

15th
GENERAL MEMBERSHIP MEETING
of the **REPRODUCTIVE HEALTH**
SUPPLIES COALITION
20-24 OCTOBER
MEXICO CITY

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2004-2014
REPRODUCTIVE HEALTH
SUPPLIES COALITION



ADDRESSING INEQUITY IN THE LAC REGION: EXPANDING ACCESS TO RMNCH SERVICES

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EQUITY

Our mission...

Financing for Development (F4D) is a U.S. based 501(c)3 nonprofit focused on leveraging innovative financing as a means of increasing efficiency of development assistance for the preservation of life in developing countries.

Thanks to the support of key partners, F4D is developing a number of innovative financing platforms



the David & Lucile Packard FOUNDATION

UNITED NATIONS FOUNDATION



Reproductive Health SUPPLIES COALITION



Advocacy

Procurement Facilitation

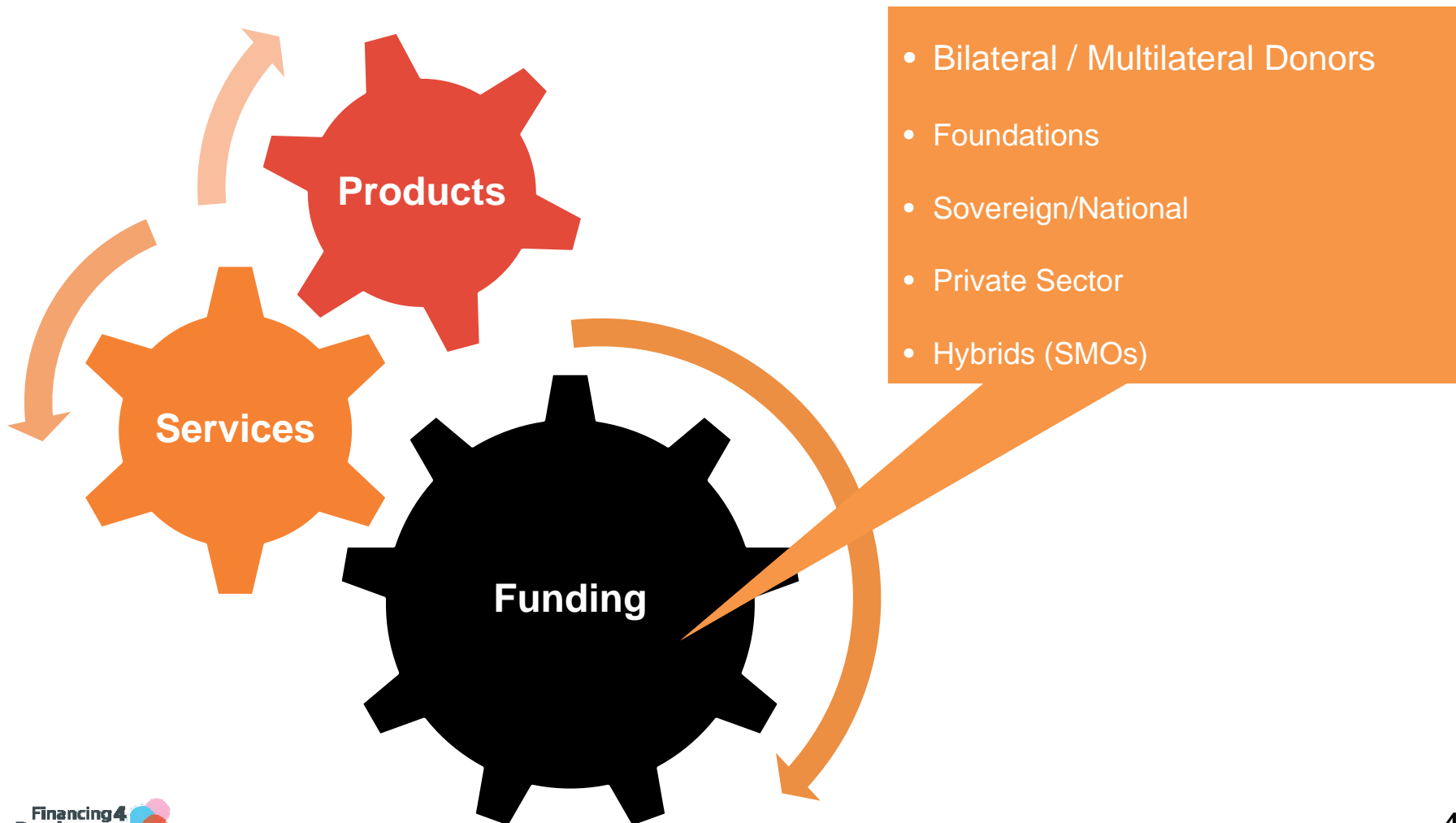
Technical Assistance/Training

LAC Pilot

Pending



F4D's focus is to leverage innovative financing to create efficiency in the product and service markets of international development



Project Background

Challenge: Despite the region's economic growth, vast disparities in access to quality healthcare remain. Every year 9,000 women and 45,000 newborns die of preventable causes in the LAC region.

- 24% of women living in rural areas of LAC do not have a skilled birth attendant at delivery
- 21% of maternal deaths in LAC are attributed to hypertension, one of the most preventable causes of maternal death
- More than 50% of “under-five child deaths” in LAC occur during the first 28 days of life.

95% of Maternal & Neonatal Death in LAC is Preventable with Access to Quality Medical Care – Before, During and After Childbirth

INNOVATION FUND UPDATE: F4D & KANGU



Project Background

RHSC awarded an **Innovation Fund Grant** to F4D to support Kangu's pilot expansion into the LAC region and provide new revenue streams to support maternal and reproductive health services for marginalized women through crowdfunding technology.

Objective 1: Expand provision of private sector (hybrid) services through providers in the region in one or more RHSC focus countries

Objective 2: Mobilize new resources through Kangu's online platform toward the reproductive needs of low-access women



7 INNOVATION FUND UPDATE: F4D & KANGU



The Kangu Platform

Kangu's crowdfunding technology makes it possible for individuals to donate \$10 or more to fund maternal and reproductive health services for marginalized women and their babies.

Kangu supports a full continuum of care, including healthcare during the fragile delivery period, which has been proven to significantly reduce death and disability.

F4D promotes innovative financing mechanisms and is supporting Kangu's expansion into LAC with IPPF MAs.

RHSC's Innovation Fund Grant provided supporting funds alongside ForoLAC's assistance in securing multi-sectoral engagement for a regional campaign.



INNOVATION FUND UPDATE: F4D & KANGU



Progress to Date (August 1, 2014 – April 30, 2015)

Objective 1: Reach Mamas through Existing Service Delivery Partners

- Secured partnerships with IPPF MAs in Bolivia (CIES), Guatemala (APROFAM), Honduras (ASHONPLAFA), Mexico (Mexfam), and Panama (APLAFA)
- Combined reach is over 700 pregnant women/month
- Ensured all providers offer a full continuum of services
- Developed Spanish language partner training materials

Next Steps:

- Conduct on-site partner training and onboarding (Early October)
- Launch inaugural LAC Mama profiles (Mid-October)

Objective 2: Launch “One Mama at a Time” to Engage Micro-Donors

- Developed campaign outreach materials specific to LAC region
- Engaging IPPF WHR to develop fundraising campaign
- Performing targeted outreach to corporate (employee giving) and media partners
- Launching “Team Giving” Platform in conjunction with new web platform (October 17)
- LAC campaign to be officially launched at RHSC Meeting in Mexico City

INNOVATION FUND UPDATE: F4D & KANGU

Get Involved – One Mama at a Time

Companies

- Create an employee engagement campaign for the holidays or Mother's Day
- Contribute matching donations
- Engage your customers through an online campaign
- Introduce Corporate Affinity groups to Kangu
- Leverage Kangu's platform in support of existing philanthropic grantees
- Commit to funding 10, 100 or 1000 mamas.

Service Delivery Partners

- Apply to become a partner and raise funds for maternal, neonatal, and family planning services
- Post 10, 100, or 1,000 mamas each month and their birth announcements
- Invite employees and communities to fund your mamas
- Create awareness and engage corporate and individual donors in an emotive, personal way

Individuals

- Sponsor a pregnant woman on kangu.org
- Spread the word via social networks and blogs
- Host a Kangu party
- Make Kangu your go-to Mothers' Day and new baby gift

The screenshot displays the Kangu.org website interface. At the top, the logo 'kangu.org' is accompanied by the tagline 'save the lives of pregnant women & newborn babies'. Navigation links for 'How It Works', 'Find Mamas', and 'Login' are visible. The main content area is divided into several sections:

- HOW KANGU WORKS:** A three-step process: 1. You Fund a Mama, 2. Mama Receives High-Quality Health care, and 3. Safe Birth for Mama & Her Baby.
- Featured Mama:** A profile for 'Ketula' from Uganda, 29 years old, with a 19% funded status. Her due date is January 24, and the cost of a safe birth is \$253.00.
- Featured Mamas:** Three smaller profiles: 'Agasi' (29% funded, \$202.00 cost, due Jan 01), 'Immaculate' (25% funded, \$259.00 cost, due Dec 03), and 'Lucy' (9% funded, \$253.00 cost, due Jan 12).
- Featured Provider:** A profile for 'NYA HEAL' (Nyaya Health), a for-purpose organization serving 66,668 women in 8 months.
- Safe Birth Services:** A circular diagram showing services including Prenatal Care, Assisted Delivery, Postnatal Care, Newborn Immunizations, Neonatal Care, and Emergency Service.