



## **OneMama Annual Report**

**2011/ 2012**

**OneMama Clinic Sustainability "Franchise" Model**

## **OneMama Clinic Sustainability “Franchise” Model**

*“Love the world as a mother loves her only child”*

***OneMama seeks donors to share our vision of People working together in thriving, sustainable communities around the world towards creating a balanced global collective.***

***We envision a world where every baby is born safe, healthy, and in an economically stable environment.***

OneMama is a California 501(c) 3 non-profit, and its international clinic is an established local Nongovernmental Organization (NGO). We will pursue NGO status for each international clinic site.



### **OneMama Mission**

We live by the belief that we are all OneMama...living on this one Mother Earth and therefore by helping others, we help ourselves.

OneMama desires to create a better world by helping empower women, families and communities to be healthy, educated and financially successful.

### **OneMama's Strategy**

OneMama builds health Clinics around the world to empower impoverished communities through opportunities for safer births, health support and economic sustainability & empowerment programs. OneMama clinics provide birthing services, a general clinic and entrepreneurial support to clinic members.

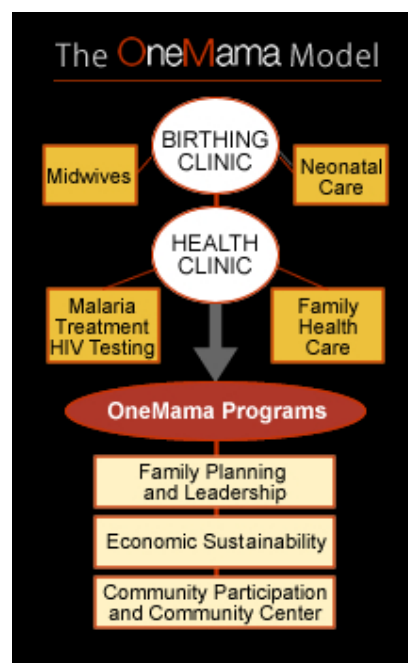
Initially, OneMama locates the site for the clinic, supervises construction and initial clinic set up. Then we apply our model for services:

- We find and support a traditional midwife to deliver babies, and establish a medical clinic staffed by a Nurse Practitioner to provide more general family health services and build Economic Empowerment programs.
- We provide disease prevention and education and appropriate testing and treatment for Malaria and to prevent HIV transmission based on the locally identified need.
- Operating next to our clinics is the OneMama Economic Sustainability Programs, which provide training and materials for indigenous crafts and agricultural products to be sold through OneMama's online and Local & International Marketplace.
- Proceeds are then used to purchase clinic medical supplies.
- Upon set up of the clinic and Economic Sustainable programs OneMama International provides professional oversight and management services to assist local leaders towards ensuring clinics are well run, adequately staffed, and fiscally accountable.

OneMama builds clinics that are self sustaining, and completely run by the communities they serve. We help build indigenous leadership and local support to manage the clinics and Economic Empowerment center's.

OneMama's model is a simple and elegant solution to bring prosperity and health to people all over the world by empowering women as caregivers, mothers, businesswomen and agents of change for their rural communities.

### The OneMama Model



## The Ingredients of the OneMama Model:

- **Birthing Clinic**

The essential ingredient of every model is a trusted, locally-based traditional midwife (“Mama”).

The birthing and medical supplies support the midwife. The clinics provide safe birthing kits, pain medication, and preventive measures to stop HIV transmission from mother to baby.

- **Medical Clinic**

OneMama Model is a medical clinic that is staffed and targeted toward the main health issues confronting the community it serves. Different international areas battle different health needs.

We work within those local areas to identify and address the top five health issues and develop appropriate treatment, prevention and referral protocols, including safe birthing, medical supplies, malaria testing and treatment and basic health care and referrals.

Our Model contains a Health Education program teaching a range of preventative measures. Currently, our clinic offers HIV prevention and testing, malaria prevention, family planning services, basic prenatal care, STD prevention, fungal treatments and cold and flu treatments, while offering referrals for birth complications or medical care.

- **Economic Sustainability & Empowerment Programs**

OneMama Model’s Economic Sustainability component trains clinic members to create their own indigenous crafts and agricultural crops for sale worldwide through the OneMama online Local & International Marketplace. Those funds then return back to the community to sustain the OneMama clinic.

Our training includes Entrepreneurial Education to local crafts persons and agriculture workers on how to develop wider capabilities for their goods and crops.

The OneMama International Marketplace is an online marketplace which provides a platform to sell local crops and goods and is supported by our international and local partners.

The funding created by the Economic Empowerment program, and other local and global funding sources, helps build Clinic sustainability within 5-10 years of set up.

## An In Depth Look at Our Solution

OneMama seeks to expand its current model to build new clinics worldwide. The OneMama Three Tiered Model will bring birthing clinics, medical services and Economic Empowerment programs to other areas of the world where people live on less than \$1.25 per day.

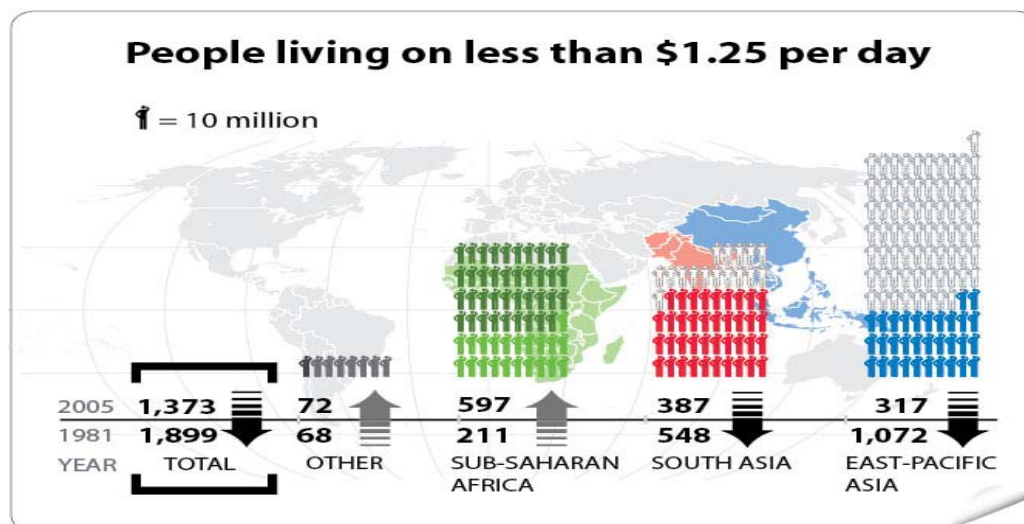
OneMama plans to build 250 clinics to support rural communities around the world that live in poverty. Poverty impacts people in various ways, but one of the most effective ways to measure and to resolve global inequalities is to address health and Economic Empowerment disparities.

OneMama takes the strengths within a community, the people, and brings resources to make a dramatic difference in a local community. OneMama's Three Tiered approach provides funding to build a permanent clinic space, supplies medical equipment, training, medicines, vitamins, information about preventing disease and birth defects while providing ongoing support to local health care givers.

In addition, OneMama brings supplies and materials to local women crafts-workers and agricultural growers, and an online sales platform based in the U.S. so entrepreneurs can create and sell their goods in markets they normally would not have access to.

### The Need

There are 1.8 billion people on this planet that live under \$1.25 a day and have babies in conditions that cause disease, disability and death. Very often, small changes in these conditions can make the difference between life and death, or preventing an infant from being infected with AIDs or suffering a long term birth defect.



Source: *World Bank*

**The most effective means for Prevention and Treatment for those who live in extreme poverty worldwide are offered by OneMama Clinics:**

### **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 to refer mother 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, or assistance is called in.



## **Economic Empowerment Program**

- Crafts Program provides materials to create local crafts and to sell them through the OneMama online Local & International Marketplace.
- Seed Program supplies agricultural training and seeds, including locally-based herbs.
- Birthing Kit Assembly Program provides materials, supplies and medications to the community to assemble birthing kits in-country, which are offered at minimal cost to local midwives and their patients.

## **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 Health Clinic for Infants, Children and Adults



## **Indigenous Leadership**

- Clinics and programs are maintained 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
- Operational support is provided by local 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 within the community helps to remove barriers to services, find solutions to logistical difficulties and enhanced community members' trust in the clinic.

## **Community Participation Programs**

- Our membership program allows community members to join the local clinics for as little as \$5.00 per year, allowing an entire family of up to 10 persons to receive health care.
- 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.

## **Volunteer Opportunities**

- Volunteer programs allow participation in our clinic building process, learning with fellow volunteers about the local region, and contributing to building OneMama clinics and programs throughout the world.

## **Organizational Structure**

- One Mama is a 501(c) 3 non-profit
- OneMama is a registered Community Based Organization and establishes Non Governmental Organization status in the country it serves.



## Locations



**Globally:** OneMama seeks locations that are not accessible to modern medical facilities but have local health care workers who can provide indigenous care. The OneMama clinic is a space where local health workers can provide birthing services through midwives, nurse practitioner, western medical care providers, and maintain medications, infectious disease testing, and basic medicines.

**US Locations:** The first two clinics that we are looking to build in US are on Indian Reservations and in Hawaii. The OneMama model is best utilized in these areas because of strong local midwife traditions in areas where people live under \$1.00 a day.

**How We Select Locations:** We seek locations where basic health care facilities are lacking or nonexistent and there are local health care workers who provide excellent midwife and birthing assistants. OneMama supports midwives by creating a clinic base for operations where expectant mothers can come to the clinic and be cared for during and after the birthing process.

The clinics offer the mothers the opportunity to give birth in a safe environment where they will have assistance and much needed medical supplies. Their infants will be provided with care in conjunction with traditional means already used, but with vaccinations and other appropriate preventative measures. Women will have support and comfort after they have given birth allowing them to rest, receive medical attention and instruction for caring for their child and themselves, and be monitored to prevent infections.

## OneMama Clinics

OneMama clinics are built in accordance with local building standards and contain three wings:

- A Birthing wing
- A Medical wing
- Education and economic sustainability community center

OneMama's initial goals are to provide traditional midwives with a clean and equipped birthing location. Our clinics also include electricity through generators or solar, if no electrical service is available. OneMama clinics also include refrigeration systems and electrical services for more sophisticated medical equipment, if available.

The OneMama clinic also serves as a central location where nurses, doctors and other health care workers can visit and provide more specialized services, such as AIDS testing, malaria testing, treatment, vitamins and other preventative measures such as condoms, mosquito nets and vaccinations.

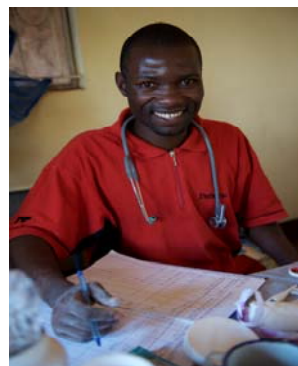
Our clinics can also become the base for charity medical services, such as Doctors without Borders.

## Costs, Staffing, and Sustainable Management

### Costs

The OneMama Model creates a physical structure, a staffing structure, and a management structure for the clinics that are based on local control and resources. Thus the clinic then seeks to provide:

- A. Space
- B. Materials Needed
- C. Staff According to need and local expertise
- D. Ongoing consulting and support for clinic management towards self-sustainability



## **A. Space**

The first step is to find a location. OneMama seeks to locate clinics where they are needed but resources are lacking. Rural, impoverished, has traditional midwife and there is no other support in within 10-15 mile radius.

OneMama will provide land acquisition services to obtain the rights to the land, rights to build and to improve on the land. These rights will not be held by OneMama but will be given to an established local leadership board tasked with overseeing and managing the long range sustainability of the project.

This step is an important one and will be carefully overseen by OneMama staff to ensure that the local leadership is able to manage the task. In some instances, it may be necessary for OneMama to retain an interest in the land and improvements in order to create stability and long term sustainability. This process will be assessed on a case-by-case basis.

Building: OneMama builds 3-Wing clinics (Birthing wing, Medical Wing and Economic Sustainability Wing) we estimate in 2010 dollars the cost to build an OneMama clinic averages \$100,000- \$150,000.

- This includes buildings, solar power, medical equipment and supplies
- This can include nurse and medical staff for one year
- The follow up years cost \$20,000 to \$30,000 to maintain clinic running procedures.
- We have proven that the 3 tier OneMama model works
- The ideal model is to have a 3 wing clinic at each geographic location (birthing wing, Medical wing and educational economic sustainability community center) all based in improvised rural communities that use traditional midwives.

## **B. Materials Needed**

OneMama will staff local health care workers and ask “What is needed to create a more optimal health delivery structure?”

What additional resources are needed (birthing kits, medicines, testing and prevention protocols etc?) These materials will be obtained by OneMama and a regular delivery schedule will be established.

We will evaluate at each level of the three tiered approach (Birthing Clinic, Medical Clinic and Economic Empowerment Program, what is needed at each OneMama clinic location. Local conditions will determine the types of services offered, the structure needed and the materials and supplies required.

### C. Staffing

OneMama will seek out local midwives and health care providers to staff the clinic.

Founder Siobhan Neilland business experience is in staffing consultant for fortune 1000 companies. OneMama now uses these hiring practices to staff OneMama Clinics ensuring stable and experienced workers and local partners.

Our outreach will include looking for local non-profit and NGO sources who need a community space to provide health care training and disease prevention.

### D. Clinic Management

We support indigenous leadership in healthcare, politics and leadership and OneMama International and an OneMama community advisory board. The Advisory board provides oversight and consulting to the locally based clinic. OneMama retains the right to hire and fire staff, and resolve locally based issues, oversee bank accounts, and solicit local control to encourage community buy in. Leadership is picked for community and OneMama provides fiscal and management support and oversight.

#### Costs Required:

Description	One Time Expenditure	On-going Costs Per Year
Scouting Locations	5,000	
Clinic Build Out	\$75,000-100,000	
Clinic Operations		\$5,000
Staff Costs		\$25,000
Medical Supplies		\$20,000 - \$30,000

### How You Can Help

Your one time major gift donation of \$150,000 will allow us to build staff and maintain the clinic for the first year of operations. Thereafter, OneMama will supply the support maintain the clinic year to year, and help build internal support for the clinic through memberships fees, and the local Economic Empowerment programs.

***You will Make a Difference in 1000's of lives!***

### Our Model for Success

Sustainability for OneMama will be achieved within 5-10 years of the initial investment in clinic construction and set up. Our model couples the success of the clinic (a much needed service for the community) with the communities own ingenuity and entrepreneurship capabilities. The Economic Empowerment program provides all the necessary components to help the local communities to help

themselves – to build culturally specific goods and utilize their own available resources.

We also add access to the local and international marketplace. The incentives are strong for the community to supply the work and resources needed to sustain a vital component to rural life: access to healthcare. We believe our model is unique, but emulates other successful community driven models that apply the idea of a “franchise”. We provide a systemic approach and seed money to build immediate tangible results. Then, through our consulting, oversight and Economic Empowerment programs, we can effectively increase local controls and funding sources back to the community.



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.