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October 26, 2010

Dear Members of the Executive Committee of the Reproductive Health Supplies Coalition:

Every year, hundreds of thousands of women die in childbirth and from pregnancy-related causes. While excellent progress has been made in reducing maternal mortality rates in some countries, more remains to be done to achieve the targets set out in the Millennium Development Goals. Reproductive health supplies, including family planning, are essential to achieving these Goals. However, more than 215 million women in the developing world who wish to protect themselves from unintended pregnancy are not using modern contraception. With the announcement of the Secretary General's Global Strategy for Women and Children's Health, we see unprecedented momentum in the global development community to improve women's health.

POPULATION SERVICES INTERNATIONAL (PSI) is the largest social marketing organization in the world with programs targeting malaria, child survival, HIV and reproductive health in more than 65 countries. Dedicated to working with the public and private sectors and harnessing the power of the commercial markets, PSI remains committed to improving the health of low-income and vulnerable people in the developing world.

PSI launched its first family planning program in 1970 and has since gained 40 years of experience implementing high quality programs worldwide. Today, PSI is one of the largest family planning providers in the world, delivering 14.4 million couple years of protection (CYPs) in 2009 alone. PSI achieved this impact through networks of more than 10,000 locally managed clinics delivering high quality family planning services, as well as through product social marketing in 37 countries. Through these efforts, in 2009 PSI provided over 620,000 intrauterine devices (IUDs) and 126,000 implants and distributed: 1 billion male condoms, 6 million female condoms, 30 million cycles of oral contraceptives, 5.8 million one, two, and three-month injectables, and 2.6 million doses of emergency contraception.

PSI has been an active member of the Reproductive Health Supplies Coalition since 2005. We fully support the **HANDtoHAND** Campaign to galvanize our community's contribution to the Secretary General's Global Strategy and endorse the Coalition's ambitious new goal of achieving 100 million new users of contraception in low-income countries by 2015. Success at meeting this challenge will address the family planning needs of 80% of women in these countries, and reduce by 110,000 the number of women who die giving birth.

To demonstrate our support to the **HANDtoHAND** Campaign, we at **PSI** are proud to commit ourselves to the following by 2015:

- Provide 12.3 million individuals with contraceptives per year.

- Distribute a total of 4.2 billion male condoms, 158 million cycles of oral contraceptives, 26 million female condoms, 32 million injectables, 11 million doses of emergency contraception, 3.5 million IUDs and 460,000 hormonal implants between 2011 and 2015.

We see the successful achievement of our commitment as having a significant impact on the lives and well being of women and families across the developing world. Specifically, these 12.3 million family planning users per year will result in:

- Preventing 3 million unintended pregnancies each year.
- Averting 14,000 maternal deaths each year.

We applaud the Coalition for the **HANDtoHAND** Campaign and its effort to rally the family planning community in support of the Secretary General's Global Strategy, and we look forward to working with our Coalition partners in bringing family planning to 100 million new users by 2015.

Sincerely,

A handwritten signature in black ink that reads "Karl Hofmann". The signature is written in a cursive, flowing style.

Karl Hofmann
President and CEO