



**health:
strengthening families,
communities and care**

**SIGNATURE FUNDING
OPPORTUNITIES**



**SIGNATURE PROGRAM AREAS:
EMERGENCY RESPONSE AND RECOVERY,
AGRICULTURE AND HEALTH**

Our 5-year agency strategy focuses on three signature program areas: emergency response and recovery, agriculture and health. Catholic Relief Services strives for excellence in all we do, ensuring the programs we support are holistic, community based, participatory, equitable and results driven. We believe that channeling our expertise into these areas will have the greatest impact on helping poor and vulnerable families and communities reach their full human potential.



HEALTH

OPPOSITE PAGE
Tatu Omari's daughter Mwanaidi is strong and healthy thanks to a CRS project in Tanzania that shows mothers how to prepare nutritious meals and grow their own food.

Photo by Philip Laubner/CRS



GOOD HEALTH

starts now

Each year, nearly 7 million children die before their 5th birthday. Most live in poor countries—and most of their deaths are preventable.

Poor nutrition, lack of vaccines, and limited access to health care and medication are just some of the causes of death in young children. But the leading cause is diarrhea, followed by other easily preventable diseases like malaria and pneumonia. Solutions are often as simple as hand-washing or treated bed nets, but many parents in the developing world lack the information they need to keep their children healthy.

People living in remote or impoverished areas often have no options when it comes to health care. That's why we focus on bringing quality care to families and communities with little or no access to doctors, clinics or hospitals.

We also help communities manage their own health care by strengthening the ability of local public, private and faith-based partners to deliver the services that support good health.

Good health is essential to overcoming poverty and building stronger societies, and your support is more critical than ever. **You can help us meet our goal of raising \$20 million in private resources over the next 4 years and help us leverage funding from other sources.**

Over the next 4 years, our goal is to prevent needless deaths and increase access to quality health care for 16.5 million people in vulnerable communities around the world.

OUR STRATEGY

better nutrition, healthier children, stronger health systems

CRS' global health strategy identifies three areas where our work can have the greatest impact:

nutrition

child health and well-being

strengthening health systems

NUTRITION

Inadequate nutrition during the first 1,000 days—from conception to a child's 2nd birthday—can have long-term effects. These include reduced cognitive ability, weakened immune systems, lower earning potential and shorter lifespans. Weakened immune systems leave children—and adults—unable to fight off diseases of all kinds.

Malnutrition isn't always caused by a lack of food. It can result from illness, inadequate health care, lack of clean water and sanitation, poor hygiene practices or limited knowledge about nutrition. CRS engages communities, families and providers to address underlying causes of malnutrition, and to detect and treat it when it occurs.

The needs are diverse and so are the solutions. Our decades of health experience have shown that the best way to achieve sustainable outcomes is to leverage our expertise in agriculture, microfinance, water and sanitation, hygiene and education—an integrated approach that leads to improved and sustainable results.

CHILD HEALTH AND WELL-BEING

Our child health programs focus on the vulnerable first 5 years of life and aim to put an end to preventable newborn and maternal deaths, strengthen families and communities, and support health and social welfare systems.

We emphasize all aspects of a child's development: physical, cognitive and emotional. We monitor an infant's growth, and support quality care through preschools and early childhood development programs, immunizations against childhood diseases, and maternal and newborn care.

Checkups during pregnancy, routine health visits for young children and preparing nutritious food may seem routine. For millions of mothers and children around the world, however, they are far from the norm. But it's often these simple changes that save lives.

We also take highly innovative approaches to broad public health initiatives. CRS is leading efforts to eradicate malaria for 3.75 million children in four out of seven sub-Saharan countries targeted by the Malaria Consortium. The ACCESS SMC project uses a new approach—seasonal malaria chemoprevention—during the high-risk rainy season to prevent young children from getting the disease.

CRS is proud to be a part of one of the world's most significant public health breakthroughs: the eradication of polio in India. The country was once considered the hardest place to end polio, but its success story now provides confidence, inspiration and technical guidance—and evidence of the power of vaccines—to nations still struggling with the disease.

STRENGTHENING FAITH-BASED HEALTH SYSTEMS

The need for stronger health systems in the developing world is clear. Each year, 22 million children go without even the most basic vaccines. What's more, although the number of new HIV infections is declining, there are still millions of people living with HIV who need treatment.

As the lead agency of the AIDSRelief consortium, CRS played a significant role in implementing the President's Emergency Plan for AIDS Relief from 2004 to 2014. PEPFAR extended the reach of the Catholic Church as a major provider of HIV services around the world. Also key to our approach was strengthening the capacity of more than 200 local, primarily faith-based facilities to manage HIV care and treatment programs on their own.

Protecting children from preventable diseases and strengthening health systems in 14 countries are the goals of the 3-year Global Alliance for Vaccines and Immunization project. Through our relationships with local organizations, we have completed almost 3 million home visits and brought childhood vaccines to 1.5 million children.

Indira Gadanayak's kitchen garden is brimming with eggplants—and nutrition. She credits a CRS livelihoods project in Orissa, India, for her newfound green thumb.

Photo by Stephen Cunliffe for CRS





Every year, nearly 500,000 children die from malaria, a preventable disease. In 2014, CRS will distribute 3.5 million insecticide-treated mosquito nets in Niger, South Sudan and The Gambia.

Photo by Karen Kasmauski for CRS

WAYS of giving

Our work would not be possible without your support. Your gifts enable us to pilot innovative programs and approaches, address changing needs and respond quickly to emergencies.

To deepen the impact of private support in helping to save lives, CRS has created the Signature Funding Opportunity program.

These named, expendable funds can be created at various levels over a multiyear period, each having a greater impact on CRS' most important work.

LEVELS OF SUPPORT & CHARITABLE INVESTMENTS

\$1,000,000+

Inspirational

\$500,000+

Visionary

\$250,000+

Guardian

\$100,000+

Leadership

\$50,000+

Humanitarian

NAMING opportunities

As a way to recognize our valued donors, and because the Signature Funding areas are so critical in helping CRS deliver vital assistance to those in greatest need, each of the five Signature Fund levels can be named according to the donor's wishes.

We offer this opportunity not because our donors seek recognition for themselves, but because it allows CRS to acknowledge a donor's generosity—whether the fund is established in your name or in the name of a person you wish to honor. Creating a named fund also encourages other donors to support these vital program areas by establishing their own Signature Fund.

INSTRUMENTS OF GIVING

Signature Funds can be created using one or a combination of the following:

Pledge Payments

Pledge payments are gifts of cash directed toward fulfillment of a multiyear commitment to CRS.

Outright Gifts

Outright gifts are contributions of cash that are not attached to a pledge but create a named Signature Fund that can be used immediately by CRS.

Gifts of Securities

Gifts of Securities, which often bring significant tax benefits to the donor, include contributions of appreciated securities that can be transferred to CRS as outright gifts, pledge payments or planned gifts.

Planned Gifts, Including Bequests

Planned Gifts include unitrusts or irrevocable trusts, annuities, insurance policies and retirement assets, any or all of which can create a named Signature Fund.

Matching Gifts

Also known as matching funds, Matching Gifts are grants made by an employer to maximize employees' charitable contributions. Most participating companies will match gifts dollar for dollar, but some will double or even triple match employee donations.

STEWARDING *the signature funds*

At CRS, responsible stewardship of charitable gifts includes regular communication on the status of your Signature Fund, timely expressions of our gratitude and, when appropriate and approved by the donor, public recognition.

While the greatest benefit of creating a named Signature Fund is the satisfaction of knowing that you are making a significant difference in the lives of vulnerable people around the world, Signature Fund donors can also expect the following stewardship of their gifts:

CRS REPORTS

The goal of all CRS reports is to inform and educate our valued donors. Each year, we publish general reports on our key Signature Funding areas: agriculture, emergencies and health. More detailed reports will also be provided for gifts at the Visionary and Inspirational levels.

REGIONAL EVENTS

There is so much to share about CRS' work around the world. There is also much to be gained by interacting with your fellow donors. From time to time, Signature Fund donors will have the opportunity to attend events held around the country to update them and recognize their support.

SYMBOLS OF APPRECIATION

Based on the level of support, donors will be presented with a meaningful remembrance.

PUBLIC RECOGNITION

With donor approval, all Signature Funds will be recognized through a unique and informative Map of Donor Recognition, showing the type and general location of each fund among all the countries where CRS works.



Witinesi Gavila, with son Bashil, lives in Malawi with his wife, Sarah. She is benefiting from a CRS-run IMPACT project in Malawi for people living with HIV. The program, which provides counseling sessions and support groups, is helping Sarah come to terms with her diagnosis and live a full, healthy life.

Photo by Sara A. Fajardo/CRS

SUCCESS *story*

CREATING HEALTHY COMMUNITIES

Good health is critical to overcoming poverty. Without it, people can't work in their fields to grow food for their families or take on other work to make a living. They must also spend precious resources on transportation to health clinics and on medicine.

The 5-year Wellness and Agriculture for Life Advancement program, or WALA, and the 4-year Integrated (HIV Effect) Mitigation and Positive Action for Community Transformation program, or IMPACT, were designed to complement each other.

More than 1 million Malawians—many living on less than \$1 a day—have become more resilient, thanks to assistance received from WALA and IMPACT. These two programs aimed to radically improve people's lives in one of the world's poorest countries—and succeeded.

TO IMPROVE COMMUNITY HEALTH, THE PROGRAMS INTRODUCED MULTIPLE INITIATIVES:

Better sanitation through construction of toilets and hand-washing stations

Community complementary feeding and learning sessions to teach villagers how to prepare highly nutritious meals using locally available ingredients

Home gardens to diversify diets

Care groups that bring mothers with children under age 5 together to learn best practices for nutrition, sanitation and health

HIV testing, counseling and follow-up activities, with a focus on couples testing and regular retesting

Use of expert clients—HIV-positive men and women stationed at health clinics—to counsel people newly diagnosed with HIV and follow up with others receiving treatment

THE RESULTS SPEAK FOR THEMSELVES:

1 million

FAMILIES ASSISTED

25,292

RURAL FARMERS TRAINED IN AGRIBUSINESS

160,000

RURAL FAMILIES PARTICIPATING IN CARE GROUPS

17,025

PEOPLE TRAINED IN GOOD NUTRITION AND SANITATION

12,173

PEOPLE TESTED FOR HIV AND REFERRED TO COUNSELING AND CARE

9,461

ADULTS LIVING WITH HIV IN ACTIVE SUPPORT GROUPS

59,709

ORPHANS AND OTHER VULNERABLE CHILDREN PROTECTED AND ASSISTED

Adika Saidi prepares healthful meals for her family—including baby daughter Jesse Samson—using locally available, but often overlooked ingredients. There are 215,000 families participating in the WALA project, which is improving the health and nutrition of mothers and children in rural Malawi.

Photo by Megan Collins for CRS



faith. action. results.

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COVER PHOTO:

A CRS seed program in Tanzania is helping farmers like Mama Teddy, a mother of three, increase crop yields and incomes.

Photo by Philip Laubner/CRS

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