



Injustice has a cure

Fundraising Guide for Maternal Center of Excellence (MCOE) Project

PIH, in partnership with the Green Brothers, has launched an ambitious \$25M campaign to radically reduce maternal mortality in Sierra Leone, where it is the worst in the world. Working with the Green Brothers, we have already begun to craft engagement strategies and stewardship for mass-channel audiences, enabling us to reach new individuals to join our community of supporters.

Progress Made to Date

As of November 14, 2019, \$7.5M has been raised in gifts and pledges from major and principal gifts; an additional \$110,912 from 3,374 online donors (97% new, 48% committing monthly support) equaling a \$28.2k monthly run-rate. This could equate to \$1.6M+ over the course of a five-year timeframe and helps us establish ongoing support for our annual run-rate.

The Green Brothers and PIH have also launched a successful matching pool provided by donors who can provide at least a one-time gift of \$2,000; for many, their gift to this fund has been larger and they have committed to an annual level of support. 56 donors have already transferred \$287k to this fund, which serves as an incentive to our mass channel audiences.

We hope to have at least \$20.3M raised or pledged no later than June 2020 in order to break ground on the facility. This number represents construction and three years of operating costs.

It Will Take Many Gifts from Donors at Every level to Reach Our Goal

Sample Pathway of Gift Activity Needed to Reach Goal and Bring Health to Women of Sierra Leone			
Gift amount	Number of donors	Number of prospects	Total
\$6,500,000	1	1	\$6,500,000
\$5,000,000	1	4	\$5,000,000
\$2,500,000	2	8	\$5,000,000
\$1,000,000	3	12	\$3,000,000
\$500,000	4	12	\$2,000,000
\$250,000	5	15	\$1,250,000
\$100,000	8	24	\$800,000
\$50,000	15	45	\$750,000
\$25,000	20	60	\$500,000
\$10,000	20	60	\$200,000
Total	79	241	\$25,000,000



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Illustrative Financial Points to Anchor your Conversation

Find a way to ask for an appropriate gift level (using multiplier as helpful) and showcase intended impact with the following symbolic price points:

- **Lab Costs:** \$7,330/month; \$87,960/year. A gift of \$100k can ensure crucial diagnostic capability—from HIV screening to pre-eclampsia screening.
- **Provision of Blood Supply:** \$1,603/month; \$9,618/6 months; \$19,236/year. A gift of \$20,000 ensures that life-saving blood is available for C-section support and to prevent hemorrhages from being fatal for a year.
- **Cleaning:** \$4,322/month; \$25,932/ 6-months; \$51,864/year. A gift of \$50,000 can ensure sterile conditions necessary for good health outcomes for mothers and newborns for a year.
- **Electricity:** \$12,240/month; \$146,880/year. A gift of \$150,000 could mean no babies are born by the light of an iPhone and that crucial life-saving blood supply is available 24/7 for emergencies.
- **Food:** Provision of 2 meals a day at full capacity for in-patient costs \$5,541/month. Ensure that all mothers can stay comfortable during in-patient stay to appropriately recover and heal, knowing they are provided nourishing food.
- **Construction:** A gift of \$2.7M provides construction costs for the Maternal Center of Excellence. For a gift of \$6M, the construction and start-up costs can launch this important building project.
- **Human Resources:** A gift of \$4M annually ensures full staffing levels for the full systems of care necessary to address maternal health in Sierra Leone.

PIH development staff are available to help draft individual proposals for gifts/pledges in the 6+-figure level.

How You Can Help

- Make a special gift to the MCOE in addition to your ongoing support
- Host events or introduce this project individually to friends
- Join leadership and major gift committee
- Introduce leadership, staff, and clinicians to your network

Information on How a Donor Can Give

- Visit www.pih.org/hankandjohn to give online; or reach out to info@pih.org or Katie McDonnell at kmcdonnell@pih.org to learn more or give using different funding vehicles like Donor Advised Funds, stock, IRA-Rollovers (age 70.5+), check, etc.
- A commitment to make monthly contributions parallel the need for long-term investment for systems solutions. Make the case today!
- For those who can give more than \$2k+, we are asking for participation in a matching pool of funds with the hope that those gifts may annually repeat to bring more donors to our community.