**Marie Maxey Foundation – CPR AED Training Options**

[**http://www.maxeys.org**](http://www.maxeys.org)

**Mission**: To provide lifesaving CPR (Cardiopulmonary Resuscitation) and AED (Automated External Defibrillator) training to the community, enhance public safety, and support the foundation's mission of assisting Hispanic youth seeking a career in healthcare. Training will be provided using Hispanic youth assistants certified in Red Cross training for Adult CPR/AED with the intent that these young people (1) become Red Cross-certified instructors, (2) establish their own Red Cross certification training business to earn extra income, and (3) begin the initial journey to a healthcare career starting first as CPR/AED experts and entrepreneurs.

**Service Offerings**

1. **Introduction to CPR AED**

 - Description: A 30-minute overview of CPR and AED.

 - Certification: None.

 - Cost: Free.

 - Purpose: To raise awareness and educate the community about the importance of CPR and AED.

2. **Non-Certified CPR AED Training**

 - Description: A 1.5-hour training program covering CPR and AED techniques.

 - Certification: None.

 - Participants: Up to 6 participants per session.

 - Cost: $30 per participant (scholarships to cover training fees are available for non- profits, churches, and civic organizations).

 - Purpose: To provide hands-on training and practical knowledge without certification requirements.

3. **Certified CPR AED Training**

 - Description: A 1.5-hour training program with Red Cross certification valid for two years.

 - Certification: Red Cross Adult CPR AED Certification.

 - Participants: Up to 6 participants per session.

 - Cost: $75 per participant (includes $30 Red Cross certification fee). Scholarships are available on a limited basis for non-profits, churches, and civic organizations).

 - Purpose: To provide comprehensive training and certification to meet professional and personal requirements.

With the intent of creating a pathway for Hispanic youth to start their own Red Cross training business, please see the following business plan summary for category number three of our services, “Certified CPR AED Training.” At $75 per training participant, a Hispanic youth instructor providing three classes per week with six students in each class can earn a monthly income of $800 as the instructor and an annual profit of $2,160. This part-time work can be conducted in the evenings and on weekends.

**CPR AED Training Business Overview**

**Initial Startup Costs**:

- Instructor Training and Certification: $500

- Training Equipment (3 mannequins, 3 AED simulators, supplies): $1,500

- Total Initial Costs: $2,000

**Monthly Operating Costs**:

- Instructor Salary: $800

- Red Cross Certification Fees: $2,160

- Miscellaneous Supplies: $100

- Total Monthly Costs: $3,060

**Revenue Projections for Certified Training**:

- Classes per Month: 12

- Participants per Class: 6

- Total Participants per Month: 72

- Fee per Participant: $75

- Monthly Gross Revenue: $5,400

- Monthly Net Revenue: $3,240

- Monthly Profit: $180

- Annual Profit: $2,160

**Options for Revenue Generation**

1. **Introduction to CPR AED (Free)** – Business Development

 - Strategy: Use as a marketing tool to attract participants to paid training programs.

 - Goal: Educate and raise awareness, potentially converting attendees to paid training programs.

2. **Non-Certified CPR AED Training** (Scholarships Available)

 - Fee: $30 per participant.

 - Revenue Potential: Additional income stream without the cost of certification fees. Scholarships available from the Marie Maxey Foundation

 - Target Market: Individuals and groups interested in basic training without certification requirements.

3. **Certified CPR AED Training** (Scholarships Available)

 - Fee: $75 per participant.

 - Revenue Potential: Primary revenue source, covering all operational costs and generating profit. A limited number of scholarships are available from the Marie Maxey Foundation.

 - The target market includes healthcare professionals, teachers, youth program workers, corporate employees, and the general public who require certification.