

ReSurge International Strategic Plan

Fiscal Years 2025-27



Closing the Gap to
Reconstructive Surgery

[ReSurge.org](https://www.resurge.org)

ReSurge International Strategic Plan

ReSurge’s Fiscal Years 2025–27 Strategic Plan outlines a rigorous, detailed road map to make dramatic progress in closing the gap to reconstructive surgical access.

Our plan builds upon ReSurge’s core strengths, leverages local training hubs as the key to unlocking exponential impact, and calls for a culture of engagement and philanthropy across the ReSurge community and beyond.

Four Strategic Priorities comprise ReSurge’s FY2025–27 Strategic Plan:

PRIORITY 1: Scale Our Impact

PRIORITY 2: Expand Awareness

PRIORITY 3: Increase Our Resources

PRIORITY 4: Drive Our Effectiveness



ReSurge physician Dr. Vinita Puri visits with a patient’s community in the Himalayan foothills of Dimau village, India

Theory of Change

ReSurge’s theory of change outlines how we will structure our work and resources to achieve our vision. This updated theory of change illustrates how we will mobilize to achieve our Vision of a world where safe, timely, and affordable reconstructive surgical care is accessible to all.

OUR VISION

A world where safe, timely, and affordable reconstructive surgical care is accessible to all.

OUR MISSION

To build, scale, and sustain reconstructive surgical capacity to provide life-changing care to those with the greatest need.

OUR IMPACT

Patients live life to their full potential, local communities thrive.



WHAT WE DO	HOW WE DO IT	THE CHANGE WE WANT
Train	<ul style="list-style-type: none"> → Training Hubs → Hands-on and Virtual Training → Residency, Fellowship, and Scholarship Programs 	<ul style="list-style-type: none"> → The next generation of surgical teams are trained in the reconstructive surgical care, increasing patient access
Treat	<ul style="list-style-type: none"> → Partner with Local Surgical Teams to Provide Free Surgical Care 	<ul style="list-style-type: none"> → Patients in LMIC communities receive free, reconstructive surgical care, for improved quality of life
Transform Surgical Ecosystems	<ul style="list-style-type: none"> → Global Surgical Advocacy → Hospital Equipment Provision and Maintenance 	<ul style="list-style-type: none"> → Every level of the surgical system is strengthened to increase capacity for high-quality reconstructive surgical care

Scale Our Impact

The strategic plan is driven by our programs – which represent our Theory of Change in action. We will build off the strengths of our more than 50 years of history to scale our impact and improve access to life-changing reconstructive surgical care in the countries and communities we serve. ReSurge’s three strategic operational pillars are:

Train

We provide world-class training in reconstructive surgical care to local surgeons and surgical teams. Our comprehensive training programs include Surgical Team Training Trips, lectures, scholarships, ongoing mentorship and the Pioneering Women in Reconstructive Surgery (PWRS) program which provides leadership and clinical training to female reconstructive surgeons.

Treat

We treat patients in need of reconstructive surgical and rehabilitative care free of charge. We serve patients and communities that have the least access to care, including women/girls, ethnic minorities, people with disabilities and other marginalized groups. We work with our local surgical partners and provide financial and technical support to ensure they are able to deliver free reconstructive surgeries to patients in need.

Transform Surgical Ecosystems

We invest in staffing, equipment, supplies and biomedical engineering in our surgical hubs and with our local partner locations. We build local capacity and expand the reach of our programs through our hub and spoke model for outreach; advocating for access to surgical care nationally and globally.

Quantifying the Impact

While we will continue to measure the number of patients receiving direct surgical care, we are placing increasing emphasis on the exponential “ripple effect” of our training and systems-strengthening programs. To that end, a recent breakthrough study demonstrates that each surgeon trained by ReSurge is expected to treat around 10,000 patients throughout their career. As these trainees become trainers themselves, their potential impact increases to 400,000 patient cases. Put simply, training a single surgeon can transform nearly half a million lives.

And the impact reaches beyond the patients themselves. Through surgical care, patients have improved mobility and are able to attend school, find employment and fully participate in society. They are able to reach their full potential and thrive. This has an impact that reaches beyond the individual patient – the result is a ripple effect throughout the local community.



Scan here to read the report on how one surgeon-trainer can potentially impact 400,000 patients over a lifetime.

ReSurge.org/Stories



Expanding Our ReSurge Hubs

We will increasingly focus on implementing the three strategic pillars at hub sites in the regions we serve. ReSurge's long-standing hub in Nepal provides an excellent and replicable model of a thriving, impactful hub. Each ReSurge hub includes a set of essential components. Over the next three years, we will further strengthen our Nepal hub, while building robust hubs in Southeast Asia (Vietnam) and Africa (Uganda, Ethiopia).



PRIORITY 2

Expand Awareness

A crucial component of ReSurge's strategic plan is to expand awareness and grow public support for our transformative work.

Key objectives include:

- Brand Strengthening
- Awareness-Building
- Consideration
- New Donor Engagement

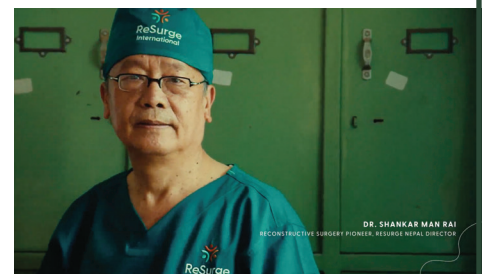
At the core of this strategic priority is the launch of a special public awareness campaign: "Closing the Gap to Reconstructive Surgery." This campaign, developed in pro bono partnership with Ogilvy Health and Papaya Films, represents a consolidated effort to spotlight the urgent need for more resources and support, emphasizing that reconstructive surgery transcends cosmetic concerns—it is vital for health, dignity, and survival. It celebrates resilience by sharing stories of ReSurge patients who have overcome tremendous challenges and are now thriving.



CLOSING
the **GAP**



Still images from the new "Closing the Gap" film on ReSurge.org



Visit our website to watch the short film "Closing the Gap" and see the latest campaign stories and materials.

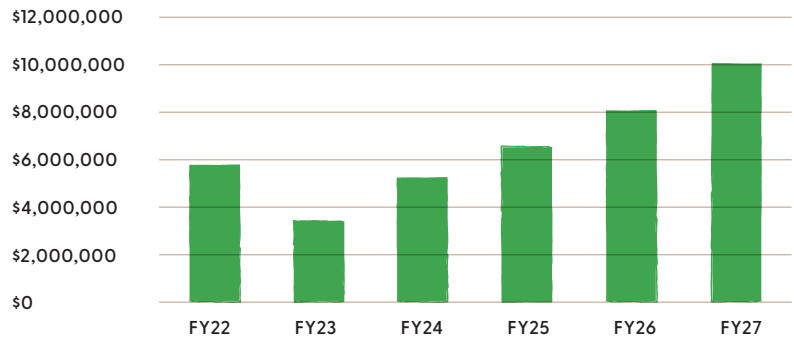
ReSurge.org/closing-the-gap

PRIORITY 3

Increase Our Resources

To unlock ReSurge's ability to help close the gap in access to life-changing reconstructive surgery, we must similarly unlock our ability to garner the required financial resources. We will build upon our strengths, remedy our challenges, and mobilize as a ReSurge community united by a culture of philanthropy.

- Create a Robust Major Gifts Program
- Advance Institutional Funding as a Primary Revenue Source
- Expand ReSurge's Base of Support
- Ensure Long-Term Sustainability via Planned Giving and Endowments



THE ACCELERATOR FUND

The ReSurge Accelerator Fund has been launched as a call to action for those who believe in the power of healing and transformation. The Accelerator will provide the resources required to accomplish the critical investments needed to implement our strategic priorities. We have set a goal of at least \$10 million over a three-year timeframe paralleling the strategic plan (FY2025–27).



PRIORITY 4

Drive Our Effectiveness

A strong, well-leveraged operating infrastructure will serve as the engine driving ReSurge's ability to scale our programs and exponentially expand impact. Strategic Priority 4 addresses four crucial operating initiatives:

- Passionately pursue partnerships
- Optimize technology
- Evaluate our impact
- Strengthen financial and administrative systems



Transforming Lives Through
Reconstructive Surgery

ReSurge International, Inc.
756 North Pastoria Avenue
Sunnyvale, CA 94085

408.737.8743
info@ReSurge.org
ReSurge.org

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Rajkumari, a ReSurge patient from India, was burned badly after suffering from an epileptic seizure. Reconstructive surgeries made possible by ReSurge have given her new hope.