

Information and Conversation Guidelines for Encouraging Donations

Conversation Tips

- Tell potential donors about the cause (the need for advocates for mothers in the developing world).
- Teach others about how Save the Mothers delivers lasting change in East Africa through the Master of Public Health Leadership Program and the Mother Baby Friendly Hospital Initiative.
- Explain the need for donations.
- Thank potential donors for both the opportunity to spread the word about Save the Mothers and their donations ... every dollar counts!

Information About Save the Mothers

- The Cause
 - Every year almost **300,000** women die from pregnancy and labour related complications in the developing world.
 - These women often die from three **preventable** delays:
 - 1. The delay in the decision to seek care.**
 - Many women do not have autonomy when it comes to making their own health care decisions. A woman's husband often determines such things as whether or not to spend the money required to obtain skilled help.
 - 2. The delay in travelling to the health care facility.**
 - The nearest health care facility may be many kilometres away, and the roads in much of Africa can be challenging to traverse by vehicle in the best of weather, let alone in the rainy season. Many women do not have access to a vehicle and if they are lucky they may be able to ride on the back of a motorcycle to the nearest health facility. The other option available for women is to walk.
 - 3. The delay at the health care facility.**
 - Few health care facilities in Africa are equipped to handle the many birth complications that can occur. For example, the hospital may not have access to clean water, gloves, sutures, sterile bandages, blood for transfusions or medication needed to stop severe bleeding.
- Our Model for Delivering Lasting Change
 - **Master of Public Health Leadership Program at Uganda Christian University**
 - This program trains local leaders to become game changers in their spheres of influence. These local East African professionals come from a variety of backgrounds including law enforcement, politics, education, health care, faith communities and more.

- Through our two-year Master’s Degree program these leaders learn about the plight of mothers in their own communities and how they can help to change the fate of the many women who die from childbirth every day.
 - Students are taught by faculty from many different fields who bring their expertise to help educate.
- **Mother Baby Friendly Hospital Initiative**
 - The Mother Baby Friendly Hospital Initiative involves many of our master’s students and graduates. It helps to ensure hospitals are better equipped to handle birth complications.
 - Many hospitals in East Africa do not have essential supplies like running water and various medicines; we help to set standards to ensure these critical items are available.
 - The Mother Baby Friendly Hospital Initiative works towards equipping hospitals to provide mothers with a safe and dignified birth experience. Upgrades can be as complicated as installing water systems to help control infection rates or as simple as installing curtains so mothers can deliver in privacy.
- Together, our Master of Public Health Leadership Program and the Mother Baby Friendly Hospital Initiative help to bring about lasting change from a local level. The local leaders who bring about this change are the solution to the problem of maternal mortality in the developing world.
- We believe that development is not about handouts but rather about building a sustainable system, which can be maintained by local people for years to come.
- Since 2011, our programs in East Africa have helped to reduce maternal mortality by 23% in Uganda!
- How do donations help our programs?
 - As a non-profit organization we rely heavily on donations in order to help fund our programs and continue the work we are enabling local people to do in East Africa.
 - Donations go towards:
 - Our Student Scholarship Program
 - Many of our Master’s Program students cannot afford the cost of travel, accommodation and tuition. Donations help equip them to learn and spread life saving information throughout their communities.
 - Adopt-a-Hospital
 - The cost of making four hospitals “Mother Baby Friendly” is \$10,000 and equips these hospitals to meet certain baseline standards of care for safe and dignified childbirth.
 - Faculty Compensation

- The East African academic faculty give their time and expertise to our Master's program and their wages are below industry standards in Uganda.
 - Donations help to supplement their salaries to bring them up to industry standards.
 - Community Outreach
 - Students and volunteers make trips throughout the semester in Uganda to reach out to rural communities, schools and medical clinics.
- Tax Receipts
 - Save the Mothers is a Registered Canadian Charity (#82876 7335 RR0001), which means we offer tax receipts for donations of **\$25** or more.
 - Please note that contributions of services, that is, of time, skills or efforts, are not property, and therefore do not qualify as gifts for the purpose of issuing official tax receipts.
 - In order for a tax receipt to be issued, Save the Mothers requires the following information from donors:
 - Name
 - Address
 - Email (to send an electronic tax receipt)
 - Date of donation
 - Type of donation (cash/cheque/credit card)
 - Donor cards are available for your event to help collect this information.
 - Any cheques can be made out to Save the Mothers and sent to:
 - Save the Mothers: 27 Legend Court, Ancaster, Ontario L9K 1P3, P.O. Box 10126
 - For credit card donations we require the following information, in addition to the information above required for the tax receipt:
 - Name on the card
 - Card type
 - Card number
 - Expiry date
 - Security code
 - Signature
 - For more information on tax receipts please visit: <https://www.canada.ca/en/services/taxes/charities.html>