



Pioneer
Medical Initiative

2024/2025
PROJECT
BRIEF

www.pioneermed.org.ng

What's → Inside?

05

How to work with us
in 2024

07

Health4Rural

08

AirUp

10

Document the
Undocumented

11

30 Days of Activism

13

Genotype and Blood
Typing for Rural

14

Curators Bootcamp

16

Healthy 2.0

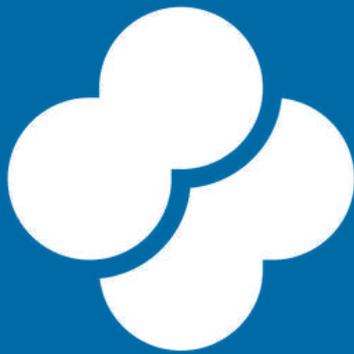
17

Other High Impact
Projects

19

Our Banking Details/
About Us

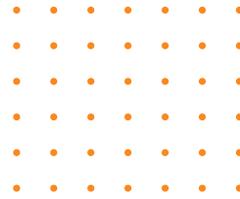




Pioneer
Medical Initiative

Welcome To Our 2024 Vision Board

Looking to make an impact in 2024?



I invite you to invest in healthcare and it's equity for all people.

The right to healthcare is a human right, and a threat to this right directly threatens life and human existence. By working together we can improve healthcare in communities where your impact matters the most.

We can handle your corporate and personal social responsibility needs perfectly.

For three years, we have worked with partners who keep coming back to have us plan and execute their corporate and personal social responsibility plans. Our excellence and commitment to giving them great value for their donations top the list of reasons. Pioneer Medical Initiative is committed to delivering high-impact projects that builds, strengthens, and revolutionize healthcare delivery in marginalized and underserved contexts.

This 2024 vision board describes our outlined projects and how you can work with us to reach the underserved people in low-income rural communities from March 2024 to February 2025. If you would like to have custom partnership arrangement on any project, please reach out to us via partner@pioneermed.org.ng. I look forward to a year of working with you for impact.

Ponmile Idaresit Ogunjemite
Founder/Lead Curator

HOW TO WORK WITH US IN 2024

Donations to our projects are tax deductible for companies.

01

Plan your CSR with us

Our projects are suitable for CSR and ESG activities for companies across all industries. Partner with us on one or a combination of your preferred projects for a seamless experience.

02

Adopt for marketing

Looking for a social project for marketing and visibility purposes? Partner with us to uniquely tell your brand story through any of our projects.



Individuals

Our promise to you is to be the most transparent and accountable impact organization you know. You can call or email us to get started or visit our website for self-service.



Celebrate your anniversary

Celebrate your birthday and special days by impacting the grassroots



Give back for specific cause

Work with us to impact a community or people that matters to you



Invest in our social Initiative

Want to help PMI grow? Donate to support our daily operations



Impact as a lifestyle

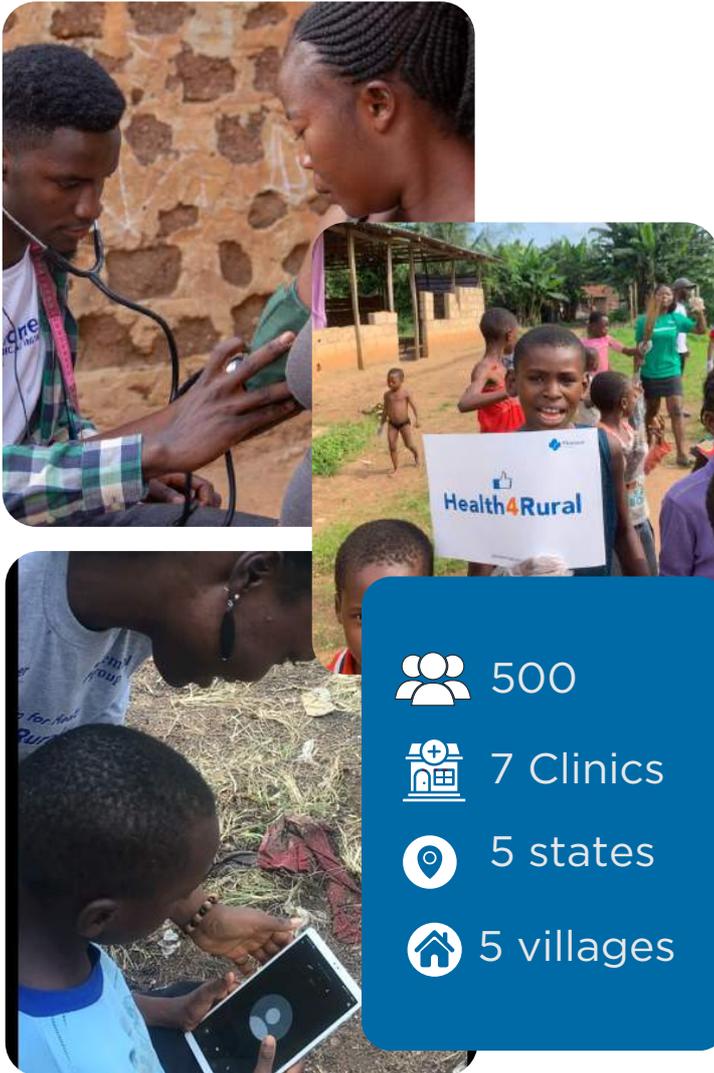
Cultivate the habit of making impact through a continued support



**We have only one
goal: to deliver quality
primary **healthcare to
rural and underserved
communities.****

Gift a villager health insurance

at a subsidized rate of 30,000 naira per year



-  500
-  7 Clinics
-  5 states
-  5 villages

The health insurance covers access to care at Pioneer One-Stop-Shop for Health and at our partner hospitals in towns whenever a referral is made.

Can be gifted to:

- A farmer
- A child
- Women of child bearing age
- The elderly
- A youth or teenager
- An household
- Village teachers and essential workers

Pioneer One-Stop-Shop for Health (OSS) is a village-friendly clinic where residents can access affordable primary healthcare services. Our first OSS is in Awo-Kajola village, Idanre.

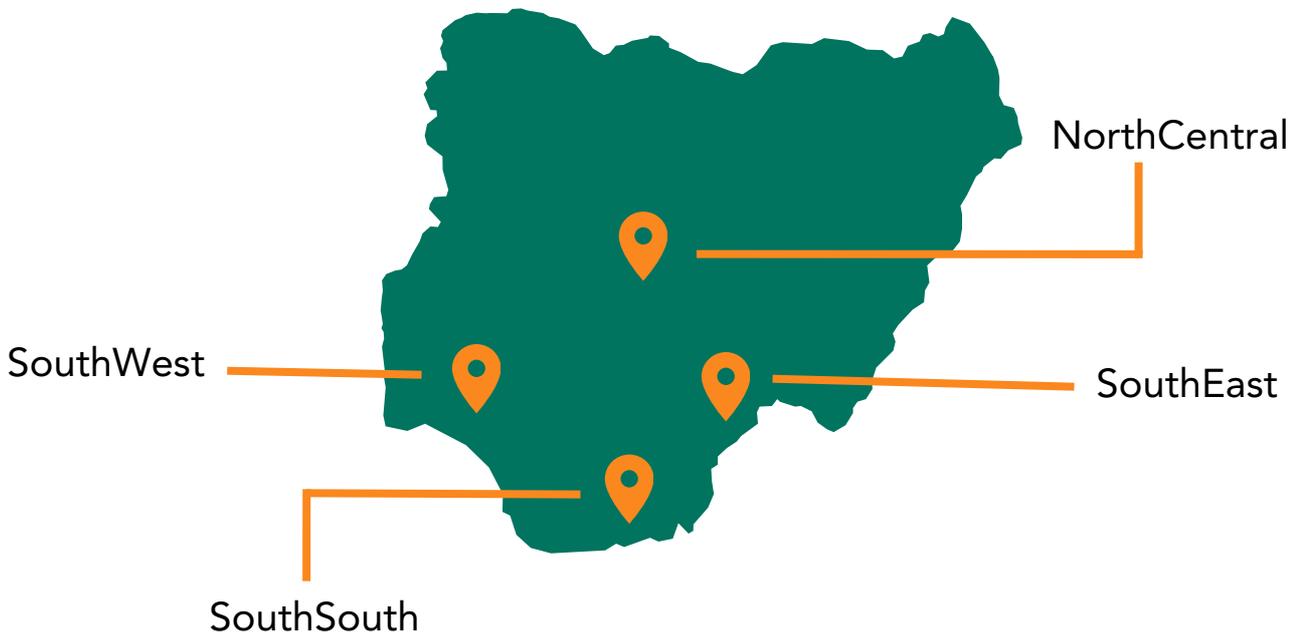
Insurance is provided by our HMO partner, Reliance HMO, and covers:

-  Specialist Consultation
-  Basic medical imaging and laboratory tests.

-  Accident and emergency care
-  Admissions and accomodation (Up to 15 days/year)

Project AirUp

A strategic partnership between Pioneer Medical Initiative and HealthPort Africa.



01

Setup of Oxygen Banks

Project AirUp is focused on providing access to medical oxygen in rural and peri-urban communities in Nigeria. Our goal is to build health system resilience and save lives through the ready availability of medical oxygen produced by our climate-friendly oxygen setups.

02

Health Workforce training

Healthcare workers working in rural communities will be trained on the administration of oxygen using oxygen banks and other methods. They will also be groomed on how to identify and stabilize patients requiring medical oxygen.

This project is in its pilot phase and will be piloted in each region in Nigeria starting with SouthWest, SouthEast, SouthSouth and North Central in 2024.



5,000 people



12 Communities



4 oxygen Plants

*AirUp is fully funded by HealthPort Africa and is closed to funding partnerships. We are open to media, clinical and other partnerships. Please contact us to explore available options.



Sponsors do not
necessarily have the
money, **they just**
have the heart.

Document the Undocumented (DtUd)

Fund a DtUd outreach starting from **350,000** naira



Let's find the missing millions

With DtUd we profile residents and needs of rural communities with a focus on healthcare using MedIQ, a health management software built by us.

Our goal is to bring visibility to the struggles of people living in rural communities so that they can better attract equitable development.

DtUd is where technology meets healthcare development

Our Community assessments are backed by clinical and public health data collected from the community.

Our findings of each community are published in a documentary video and an e-publication released at separate dates. Health data can be provided to researchers and social innovators for interventions planning or further research (T&C apply).

During a DtUd outreach we provide the villagers with free medical diagnostic services including nine routine tests, free medical consultation, health education and various souvenirs.

This year we want to reach:

 5,000 people

 10 villages

 3 Regions: SW, SS, SE, Nigeria

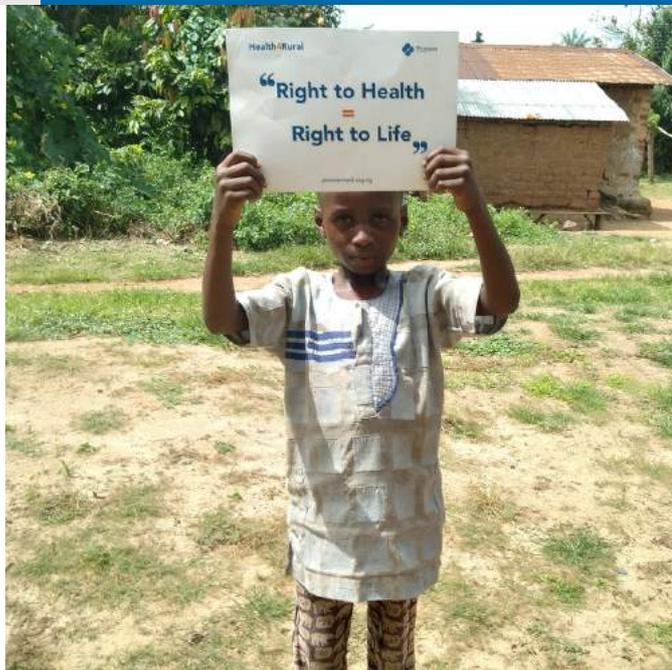
* Please email us for exact cost per village: partner@pioneermed.org.ng

30 Days of Activism

for healthcare equity

April 1 - 30, 2024

For thirty days, we will extensively advocate for equity, inclusion and sustainability in the Nigerian and African healthcare system. We will use a blend of physical and online advocacy methods.



Walk for Health

Our volunteers will make advocacy walks across major cities calling for equitable health actions and policies.

Story telling for impact challenge

Young Nigerians aged 16 -35 are challenged to engage in story telling to promote health equity. Winners are rewarded.

e-publication of Ilaho-Olosan village CHA report

Ilaho-Olosan represent many neglected and internally displaced farming communities in Nigeria. Our Community Health Assessment of its needs will be published for advocacy.

Online campaigns

Online advocacy content will be shared daily and promoted on all our social media pages.

01. Donate funds to support logistics (from 5,000 naira)

We need funds to organize health walks across our 6 networks. Your donation will be used to produce banners, placards, branded advocates t-shirts and hire security agents for the walk.

02. Partner with free services and brand item donations

We need the services of security officers, printing presses, ambulance and media outlets/influencers and are requesting for your partnerships. Your brand can also partner through donation of your brand items such as jotters, vests, flasks, e.t.c which will be given to the project volunteers and challenge winners.

A photograph of two young girls in a classroom, with a blue overlay and text. The girl on the left is looking down, and the girl on the right is looking forward. A hand is resting on the girl on the right's shoulder. In the background, a poster is visible with the text "Organic Pro" and "rese".

**Did you know that
healthcare is a
human right?**

Genotype and Blood Typing for Rural Communities



We can reduce maternal and child mortality through widespread blood group and genotype screening in rural communities.

With **3,000 naira** per person we can change this data.

Research data shows that Nigeria houses the highest number of people with sickle cell disease globally. Similarly, Post-Partum Haemorrhage (PPH) is a leading cause of maternal death in Nigeria and Sub-Saharan Africa.

Our theory of change

This project seeks to lead widespread screening and awareness of genotypes among women and men of child bearing ages in rural communities in order to stop the Sickle Cell Disease. Children will be screened for early/late diagnosis of the disease.

Women and men will be further screened for their blood groups. This is to facilitate quick access to blood transfusion in the occurrence of PPH during child birth. And we believe that the knowledge of blood group will improve the ease of finding matching donors among men as well.



10K

screen women, men and children for genotype and blood group



20

rural and underserved communities



12

States in Nigeria

Curators Bootcamp

Health training, Networking and Leadership Development



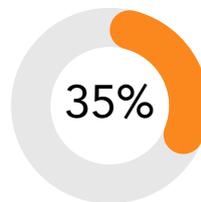
At the backbone of our operations are volunteer youth leading successful actions to bridge health gaps.

Curators Bootcamp is an annual capacity building and networking program designed to empower our young health volunteers and leaders working to improve access to healthcare in underserved and rural communities.

Experts from healthcare, technology, social development and personal development space are invited to speak and groom selected young leaders. Post-training, volunteers are deployed to their immediate communities as Curators advancing healthcare equity and sustainable development at grassroots levels.

Work with us to empower:

70 youths	3 full days
10+ Sessions	N5.6M Funds needed



N2M+ **GOLD SPONSOR**

Primary partner
Promoted in all media and print



N1.4M - N1.99M **SILVER SPONSOR**

Secondary partner
Represented in all media and prints



N560K - N1.39M **BRONZE SPONSOR**

Secondary partner
Represented in some media and prints



**Do you have a
Personal Social
Responsibility Plan?**

Healthy 2.0

We are calling corporate and individual funders to **sponsor a N3M** budget



Healthy 2.0 seeks to raise awareness about the prospects in non-clinical healthcare among young people in order to attract their innovative talents. This innovativeness offers great opportunity in meeting health innovation and non-clinical workforce needs in the country.

01

Spark conversations

To spark meaningful conversations and engagement about healthcare inequalities, innovation and entrepreneurship among young people in student communities.

02

Ignite interest in health equity

To ignite students interest and passion for health innovation, volunteerism and entrepreneurship; and to create awareness about career and interdisciplinary opportunities in healthcare for young people.



1,500
Students



2 Student
Communities



N3M
Funds required

Free Medical screenings will be provided to students at Healthy 2.0. This includes Blood Pressure, Hepatitis and HIV screening among others.

Spread love through these high impact activities.

These one-time events, will promote mental and physical well-being

01. Love in the village

Our love parties are to share love and help our villagers bond within families and their social groups. Suitable for valentine, Christmas season, love in the village introduces creative games and activities to promote mental wellness and togetherness as we recognize that social health is a key component of well-being. Freewill donations to this cause is used to organize a memorable party for villagers annually.



02. Our rural communities need boreholes

Last year we assessed some rural communities and pipe-borne water is on their priority needs. We invite you to fund a borehole in any of these communities. Our estimate is at **600,000 naira** per borehole.



03. Clothe our Children

We want to clothe our children in Awo-Kajola village differently. It's usual to donate used clothes but this year we want to clothe our children with new wears like the treasures that they are. Donate a new dress to a child with as low as **3,000 naira** per wear.

Here is the butterfly effect:

We may not be able to solve all the social and infrastructure needs of every village but our one-off and short-term partnership might just be what they need to win for themselves or attract the gamechanger.



Doing your own
good sparks the next
person's will.

Our banking details

Kindly email or visit our website to request a strategic partnership



NAIRA ACCOUNT

9297615012

WEMA BANK

Cardinal Healthcare Foundation



DOLLAR ACCOUNT

40630100374617077

WELLS FARGO BANK, N.A.

Ponmile Ogunjemite



DONATE VIA OUR WEBSITE

Kindly visit

pioneermed.org.ng/donate

Navigate to projects or donate



REQUEST A PARTNERSHIP

Kindly email

partner@pioneermed.org.ng

We will respond within 12 working hours

About Us

Pioneer Medical Initiative is a non-profit organization that seeks to bridge healthcare inequalities and exclusion among low-income earners in Africa by leveraging youth power, technology and public advocacy. It is legally registered in Nigeria with the name Cardinal Healthcare Foundation for Rural Communities.

Pioneer Medical Initiative has directly provided medical services to over 12,000 people and trained over 350 youth volunteers called Curators, and facilitated the development of primary healthcare in 25 rural communities in South-West Nigeria. To learn more, visit www.pioneermed.org.ng.

Leading a people to Universal Health

www.pioneermed.org.ng 

partner@pioneermed.org.ng 

+2348119259889 

@pioneermed_hq 

21, Esanogbogun, Somolu, Lagos 



Pioneer
Medical Initiative