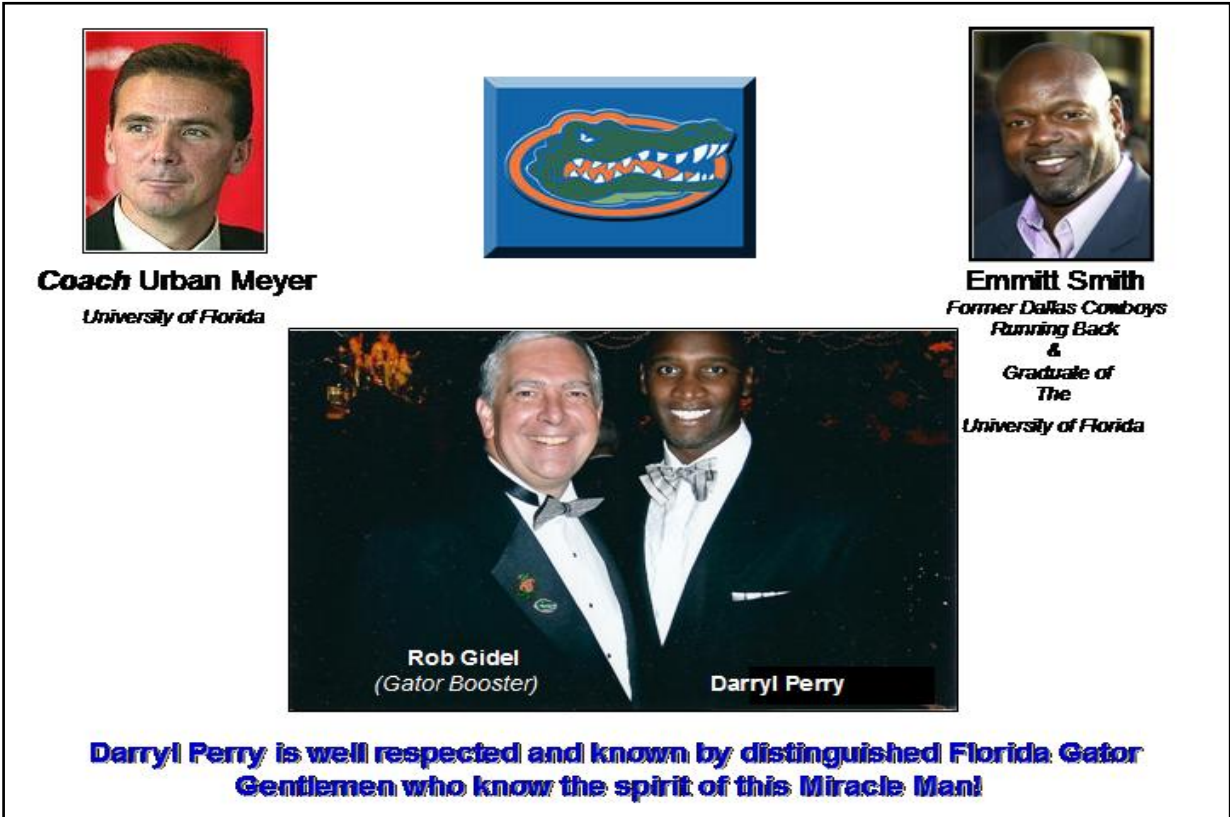
MLF will honor medical research for all the hard work and dedication regarding cerebral hypoxia.

Benefits for Your Organization

To promote your organizations commitment and support for the medical challenges of cerebral hypoxia through the following significant promotional initiatives:

- Organization’s Logo and sponsorship statement indicated on our website with a link to the organization’s primary marketing website of choice

- A public announcement that indicates your organization's sponsorship and support for the event and foundation goals and initiatives during the Fundraiser event. If applicable, we would even consider creating a large check indicating your organization's donation amount and position this presentation within the program – with MLF President and a company representative. Our company LOGO sponsorship statement will be put on our Program for the evening.
- MLF Marketing Director will work with your company's Public Relations Office to maximize marketing & advertising opportunities throughout every public MLF event.



**Coach Urban Meyer**  
*University of Florida*

**Emmitt Smith**  
*Former Dallas Cowboys  
Running Back  
&  
Graduate of  
The  
University of Florida*

**Rob Gidel**  
*(Gator Booster)*

**Darryl Perry**

**Darryl Perry is well respected and known by distinguished Florida Gator Gentlemen who know the spirit of this Miracle Man!**

## 10. Summary.

This grant proposal represents the next level of development for MLF, and we hope that you will become a partner in this effort. Please feel free to contact any of us should there be any questions or to inform us of the proposal submission process. Through donations MLF we are able to support realistic and comprehensive researches, medical services, social development, case studies and providing significant resources that focus on the research, treatment and support for people suffering from cerebral hypoxia.

There is a tremendous society of people all over the world that needlessly goes through such horrific medical challenge because of lack of knowledge relative to innovative medical treatments and factors indicative to affecting a change in the perceptions and mis-diagnoses of this medical condition.

MLF offers a realistic opportunity to reach out and attempt to alter the fate of a condition often over looked and suppressed within medical jargons, myths and lack of human-interest.

I look forward to hearing from you. Please feel free to visit our website for more information relative to the initiatives of the Miracle of Life Foundation.

Sincerely,

*Nicky Perry*

Nicky Perry

President

*Keith Jarman*

Keith A. Jarman

Executive Director of Operations