

The Power of Partnerships



Partnerships are Powerful

Look at what we achieved together in 2016







Top 10

Charities Changing the World in 2015 & 2016 5

years running



Business Bureau

20

meets BBB's 20 standards for charity accountability



547,110

people received critical health and social services



169,714

children received essential healthcare services



57,282

pregnant women assisted



56,141

individuals with access to safe water



686

volunteers placed in 17 countries



\$357 million

worth of medicine and medical products were distributed



\$24 million

cash received from private contributions, government and multilateral grants

Making a Difference Together

Dear Friends and Colleagues of CMMB,

It is always a pleasure to communicate the progress our partnerships are making to improve lives. In 2016, we extended direct assistance to 547,110 children and adults, an increase of 32% over the previous year. Working together, we have achieved measurable results and contributed to a decrease in morbidity and mortality of women and children through our programs in maternal and child health, HIV/AIDS, health systems strengthening, and water and sanitation.

Partnering effectively with communities, funders and technical experts continues to transform the way we do business. Our partners are more engaged, equipped and motivated to sustain the many positive outcomes we are achieving together. Our partnerships approach enabled us to realize these results while keeping both costs and staff numbers consistent with previous years.

On my recent visit to our country offices in South Sudan, Kenya and Zambia, I came away with an overwhelming affirmation that working in partnership is a key differentiator that contributes to our success. I saw governments, corporations, foundations and civil society seeking collaboration over individual recognition. I witnessed transformational impact when our collective resources are focused on the root problems of healthcare access and quality. I am truly grateful not only for the partners of CMMB, but for their willingness to work in deep partnership.

Just as you may have noticed our refreshed brand logo over this past year, I draw your attention to the prominence of the ampersand, representing our core commitment to work with you in partnership, for everyone to see.

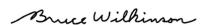
Thank you from all of us at CMMB. We wish you every success in 2017.

Our partners BD (Becton Dickinson & Company), Mercy Health, Bon Secours Health System and Johnson & Johnson visiting our programs in Zambia



Coming together is a beginning; keeping together is progress; working together is success.

- Henry Ford



Bruce Wilkinson, CMMB President and CEO



Partners in Action: Experiencing the challenges of development firsthand

Zambia is a country with both serene natural beauty as well as extreme poverty. CMMB's Children And Mothers Partnerships initiative (CHAMPS) serves women and children in Mwandi, a rural area in the west of the country. The CHAMPS model affords cross-sector partners from US-based health systems, industry partners, and major pharmaceutical companies the opportunity to explore greater engagement in global health and development.

In October, several of CMMB's corporate partners witnessed some of our Zambia programs in action: first, in the capital city of Lusaka and surrounding areas, and then in Mwandi, about two hours by car from Livingstone and Victoria Falls, one of the seven natural wonders of the world. Our partners had the opportunity to engage with representatives from the Zambian Ministry of Health, local hospital administrators, community healthcare workers, local CMMB staff and beneficiaries.

We asked some of our partners to share their experiences.



Johnson Johnson





Achieng Masiga, Johnson & Johnson (Kenya), Program Manager, Corporate Contributions, Maternal & Child Health Programs, Sub Saharan Africa

"It never fails to sadden me when I see the conditions that people live in. The hospitals are necessary, but not without what the communities are doing, reaching out, talking to the women, bringing them to the hospitals; that just blew my mind. There is a whole body of learning that our health systems in the US can learn from a program like CHAMPS."

John Starcher, President & CEO, Mercy Health

"Health education is the cornerstone of the work CMMB does here, and I think this community in particular understands the importance of education and providing community resources and access points. It's a very nice marriage of opportunities, and I think that's what we have to focus on - to continue to push education and get the resources as close as we can to the people."





Itumeleng "Tumi" Mathe, Becton Dickinson, **Global Health & Maternal/Newborn Health** Leader, Africa

"Sometimes, we learn about programs on the ground through reading or talking and this is often a mistake. Zambia, in rural areas, requires a bit of involvement. We (at BD) had to get our mind and soul into it, and walk the streets with the people and understand how they live to be part of the solution."





Rich Statuto, President & CEO, Bon Secours Inc.

"The special experience for me was visiting a little girl with cerebral palsy. I saw CMMB enable her to live with her disability and get going. It was a wonderful experience to see in that one child the broader work that CMMB does in the world."

Cross-Sector Collaboration Highlights



Providing clean water in Africa

Proctor & Gamble (P&G) has partnered with CMMB to fulfill serious water-related needs in both South Sudan and Kenya. In South Sudan, thousands of people have been displaced due to conflict and are now living in host communities that lack access to clean water. Given that there are no major water supply development plans in the area, CMMB is addressing the issue with the help of P&G. Thanks to P&G-CMMB partnership, over half a million sachets of water purification powder have been distributed – reaching nearly 6,000 households.

In Kitui County, a remote and impoverished area in eastern Kenya, inadequate rainfall and unreliable water sources mean that only 15% of the population have access to clean water. This causes numerous health problems, including diarrheal diseases which are a leading cause of death among all Kenyans. The goals of the partnership with P&G include: meeting the immediate needs for water as well as developing long-term behavioral and structural changes, such as activities related to water, sanitation and hygiene (WASH). Through the distribution of over 2.1 million P&G water purification sachets as well as trainings in Kenya, we will improve access to safe water for approximately 4,333 households and reduce the incidence of diarrhea by 70%. Our partnership with P&G in both South Sudan and Kenya will result in more than 50 million liters of clean water provided to tens of thousands of households in need.



Strengthening Health Systems in Haiti

For over 160 years, through its founding congregations of women religious, **Mercy Health** has been a leading provider of healthcare services in Ohio and Kentucky and is one of the region's largest health providers. With a shared mission of serving the poor and underserved, **Mercy Health** and CMMB entered into a partnership in 2013 to strengthen the local health system in Côtes-de-Fer, Haiti to improve the health of women and children through the Children And Mothers Partnerships (CHAMPS) initiative. The first priority of the partnership was the construction of Côtes-de-Fer's first hospital, which broke ground in 2014. **Mercy Health** provided lead funding to complete Phase I of the hospital and has been instrumental in equipping the facility and providing expert guidance along the way. In March 2017, the Bishop Joseph M. Sullivan Center for Health will be opened to the community providing critical clinical services, and serving as a hub for improving community health.

Conrad N. Hilton

Delivering e-Health and m-Health Solutions

The Conrad N. Hilton Foundation, one of the largest foundations dedicated to alleviating human suffering in the world, recently partnered with CMMB to help build capacity and deliver innovation in e-Health and m-Health (electronic and mobile health), at both an institutional and individual level, with mission hospitals in Kenya, South Sudan, Zambia, Haiti, Mexico and Peru. All six countries struggle to tackle the high burden of disease against the backdrop of shortages of healthcare professionals, facilities and medical resources. Healthcare technology offers possibilities to address these challenges, and strengthen and increase efficiency of health systems while improving access for the most marginalized and excluded populations. The pilot will have a two-phased approach including a thorough landscape analysis to understand the realities of the health systems in these countries and an implementation phase to build capacity, competence and confidence of the Sisters who operate as leaders and practitioners in the hospitals.

CMMB and CDC: A Long-Standing Partnership to Eradicate HIV/AIDS



As the Centers for Disease Control and Prevention (CDC) celebrated their 70th anniversary in 2016, we take a look back at our long-standing partnership with the CDC, beginning with the initiation of the President's Emergency Plan for AIDS Relief (PEPFAR) in 2004. To date, our collaborative projects have reached over 655,000 people, with additional projects planned supporting the international community's strategy to eradicate HIV/AIDS by 2030.

The CDC supported an AIDSRelief consortium led by Catholic Relief Services in over 10 countries from 2004-2013, in which CMMB implemented programming in Haiti, Kenya and South Africa, and worked closely with leading public health organizations to ensure high quality standards of care, contributing knowledge that would drive international standards for HIV/AIDS service delivery.

Building on our success and recognition in Zambia, the CDC supported the CMMB-designed "Men Taking Action" (MTA™) program in South Africa, beginning in 2008. This innovative, male-focused counseling and testing program used home-based care and church networks to identify households and mobilize villages to increase uptake of HIV/AIDS services. CMMB has also worked with the CDC to provide voluntary male circumcision in South Africa and Kenya, a proven method of HIV/AIDS prevention.



The CDC has supported CMMB-led HIV/AIDS-related work in other countries as well:

- In 2009, CMMB began implementing a program called ANISA (meaning "together" in the local Zande language) in South Sudan's Western Equatoria region. ANISA reduced new HIV infections and improved care and support to people living with HIV, with an emphasis on strengthening health systems. In 2015, the CDC awarded CMMB a five-year follow-on award, ANISA2, to continue work in the region.
- In Haiti, CMMB has led the continuation of the CDC-funded AIDSRelief consortium work through a program called SIDALE (meaning "AIDS Go Away" in Haitian Creole) since 2011, and then with a five-year continuation called ALESIDA. Through this program, CMMB supports health centers in clinical service provision, increased financial accountability, business development for sustainability, and overall leadership and governance, all designed to strengthen HIV/AIDS prevention, care and treatment capacity.
- CMMB implemented a CDC-supported program called COMPACTS in the Western Province of Zambia, which offered communities public health incentives like hospital beds or boreholes for reaching agreed-upon HIV testing benchmarks. This program trained traditional leaders to give social and behavior change messaging to prevent the transmission of HIV.

Congratulations and a big thank you to the CDC for 70 years of improving public health around the world through prevention and preparedness!

"People are universally motivated by the wellness of their children."

A Conversation with Conrad Person, Former Director of Corporate Contributions at Johnson & Johnson



I imagine you have learned a lot through your experiences with J&J and the Africa Global Health Programs. Can you share some of your big take-aways?

Recognize that those you wish to help are every bit as wise as you are and they have their own dreams. Don't try to sell them yours. If they are working in pursuit of their own dreams they will surmount any obstacle. Establish metrics that can be collected and understood by the population being served. In this, the cell phone is a wonderful tool. A few pictures may tell you more about program implementation that any narrative. Avoid volunteerism that is really tourism. At J&J we called it the CEO with the soup ladle! It is a shame to see a professional wielding a paintbrush when the organization could really use their expertise.

At the community level, what are some of the methods effectively employed to tackle people's assumptions, myths and behaviors?

In my experience, people are universally motivated by the wellness of their children. This is why maternal and child health is such a great avenue to community development. When we manage to popularize antenatal care and professionally attend births we open the door for birth registry and immunization services. I also believe that efforts that promote healthy choices can often move from the school to the home. Hygiene and disease control lessons learned at the school will often be replicated by the families of students.

In your opinion, what are the biggest factors impeding the prevention of disease?

Perhaps the biggest is lack of management development in health care systems. Even the most dedicated leaders need education focused on things like finance, procurement and strategic planning. I also believe that the public would benefit if the rather fragmented network of community health workers and volunteers were more organized and accessible.

In your opinion, what are the best ways to strengthen health systems and how do medical donations factor into this strategy?

J&J has a long history of strengthening health care systems. It isn't useful to think of the physical structures such as buildings, equipment and supplies separately from the health care worker. Neither works well without the other. As they say, good tools don't make good carpentry, but bad tools make bad carpentry. Supplies like medications and devices when absent, tend to undermine the morale of the health worker and the confidence of the patient. And the confidence and support of the community itself is perhaps the most critical element if any intervention is to be accepted and sustained.

Based on these learnings, what advice would you offer to those embarking on partnerships with non-profits working in some of the most difficult contexts?

Set a realistic horizon. It is sad to see good ideas well executed and then abandoned because the initial proposal called for a three year intervention. I was once told that you can make a fisherman a conservationist in a year, but for farmers, it takes a generation. Invest in girls. Anything that keeps them in school and learning will pay dividends throughout their lifetime. I have seen girls who finish high school impact the attitudes of their families and even their entire communities. Most reach back and help siblings finish school and all are more likely to have healthier children.

Partnering to Increase Access to Medicine Worldwide



Why do medical donations matter?

Guatemala is one of the poorest countries in Central America, a fact reflected in myriad problems plaguing its health system. These include an indigenous population cut off from healthcare because they don't speak Spanish and near constant bottlenecks in the medication supply chain, resulting in shortages.

Maria, pictured here seated at her home in Sumpango, is the eldest member of a large

household. She suffers from arthritis and gastrointestinal issues, both stemming from poor nutrition. Her family lives at the top of a large hill and cannot travel to the municipal pharmacy, which is many miles away and the only public pharmacy in town. She is a recipient of monthly deliveries of donated medicine from CMMB that she depends on to treat both of her conditions and which allow her to care for the younger children in the household. What we do together matters.

Medical **Donations** in FY16

- \$357 million shipped
- 27 countries
- 120 trusted international consignees
- 242 shipments
- 50 pharmaceutical donors

The World Health Organization lists Guatemala as spending approximately \$473 on healthcare per capita in 2014, compared to \$9,403 in the US.



We are inviting partners to join us in our field visits to experience the power of partnerships firsthand. Looking for corporate volunteer opportunities?

Please contact partnerships@cmmb.org Learn more at cmmb.org

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