



Board Member Engagement Toolkit



Board Member Engagement — Overview

The purpose of these materials is to provide you with easy to reference information when introducing CMMB to new constituents and groups. These can include potential individual donors, the media, corporations, foundations, professional partnerships and alliances.

These materials include primary talking points and areas of focus that you feel will best align with the audience you are engaging.

We are hoping you can facilitate in the building of new relationships that ultimately allow for improved care for the women, children, families and communities where we work.

We are here to support you.

Should you have questions or are seeking suggestions, our Communications and Partnerships teams are here to support you.

You can email Luke Dougherty at LDougherty@cmmb.org and John Mix at JMix@cmmb.org for support.



CMMB: Our Brand

For more than 100 years, firm in our Catholic faith, we've been delivering the best possible health solutions to women and children.

CMMB launched a new visual identity and brand to support our renewed focus on improving the lives of women, children, and their communities while maintaining our excellent reputation in providing health services to the poor and marginalized over the last 100 years.

The new logo's rounded shape evokes the sacred Madonna and child—the heart of our Catholic faith. The suggestion of the ampersand (&) is also central to our tireless efforts to actively collaborate with other non-profit, government, and community organizations all over the world.



An Introduction to CMMB

CMMB (Catholic Medical Mission Board) is an international, faith-based non-profit that brings healthcare to poor and vulnerable communities around the world.

We deliver donated medical product to health facilities and organize teams of volunteer doctors, nurses and healthcare professionals to provide care to those in the community.



CMMB has five country offices in Haiti, Peru, Kenya, South Sudan, and Zambia.

An Introduction to Faith-Based CMMB

CMMB (Catholic Medical Mission Board) is an international, faith-based non-profit. Inspired by the example of Jesus, CMMB works in partnership globally to deliver locally sustainable, quality health solutions to women, children, and their communities.

We deliver donated medical product to health facilities and organize teams of volunteer doctors, nurses and healthcare professionals to provide care to those in the community.



CMMB has five country offices in Haiti, Peru, Kenya, South Sudan, and Zambia.



Our History

1912

CMMB dates back over 100 years, to 1912 and the dream of Dr. Paluel Flagg, a young anesthesiology resident at St. Vincent's Hospital in New York City.

His dream was born out of personal tragedy, from the death of his infant daughter and later in that same year, the death of his wife. In his grief, Dr. Flagg sought solace, and that solace lay in ministering to others.

One of his first mission trips was to Haiti and recognizing the tremendous need he recruited others to join him.



1928

Originally named the Catholic Medical Mission Committee, it had grown extensively, became incorporated as Catholic Medical Mission Board in New York City.

1931

CMMB's first executive director Father Edward F. Garesche, SJ, purchased two brownstones on the lower west side of Manhattan, serving as CMMBS headquarters and warehouse for donated medicines. This effort became a mainstay of CMMB's work, and the Medical Donations Program was underway.



The Venerable Fulton J. Sheen and Mother Teresa

1946

Venerable Fulton J. Sheen, served on CMMB's Board of Directors from 1946 to 1976, and his efforts in encouraging pharmaceutical companies to donate medicine to CMMB were pivotal to the growth of our Medical Donations Program.

1978

CMMB began providing \$5,000 worth of medicine each month to help Mother Teresa aid the 45,000 patients suffering from leprosy she and her Sisters cared for in the city of Calcutta alone. Mother Teresa was no stranger to CMMB.



2000

CMMB evolved into a "program-driven" organization, developing programs fight HIV/AIDS in South Africa, Namibia, Swaziland, Botswana, and Lesotho. CMMB made a five-year, \$5 million commitment to build the capacity of more than 140 community-based organizations focused on palliative care, orphan care and placement, and HIV/AIDS.

2012

CMMB's resources were called into action to respond to a calamitous natural disaster: the massive Haiti earthquake. Haiti was the country where CMMB had worked the longest—nearly 100 years. It occupies a very special place in the hearts of all CMMB employees.

2015

CMMB renewed its focus on improving the lives of women, children, and their communities while maintaining our excellent reputation in providing health services to the poor and marginalized for over 100 years.

Facts & Figures Reference Sheet

In 2020, CMMB projects reached 1.1 million people with critical health and social services. We empower the most vulnerable women and children worldwide.

CHAMPS (Children and Mothers Partnerships Program)

- 579,866 people were served at our CHAMPS sites in Haiti, Kenya, Peru, South Sudan, and Zambia.
- 307,757 children under five-years-old accessed services globally.
- 123,270 pregnant women accessed services globally.
- 73,292 pregnant women supported their first antenatal care visit.

COVID-19 Emergency Response

- 407,542 people reached with awareness messages on COVID-19.
- 1,140 community health workers and 817 healthcare workers and received COVID-19 training.

HIV/AIDS

- 323,602 people received HIV services.
- 280,909 people tested for HIV globally.
- 55,756 pregnant women tested for HIV in the first antenatal care visit.
- 48,637 people were enrolled for medication (antiretroviral therapy).

Medical Donations Program

- CMMB has deployed over 3,000 shipments with a total value of more than \$4 billion worth of medicines and medical supplies in 88 countries over the last ten years.
- In 2020 alone, nearly half a billion worth of medical products distributed to 31 different countries in 2020.

Strengthening Health Systems

- 248 health facilities were provided with supplies, including personal protective equipment.

Volunteer Program

- 600 volunteers served over 87,000 hours in 16 countries.

Water and Sanitation

- 261,811 people increased access safe, clean water globally.
- 19,000 people increased access to safe, clean water after 38 handpumps were repaired.





FAQs

What does CMMB do?

CMMB is an international, faith-based non-profit providing medical and development aid to communities affected by poverty and unequal access to healthcare. For over 100 years, we have worked to bring health and dignity to people in some of the most impoverished areas in the world.

What does CMMB stand for?

CMMB is an abbreviation for Catholic Medical Mission Board. We are still Catholic Medical Mission Board legally and spiritually, but we use our acronym in our branding.

Is CMMB part of the Catholic Church?

We are an independent Catholic faith-based organization. We are not financially supported by the Conference of Catholic Bishops in the U.S. We maintain very close relationships with parishes and church-related organizations in the U.S. and abroad, and we are listed in the Catholic directory.

Does CMMB minister or evangelize to those they serve?

We do not evangelize or convert. We minister through healthcare without discrimination to people in need throughout the world.

How much of my donation goes to those in need?

CMMB is a highly efficient organization, helping to provide healthcare and dignity to women, children and their communities through cash donations, grants and donated medicine and medical supplies. Learn more at: cmmb.org/about-us/financials/

Is my donation tax deductible?

Yes, all donations made to CMMB are tax deductible for people filing taxes in the USA. CMMB is a 501(c)(3) organization.

How many people are employed by CMMB?

We have over 500 members of staff globally, with approximately 50 based in the United States.

Did you know?



CMMB distributed half a billion dollars worth of medicines and medical supplies to 52 health partners in 31 countries last year.



Over a quarter of a million children under the age of five received essential healthcare services from CMMB last year.



CMMB worked with Mother Teresa providing medicines and supplies during her mission trips to treat people living with leprosy in Haiti.



CMMB has delivered over twenty 40-foot shipping containers of medicines and supplies to health facilities in Syria affected by the conflict.



CMMB served over 330,000 people with HIV treatment and prevention services in 2020.



CMMB supported the construction of Bishop Joseph M. Sullivan Center for Health, the only hospital to serve one the most remote and poor communities in Haiti.



CMMB has over 100 years of experience working to help serve others.



Venerable Fulton J. Sheen served on our Board of Directors and was instrumental in encouraging pharmaceutical companies to donate medicines to CMMB, significantly increasing our delivery of medicines worldwide.



"When others left, you stayed."

—Bishop Eduardo, South Sudan

What is unique about CMMB?

- “When others left, you stayed.” This quote from Bishop Eduardo in South Sudan represents the unique long-term commitments we make in the communities we work. We do not up and leave after the cameras are turned off.
- With over 100 years of experience, CMMB has deep, trusted ties from the local level all the way up through the ministries of health. When people see the CMMB logo, it provides comfort.
- Our long-term commitments help build local capacity and we educate community health workers so that the gains that are made are sustainable with the goal of increasing their independence
- Our focus on women and children goes to the heart of what keeps a community strong.
- We have existing infrastructure in each country, supported at the national and local level, and managed by members of the community who best know the needs of the community.
- As it did with our COVID response, this infrastructure allows us to respond quickly and efficiently in a measured and efficient manner.



CMMB makes long-term commitments in the communities where we work to create a lasting impact by educating and training community members so the care is sustainable. Our three main programs include Children and Mothers Partnerships, Medical Donations, and Volunteer.



Transforming the lives of women and children.

Poverty disproportionately affects women and children. Our Children and Mothers Partnerships program (CHAMPS) provides health and well-being to mothers, children, and their families and communities



Increasing access to quality medicines worldwide.

Clinic shelves are often bare in low-resource countries, and low incomes make medicine unobtainable. Our Medical Donations Program (MDP) has deployed more than \$4 billion worth of medical product in 88 countries over the last ten years.



Volunteering to strengthen health facilities.

Volunteers through our Volunteer Program have an opportunity to strengthen and support communities through healthcare programs and other initiatives while building a longstanding legacy.

Gifts of Health - Representative Giving

Gifts of Health are symbolic representations of the many programs and tools CMMB uses in their work. They are transformational for families in need.



\$24 - Two Chickens for a Hungry Family

Help a family build their nest egg around the world, chickens are a dependable source of eggs, protein and income. A gift of two chickens can mean a sustainable source of nutrition for an entire hungry family.



\$74 - Give the Gift of Goats

Goats can change everything for a family in need. Their milk provides protein to help children grow. They help fertilize gardens and baby goats can be a vital source of income. Your gift will provide two goats to a family.



\$220 - Soap for a Whole Community

Good hygiene is more important now than ever because of the pandemic. The simple act of washing hands with a bar of soap can mean the difference between sickness and good health.



\$260 - Medicines & Medical Care for Five People

Of all the lifesaving supplies we're able to bring to poor communities, medicine is by far the most important. We need to have plenty on hand to treat viral and bacterial infections, and whatever other illnesses arise.

Why Women & Children

For more than 100 years, firm in our Catholic faith, CMMB has been working to deliver the best possible health solutions to women and children in need with dignity, respect, and love. We envision a world in which every human life is valued, and health and human dignity are shared by all.

Why Women & Children?

Women and children are among the most vulnerable populations in the world, suffering the most from illness, poverty, and disparity.

We invest in women because they invest in others. By empowering women to overcome the effects of poverty and poor health, they can and will live full and productive lives—and so will their children, families, and communities.



Our Signature Programs

CHAMPS | COVID-19 | HIV/AIDS | Medical Donations |
Stengthening Health Systems | Volunteer | Water



CHAMPS | COVID-19 | HIV/AIDS | Medical Donations |
Strengthening Health Systems | Volunteer | Water

CHAMPS

Our CHAMPS program (Children and Mothers Partnerships) creates lasting change in the care, and lives, of vulnerable women and children.

CMMB invests in: providing antenatal care and safe delivery services to pregnant mothers; preventing and treating major health threats to children, like malaria and diarrhea, and combating malnutrition; ensuring childhood immunizations; and expanding access to clean water and good sanitation.

Bishop Joseph M. Sullivan Center for Health in Haiti is representative of the hope and care that our CHAMPS program brings. Women who never could have sought care now travel for miles so that they can give birth in a safe, clean environment and feel the expression of dignity that every person deserves.

The Need

Women and children are among the most vulnerable populations in the world, suffering the most from illness, poverty, and disparity.



CMMB served 579,866* people at our CHAMPS sites in Haiti, Kenya, Peru, South Sudan, and Zambia.

*in 2020



**COVID-19 | CHAMPS | HIV/AIDS | Medical Donations |
Strengthening Health Systems | Volunteer | Water**

COVID-19

CMMB has built a strong base of trust with national governments, partner organizations, and local communities through its excellence in service delivery and its long-term commitments.

COVID-19 began to make its way into the public eye, the path of this new virus was being closely monitored and tracked by CMMB health experts. Our headquarters and in-country staff had firsthand experience in epidemic response as a result of work on HIV/AIDS beginning in the early 1990s and more recently on outbreaks of cholera and Ebola virus disease.

Our staff was on early and high alert and quickly mounted a response to the COVID-19 threat in the countries we work.

The Need

The pandemic upended life as we know it, creating new needs—such as PPE—and exasperating current problems.



**CMMB provided 248* health facilities
with supplies, including PPE.**

*in 2020



**HIV/AIDS | CHAMPS | COVID-19 | Medical Donations |
Strengthening Health Systems | Volunteer | Water**

HIV/AIDS

HIV prevention and treatment has made incredible progress since the human immunodeficiency virus was first identified almost 40 years ago.

Increased access to antiretroviral therapy and to services to prevent mother-to-child transmission of HIV can dramatically drive down the rate of new infections and virtually eliminate them in babies and children. CMMB's prevention activities are committed to achieving an AIDS-free generation.

Year in and year out, CMMB Haiti achieves Haiti's highest rate of patient retention in antiretroviral therapy. Funded by our longtime partner, the U.S. Centers for Disease Control and Prevention (CDC), ALESIDA ("AIDS, Go Away!") works in 22 health facilities around Haiti.

The Need

For women between the ages of 15 and 44, HIV/AIDS is a leading cause of death worldwide.



**CMMB helped 323,602* people
receive HIV services.**



Medical Donations | CHAMPS | COVID-19 | HIV/AIDS |
Strengthening Health Systems | Volunteer | Water

Medical Donations

The Need

Clinic shelves are often bare, but even if they were stocked, low incomes make medicine unobtainable for many.

CMMB's Medical Donations Program has deployed over 3,000 shipments with a total value of more than \$4 billion worth of medicines and medical supplies in 88 countries over the last ten years.

In partnership with leading pharmaceutical companies and trusted local partners on the ground, we are delivering medicine free-of-charge to the most vulnerable people in the world.

We provide types of medicines and treatments that patients may not have access to otherwise. CMMB donations also give our health partners and their facilities the opportunity to allocate their limited funding to meet other critical needs.



CMMB distributed half a billion dollars worth of medicines and supplies last year along.



cmmmb

HOPITAL BISHOP
JOSEPH SULLIVAN

**Strengthening Health Systems | CHAMPS | COVID-19 |
HIV/AIDS | Medical Donations | Volunteer | Water**

Strengthening Health Systems

The Need

Approximately one billion people are not accessing appropriate health services. For example, 1 in 4 health facilities globally do not have consistent access to clean water.

Strong health systems are essential to address health emergencies and ongoing health threats in the communities where we work.

CMMB partners with and supports existing healthcare facilities, provide medicines and supplies (such as PPE), support the construction of new facilities, and ensure modern and appropriate medical equipment to save the lives of women and children and improve health in communities worldwide.

By working with facility staff and community health workers, we strengthen the referral systems between the community and health facilities, including referrals from lower- to higher-level facilities.



**579,866* community health workers
and 817 health workers received
COVID-19 training.**

*in 2020



Volunteer | CHAMPS | COVID-19 | HIV/AIDS | Medical Donations | Strengthening Health Systems | Water

Volunteer Program

The Need

Health facilities in low-income countries lack medical capacity and training, which impedes health service delivery.

Since 1914, CMMB has answered the call to service through our Volunteer Program. In the spirit of this legacy, our commitment to connecting health practitioners and other skilled professionals to health facilities and community programs worldwide continues during COVID-19.

By leveraging our partnerships and connections with individuals, volunteers have continued to support health services in the countries where we work. From providing remote technical support to presenting webinars on how to treat mothers infected with COVID-19 and their newborns, CMMB has created new opportunities in program development through education to build local capacity.



CMMB volunteers gave 39,996* hours of service with 355 volunteers working in 15 countries.

*in 2020



Water | CHAMPS | COVID-19 | HIV/AIDS | Medical Donations |
Strengthening Health Systems | Volunteer

Clean Water

Good health begins with clean water. Clean water and handwashing have become even more critical to slow the spread of COVID-19 and save lives.

CMMB works with communities to improve access to clean water, sanitation, and hygiene by constructing handwashing stations, wells, water storage tanks, and rainwater collection systems to help families live healthier lives.

Water changes lives. Our community health workers play a large role education and supporting behavior change. They educate local communities by raising awareness around the importance and health impact of hand washing, dedicated toilets, and clean drinking water.

The Need

Unsafe water kills over 2,000 children every day—more than AIDS, malaria, and measles combined.



CMMB provided 261,811* people with improved access to clean water.

*in 2020



Reference Library

From sample outreach letters and branded gear to image cards and videos, we can provide you with a range of materials to support your engagement efforts.

Publications and Branded Gear

For online copies of our publications, please visit: <https://cmmb.org/our-impact/publications/>

Please reach out to us for physical copies of our publications as well as branded gear we would be happy to mail them directly to you. You can email Luke Dougherty at Dougherty@cmmb.org and John Mix at JMix@cmmb.org for support.

Videos

Who We Are

<https://youtu.be/DgH2fhcd1vc>

Healthier Lives Worldwide

https://youtu.be/vUmhZxTw_vg

Medical Donations Around the World

<https://youtu.be/zlqs3Acws3k>

International Volunteer Dr. Jose Garcia

<https://youtu.be/1TZom3X-Neo>

Sample Letter

Dear Spencer,

How are you? I hope you and your family are staying in good health during the pandemic. I'm reaching out because I wanted to share information about CMMB, where I serve on the Board.

I've thinking for a long time about the overlap between CMMB and Kirk Humanitarian's missions, and I think there may be a great opportunity to work together to serve more mothers with Kirk Humanitarian's MMS.

CMMB is an international NGO providing long-term medical and development aid to poor communities around the world. CMMB operates a Medical Donations Program that sources medicines and medical supplies and distributes them free-of-charge to health care facilities worldwide.

Would be interested if I setup an introductory call with yourself and CMMB? I'd love to introduce you to Darnelle Bernie, VP of the Medical Donations.

In 2020 alone, Darnelle and her AMAZING team have delivered more than \$421K worth of medical products to 31 different countries. You can learn here: <https://cmmb.org/medical-donations/>

I look forward to hearing your thoughts and chatting more. Thank you.

Sincerely,
Your Name