

Action Plan / Business Model

“Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.” (A Chinese Proverb)

Quoting from the 2004 World Bank report, *Reaching Out to Africa’s Orphans*, “. . . the magnitude of the problem is such that a vast number of institutions and agencies are able to meet the needs of only 5-10 percent of the affected children.”

If a traditional war were fought like this, it would have been lost already. But this is a different kind of war – and it has not been lost. The enemies are prejudice, poverty and plague. At the head of the enemies’ army is HIV/AIDS, and it can be defeated.

How can a small, expeditionary force like ICAN possibly turn the tide when myriad institutions and agencies have been able to rescue, at most, only one in ten children in harm’s way? It can be done in the same way military special operations units operate . . . set up advance bases, disrupt enemy maneuvers, and make way for a coordinated counter-offensive. At the same time, free-enterprise activity and productivity will raise the human condition above communal poverty.

This struggle has already been joined. Bill Peters, a former U.S. Marine Corps special operations officer, practices and teaches strategic planning implementation through rules of sound judgment in conflict. He, along with his wife Barbara, founded ICAN in 2005.

ICAN’s Action Plan

HIV/AIDS is claiming thousands of lives daily, and creating thousands of orphans daily. Not since the Black Plague in the Middle Ages has such pestilence been visited upon humanity. It is in fact a struggle of attrition; a struggle that cannot be won by defensive means alone. The struggle must be addressed at its source, in Sub-Saharan Africa. And there must be a blueprint

“We can save these kids!” Former U.S. Marine Corps *Force Recon* leader Dr. Bill Peters assures his South African allies at ICAN’s launching.

capable of scaling up interventions in order to assure both the survival and quality of life of the survivors . . . millions of homeless orphans.

Led by former military commanders and business leaders, ICAN has created an action plan designed to preserve life, along with a business model designed to be self-supporting. The overall objective is not only to save young lives, but also to prepare as many children as possible for a productive, rather than a destructive, future.

This material not only defines ICAN’s strategy, but is an essential first-step in that strategy . . . fund-raising. It is our belief that ICAN’s action plan will be adopted by many, leveraging mass power and economy of force on behalf of the orphans and vulnerable children (OVCs) across Africa.

With its unique business model, we also believe that ICAN will become self-supporting.