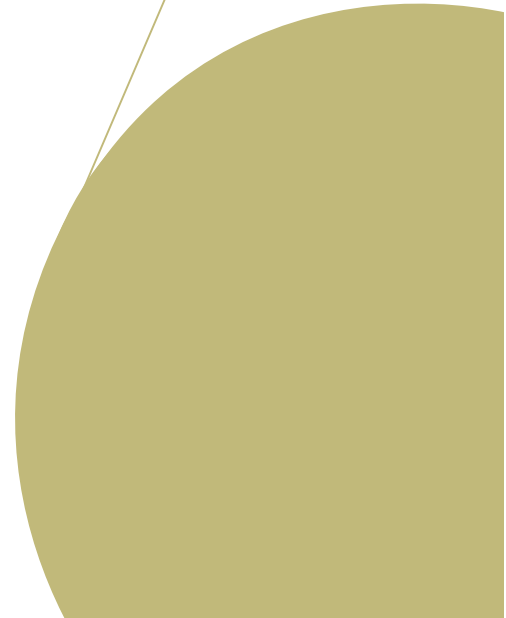




**OneMama Annual Report**

**2009-2010**



## FROM OUR FOUNDER

August 2010

Dear OneMama Supporters:

What began as a personal vision in 2007, borne from my own personal loss, has blossomed into a fully-functioning OneMama Birthing and Infectious Disease Prevention Clinic in Kirindi Uganda, and our vision continues to grow. We plan to build 250 Birthing Clinics around the world in rural impoverished communities over the next decade!

By standing behind traditional medical providers, like Mama Jamira in Uganda, we build an entre into societies that otherwise would shun western medicine and avoid care. Currently, our Uganda clinic births an average of 30-40 babies per month, and sees close to 60 other patients at the general clinic. That is 480 safer births, and over 700 patients and their families impacted by our clinic each year. Since we opened our doors in 2008, we have supported thousands of Ugandans by helping mothers and infants, and their family members get healthcare and economic development assistance. We not only birth babies in the safest environment in the area, we provide pre-natal support such a checkups and much needed vitamins (like folic acid, a simple remedy to avoid birth defects). We provide HIV & Malaria testing for men and women of all ages, treat them for malaria, or refer them for treatment for HIV/AIDS.

But we saw a further need; for economic development and empowerment for the communities we serve. We realized the women and men in the area had some wonderful skills to create crafts and goods that would sell well back in the U.S. We helped these families obtain the materials they needed to create clothes, children's toys, jewellery and other crafts and we created a website to sell those goods (see: [onemama.org/give](http://onemama.org/give)). We put the proceeds back into OneMama and showed the community what they could do on their own.

Now we look to bring electricity to the village of Kirindi by adding solar panels and a generator to the OneMama Clinic. The addition of electricity will help to supply better medical care, and connect the OneMama Clinic staff and the Village to 21<sup>st</sup> Century.

Meanwhile, in the US I was blessed with a unique opportunity to create a skin care and makeup line called Shaboom Products & Cosmetics. Shaboom almost instantly started getting noticed. This month OneMama is being recognized as the "Charity of Choice" at L.A. Fashion Week – a direct result of Shaboom's relationship with OneMama. The products are made from sustainable materials and the interest in them became an excellent showcase to link the product to causes OneMama serves. A portion of the ShaBoom proceeds goes to

support the OneMama clinic. We are working to establish Shaboom as a long-term funding stream for OneMama's US operations.

Along the way, we have had many fortuitous encounters with people who instantly wanted to help us with our mission. Mothers, who cannot understand how women bear the pain and uncertainty of childbirth alone, are touched to give. People everywhere who feel helpless to create positive change knew that their support, no matter how small, makes a big difference in people's lives half a world away. Volunteers stepped up to help us fundraise, create a web presence and support me in the administration of this growing endeavour in so many infinite ways.

Our next step is to reach out to foundations and other supporters who can help us to create a state of the art clinic in Kirindi that will attract Doctors without Borders and expand what our staff can do on a daily basis. We are seeking funding to help us expand our US operations so that program officers can visit more regularly and study what works well, creating a manual of operations that can be replicated elsewhere.

Now, as we head into 2011, we are stepping into a new phase. We realize that we have an excellent, effective and relatively simple model that can be expanded to other poor, rural and remote regions around the world. In places where medical care is nonexistent, we can bring help.

Early in my envisioning process for OneMama I claimed I would establish 250 clinics worldwide. I have at times thought that number was too daunting a figure to reach. But, when I look back on what we have accomplished with our first OneMama Clinic, I am certain that goal is attainable. I have found support in the most unlikely places, and have been inspired daily by the good I know we are doing in Uganda.

Thank you for all of your kind support. As many of you know, I call our supporters "Action Heroes" because you have taken the charge to "do good" and come through with your donations of time, money and energy. Let's continue to march onward together and change the World!

Blessings,

Siobhan Neilland  
Founder, OneMama USA and OneMama, International

## OUR PROGRAMS AND ACCOMPLISHMENTS

### One Mama Birthing Clinic



*Together the traditional meets science and births are more sanitary, safer, less painful, and women and their infants are able to receive infectious disease prevention and treatment. (Below, Mama Jamira and immunization worker, and Mama Jamira in scrubs.)*



Since 2008 OneMama has operated a successful birthing clinic in the village of Kirindi, Uganda, about a four hour drive from the nation's capital, Kampala. OneMama's program offers a unique solution to the need for safer births, infectious disease testing, and treatment and family planning needs in rural and impoverished communities. We bring together traditional medical providers, with western-based methods and treatments. In Uganda, as in many underdeveloped countries, traditional midwives birth 90-95% of babies. Lacking access and the means to pay a doctor or hospital, many women in rural Uganda give birth

with a traditional midwife or alone, exposing themselves to a dangerous and painful process and often without the proper supplies and support. Traditional Midwives are usually the only help most women in rural Africa will have giving birth. Where available, women seek out traditional midwives for prenatal care, particularly if they have had problematic births in the past.

OneMama seeks to bridge the gap between giving birth alone and having a full medical staff available. OneMama brings together the traditional and the modern to its Clinic by providing both a traditional midwife and a Nurse Practitioner. The midwife is trusted and well known while the Nurse Practitioner can administer medications, antibiotics and assess when a patient's situation is critical and needs to be referred for further care. Family planning is also offered, with the availability of birth control to give women more power over their health and their families' economic situation. In addition, the reputation of the OneMama clinic and its Midwife Mama Jamira and our Nurse Practitioner have encouraged women to come into the clinic to participate in One Mama's economic develop programs and look into HIV testing and Malaria Prevention. The birthing clinic sees an average of 60 -100 patients per month, and births an average of 30-40 babies per month. This number can and should increase as OneMama grows and is able to increase the number of clinics available throughout the region.

## **Services offered:**

### **Pre-Natal Care**

- Prenatal visits
- Vitamins and medicines to help ensure healthy pregnancy
- Checking placement of baby to make sure that birth is not breached or whether mother needs to be referred elsewhere for further medical assistance.

### **Birthing**

- Midwife and Nurse Practitioner oversee birth
- HIV Prevention from Mother to Baby
- Pain medication, Antibiotics and other Medical Interventions provided as needed
- Post-Natal Care allowing Mother and Infant to convalesce in a safe and protected environment
- Complicated births are referred to Specialists in Kampala, or assistance is called in.

## Economic Development Programs



*The Community is part of OneMama. Community members help to run the clinic, helped to build the clinic, and now are part of a membership program that allows them to barter for services by creating crafts (Above, making baskets for sale online. Below, villagers making bricks for community facility, and girls with the OneMama Doll)*

The OneMama clinic is a “barter-based” health care facility. We found that unless people pay for a service, they are less likely to value what was offered. While family membership may begin with birthing a child and providing for follow up care and disease prevention, OneMama’s model offers another tier of support. Instead of a small payment for services (about \$2.00 for birthing), patients are offered the opportunity to barter for the services they receive by creating goods to be sold through OneMama’s online store. The goods are traditional crafts known by many women in the area and designs created by OneMama’s founder Siobhan Neilland to cater to the tastes of US buyers but of out of local fabrics and materials.

OneMama’s staff teaches members basic entrepreneurial skills in agriculture and crafts, which includes materials and assistance to help the women and families create products to be sold through OneMama’s online store. All proceeds from the sale of these goods are returned to the OneMama clinic program to purchase birthing kits, medicines and medical supplies.

OneMama staff has observed that while crafts are an effective way to increase earned income, many women and their families need to be in control of their basic daily subsistence needs. Agricultural training with seeds has been an effective adjunct to the OneMama **Crafts**

**Program.** OneMama is seeking a partner in Uganda who can help provide training on successfully managing subsistence and income generating crops to support the clinic and the community as a whole. Those who chose to participate in our crop grow join our **Seed Program**, where they are provided with agricultural training and seeds.

OneMama midwives often use traditional locally-grown herbs in their treatment of women in neonatal treatment, during birth and post-natal. OneMama's nurse has noted that there appear to be very practical effects from the herbs. Existing women-based wisdom treatments and approaches are worthy of studying, understanding and (if effective) extending through teaching methods so they might be combined with western medicine to create a comprehensive and trusted treatment for local patients. If appropriate, the cultivation of these herbs may be an additional microenterprise for export.

Finally, OneMama seeks to extend the availability of Birthing Kits in Uganda and other countries through its **Birthing Kit Assembly Program**, where supplies are purchased and assembled in-country and offered free of charge to local midwives and their patients. This kind of community participation has been encouraged and led by local leaders along with OneMama staff, who have found creative ways to build trust, community and participation.

## Infectious Disease Prevention Program



*Currently, there is a tremendous need in the region for more medical support, for more locally-based clinics to deliver western medicine, treatments and diagnostics. (Above, OneMama's Malaria training and Mosquito Net distribution. Below, much needed medical treatments stored at the OneMama clinic, and patients waiting to be seen by Mama Jamira and the Nurse Practitioner.)*

OneMama presents a culturally sensitive approach to healthcare by creating a welcoming and trusted place for women to obtain care, and where they will be introduced to infectious disease testing and treatment. OneMama's patients receive automatic testing and treatment for malaria, HIV testing, and family planning. They receive follow up care for their infant, infant HIV testing and referrals, and health care for the entire family. OneMama continues to expand its network of support and partnerships to increase awareness about the needs in the region. The clinic sees an average of 60 -100 patients per month, and births an average of 30-40 babies per month, all of whom have the opportunity to receive vital testing, treatment and counselling in HIV prevention and malaria treatments.



## **Infectious Disease Prevention**

- HIV/AIDs testing and prevention
- Malaria Testing and prevention
- Instruction to prevent Mother-Infant HIV transmission
- Family planning including condom distribution

## **Infectious Disease Treatment**

- Malaria treatment

## **Family Medicine**

- Family planning and condom use
- General Clinic for Infants, Children and Adults

## Indigenous Leadership



*OneMama supports local leadership and works as a team, to ensure the community is involved and learning about operations along with the growth of the Clinic.*

OneMama has built its clinic and programs by maintaining strong support by utilizing existing lines of leadership, including local political leadership, support from the medical community, and cultural leaders. OneMama clinic is staffed by a local traditional midwife and nurse and operational support in rural Uganda is provided by six directors who ensure day-to-day operations function smoothly. OneMama maintains fiscal controls, and oversees the medical practice to ensure treatment is provided to the highest standards and best practices in the region. Partnership with the community has helped to remove barriers to

services, find solutions to logistical difficulties and enhanced community members' trust in the clinic. Health practitioners know that without trust in both the treatments and methodologies used, people will not seek out medical help. Western birthing techniques, HIV testing and infectious disease treatments have often been avoided by local patients out of fear. OneMama's approach has been able to reduce anxiety about "different" treatments and the clinic currently enjoys success in reaching women and infants early for testing and treatment.

OneMama's good results have come from building indigenous leadership and community buy-in for the clinic. This has translated into more effective services and a patient base that is increasingly duplicated clients – a mother coming in for a second birth, or a child returning for medical care. Now families are more readily partaking in health services like HIV tests because they feel the OneMama clinic is a safe place.

## Community Participation Programs



*OneMama is about a global approach to community participation. “We are All OneMama...” means our community is local and global.*

Recently, OneMama established a OneMama membership program at the Kirindi Clinic. For less than \$5.00 per year, an entire family in Uganda of up to 10 persons may become a OneMama member and receive health care, including prenatal to birthing assistance, family planning, HIV testing, Malaria testing and treatment, post-natal and infant care, general family care and referrals for treatment for serious illnesses. The member pays a reduced rate for care that is reasonable for a family living on subsistence agriculture wages. This membership also includes the crafts program, so if there is a lack of funding, a family member may contribute by creating crafts. A member’s work is recognized whether or not the craft goods are sold. The goal of the membership program is to recognize that many cultures do not equate value for services if those services are provided for free. By charging a fee, and encouraging an exchange or barter program, OneMama is encouraging that members recognize the value of the services while empowering themselves in sustainable economic practices.

OneMama has established a Kirindi-Village advisory committee made up of the leaders of the village and the area. The advisory committee helped to spread the word about the membership program and today there are over 150 members of the OneMama clinic in the surrounding areas. One novel way members contributed to the OneMama clinic is to make bricks with red dirt from their yards to use in building the new clinic. Thus far, OneMama has collected and burned about 100,000 bricks (the burning process cures them for use as building materials). These bricks have been used to build an expanded OneMama clinic extension.

Volunteers are the lifeline of OneMama and our global community of volunteers may be someone like You. We offer a volunteer program for anyone interested in traveling to Uganda; participating in our clinic building process, learning with fellow volunteers about Africa, and contributing to building OneMama clinics and programs throughout the world.

## Organizational Structure



*OneMama's model allows for local management with USA Operational Oversight and assistance from the Ugandan Government and other Nonprofit partners. Left: Leaders gather, Uganda and US Team members. Right: Mama Jamira and aid worker providing immunization at the Clinic.*

As well as being a US-based 501(c)(3), OneMama is a registered Community Based Organization and in the process of becoming a Non Governmental Organization in Uganda. As part of its growth projections worldwide, OneMama intends to build clinics based on a model that provides U.S. - based oversight, administration, and technical support, with a local advisory council and government recognized NGO or CBO status.

## OUR FINANCIALS



*Present and future members of OneMama Clinic, Kirindi. Below, counting through a new shipment of medical and other clinic supplies. Founder Siobhan Neilland with Friends.*

We became a 501(c)(3) in 2008 and through most of 2010 we focused on the general operations of the OneMama Clinic. Fundraising was done through mass emails to friends and supporters and found that this simple fundraising technique brought in \$25,656 between 2008 and 2010. In-kind donations of goods and services added another \$156,888 over the past three years. Proceeds from Shaboom Cosmetics have yielded approximately \$2000 per year in operational support since 2009.

Because all funding thus far has been cash donations, most of it is largely unrestricted funds. Some donations have been specifically allocated for “medical supplies” or “clinic support” and have been used for those purposes. Some other donations have been made for transportation, such as airline mileage donations, or use of taxi service while in Uganda. However, all other funding is unrestricted or in-kind donations of time and expertise.

Clearly, the help of friends offering professional assistance and support has enabled OneMama to grow and provide services. Ugandan supporters, who act as directors to ensure

smooth operation support and coordinate “on the ground” with the USA operations, have also been a vital part of our operational success.

Founder donations have contributed significantly to the growth of OneMama. Founder Siobhan Neilland has donated approximately \$10,000 to \$15,000 to OneMama to pay for contract services and clinic medical supplies.

In 2010 we have engaged in more direct fundraising activities, including our regular supporter mail outs. We have held a fundraising event in San Francisco, and have realized income from the sale of crafts made through our economic development program. That income has risen over the years to a little over \$1,200 in 2008, to almost \$10,000 in 2010.

Expenditures were focused on OneMama Clinic supplies and salary for the nurse and travel expenses to bring birthing kits and other supplies to Kirindi Village. Other expenses were mainly in the areas of fundraising and creating the marketing and web presence needed to support the OneMama online store, and build the recognition needed to support future fundraising efforts. Moving forward, OneMama will be focusing on raising foundation support and creating a sustainable funding stream to support expansion and increased capacity in Uganda and planned new international locations.

Our fixed assets are in the land that was granted to us by a local family, the Clinic building and supplies and any crafts inventories.

Going forward, we have applied for foundation funding from the Gates Foundation, the Ross Foundation, the Wallace Foundation, and the Packard Foundation and have upcoming public awareness events. OneMama is the featured Charity for L.A. Fashion Week and Shaboom Products & Cosmetics continues to supply a portion of its proceeds to OneMama.

OneMama continues to gain awareness for our programs for direct public support, and to increase foundation support. OneMama will continue to expand the capacity of its OneMama Clinic so that health related organizations will recognize the opportunity to reach a broad sector of the rural poor population in Uganda, and see the model’s potential in other regions around the world.

Please request a copy of our Financial Report for 2008-2011 for more information on our income and expenses, as well as our projected budget for 2011.

For further information please visit [www.OneMama.org](http://www.OneMama.org) or email at [info@OneMama.org](mailto:info@OneMama.org) or by phone at 415-971-9324 / 866-485-1447.