Focusing Philanthropy

VILLAGEREACH

2020 VillageReach and Focusing Philanthropy COVID 411 Campaign

BACKGROUND: In the Democratic Republic of Congo (DRC), Malawi and Mozambique, where VillageReach works, health systems are not strong enough to manage the pandemic. Inaccurate information about who can catch COVID-19 and how to treat it will undermine efforts to slow the virus. Therefore, it is imperative that people know how to protect themselves. It is also critical to support front-line health workers, to provide them with accurate information about how to prevent and treat COVID-19 in their communities.

As governments in DRC, Malawi and Mozambique start to implement their COVID-19 response plans, they need the platforms, resources and data systems that allow them to disseminate ongoing updates with expediency as new information becomes available. VillageReach can be a partner to help minimize misinformation and rumors that contribute to confusion and fear that put 120 million people at risk. Simply protecting people and supporting health workers' rapid-response communication platforms can limit the spread of COVID-19 across communities.

ORGANIZATION: VillageReach transforms health care delivery to reach everyone, so that each person has the health care needed to thrive. They develop solutions that improve equity and access to primary health care. This includes making sure products are available when and where they are needed, and primary health care services are delivered to typically under-reached communities. Radical collaboration with governments, partners and the private sector strengthen their ability to scale and sustain these solutions. VillageReach's work increases access to quality health care for more than 40 million people in sub-Saharan Africa.

VillageReach designed Chipatala cha pa Foni (CCPF) or Health Center by Phone, the Malawi government's national health hotline, which is being used to educate the public about COVID-19. They are coordinating a team of technology partners who will help governments disseminate accurate and accessible information about COVID-19 prevention through health hotlines and other innovative digital solutions.

PROJECT GOAL: *To prevent the spread of COVID-19, this project will make timely, accurate and up-to-date health information available to 120 million people in the Democratic Republic of Congo, Malawi and Mozambique, and provide remote, phone-based training to more than 100,000 health workers.*

To reach everyone, this campaign will disseminate consistent, accurate information for COVID-19 prevention and treatment through a wide range of digital tools, including mobile-carrier provided free health hotlines, voice and text messaging, and WhatsApp with chatbots. A multi-stage, remote training platform will educate CHWs about the symptoms, spread and prevention of COVID-19. In turn, it will also

help health workers keep themselves safe from the virus. These platforms together will provide governments with outbreak visibility dashboards to make quick, informed responses.

Collective action is necessary to mitigate the devastating impact to communities across these countries. Through the years, VillageReach has developed strong relationships with the Ministries of Health (MOH) in the Democratic Republic of Congo, Malawi and Mozambique and their partners, providing them the technical support and solutions to transform health care delivery systems for the under-reached.

VillageReach will coordinate partners to support the rollout of mobile tools and provide resources to these three governments to strengthen their awareness campaigns. VillageReach will work with Viamo and Praekelt, organizations that specialize in mobile engagement and information and communication technology for development, to install their solutions within each country. Praekelt will deploy the HealthAlert tool, which uses WhatsApp and AI-powered chatbots for automated responses to health questions at large scale; and Viamo will provide their proven Remote Community Health Worker Training software, which uses Interactive Voice Response (IVR) technology and mobile messaging to provide health information in low-resource settings to reach health workers.

Phase 1 - Info and Awareness

- Launch coordinated COVID messaging across platforms using MOH approved content translated into five languages, accessible by phone in DRC, Malawi or Mozambique. Hotline workers will receive training and MOH will receive dashboards to track trends and make informed decisions.
- Provide remote phone-based training to 9,000 health workers in first month, so they are prepared to protect themselves and protect communities during the COVID pandemic.

Phase 2 - Info and Awareness

- Provide remote phone-based training to 109,000 health workers.
- As global guidance on COVID evolves, provide ongoing updates and refreshes of COVID content and real-time dashboards for Ministries of Health based on their stated needs, such as heatmaps for visual reporting.
- Expand health worker training to add special training content for supervisors and detailed clinical and care-giving guidance specific to both community-based and facility-based health workers based on new COVID response protocols. Content will be disseminated via push-based blasts and pull-based ability to dial in to receive phone-based training.

ESTIMATED IMPACT		Interactions seeking information	Health Workers informed
Phase I	DRC	275,000	
	Mozambique	1,075,000	
	Malawi	59,000	9,000
Phase II	DRC	6,625,000	50,000
	Mozambique	2,482,000	50,000
	Malawi	1,346,800	9,000
Total expected impact		**11,862,800**	**109,000**

BUDGET

Phase	Amount
Phase 1	$ 175,000
Phase 2	$ 1,525,000
Total	$ 1,700,000

*1,500,000 will be funded through Focusing Philanthropy Campaign

FUNDRAISING GOAL: Focusing Philanthropy and VillageReach will conduct a matching challenge in 2020 to raise $1,500,000 for VillageReach. 100% of the proceeds will go to VillageReach. In order to fully benefit from and meet Focusing Philanthropy's matching challenge, VillageReach will raise $750,000. Focusing Philanthropy will raise a further $750,000 challenge pool – adding $1 for every $1 raised by VillageReach until the goal of $1,500,000 is reached. Campaign contributions will be disbursed to VillageReach on a monthly basis as they are received.

How to Contribute to the Matching Challenge

Minimum Donation: $1,000.

Donations are tax deductible and 100% of funds contributed will go to VillageReach. All Focusing Philanthropy costs are covered by its founders.

To qualify for the match, your gift must go directly to Focusing Philanthropy. Please let VillageReach know that you've contributed by calling or emailing Jennifer Crouch, Director, Development at (206) 799-2545 or jennifer.crouch@villagereach.org.

How to Make Your Contribution:

- **Credit Card** payment. Give at VillageReach's campaign page. There is no credit card limit and Focusing Philanthropy will cover 100% of the credit card fees.

- **Check or Donor Advised Fund:** Fill out online pledge form or send a message to jennifer.crouch@villagereach.org

  Make check payable to "Focusing Philanthropy" (not VillageReach), sent to 1637 16th Street, Santa Monica, CA 90404. In the memo line, please write "VR/FP COVID 411"

- **Wire transfer**: Fill out online pledge form or send a message to jennifer.crouch@villagereach.org

  Send payment to:

  Wells Fargo Bank, N.A.
  420 Montgomery Street
  San Francisco, CA 94101

  Routing Number for Wires: 121000248
  SWIFT:WFBIUS6S
  Account Name: Focusing Philanthropy, Inc.
  Account Number: 9998863907
  Memo: Recipient

- **Gifts of Stock –** Please contact Lauren Kovnat at (310) 399-3300 or lauren@focusingphilanthropy.org for stock contribution form

VillageReach
4/13/2020