



## Ammalife Fundraising factsheet

Thank you for fundraising for Ammalife! Your fundraising efforts will enable us to help vulnerable women and their families across the world. Whether you're organising a bake sale, henna party or taking part in a sporting event, we hope this sheet will provide you with all the motivation and information you need.

### How to collect and send the money you've raised

#### Sponsored event

To set up your own online fundraising page for a sponsored event such as a swim/run/cycle/mountain trek, visit: [BTmydonate](#) or [Virginmoneygiving](#)



#### Other events

To pay in the proceeds from a bake sale or henna party etc. you can either:

1. Pay in cash or cheque at any branch of the Cooperative bank: Sort Code: 08 92 99; Account Number: 65608269; Account Name: Ammalife.
2. Or post a cheque payable to 'Ammalife' to: Maria Gee, Treasurer, Academic Unit, 3rd Floor, Birmingham Women's Hospital Foundation Trust, Mindelsohn Way, Edgbaston, Birmingham, B15 2TG.

### How we can help you plan and publicise your event

If you'd like some fundraising support, materials such as flyers, collection boxes and ideas or to discuss any element of your event planning, please email us [info@ammalife.org](mailto:info@ammalife.org)



Let us know about the event you are organising or taking part in and we will publicise your event via our newsletter, [Website](#), [Facebook page](#) and [Twitter](#) account.



## Some information about Ammalife

### About Ammalife

Ammalife is a specialist, research-driven organisation committed to tackling obstacles to good maternal health in some of the poorest parts of the world.

### Our priorities

**Practical research:** We undertake practical and ground-breaking research to find out what works to save mothers' lives. By bringing together expertise in systematic reviews, research, clinical practice and education, Ammalife can influence thinking, policy development and practice.

**Change makers:** We invest in change makers who have the potential to improve maternal health outcomes in their own communities and work places.

**Working in partnership:** Ammalife creates and sustains a whole variety of partnerships with organisations, companies and governmental organisations committed to tackling maternal mortality worldwide. We work with our partners to raise awareness of maternal deaths and morbidity in the developing world and to promote strategies to find sustainable, just and effective solutions.

### Why we exist

Around the world, every two minutes, a mother dies of pregnancy and childbirth linked complications. That's 800 mothers every day. 99% of mothers who die live in low and middle income countries. And for every woman who dies, it is estimated that another 20 mothers are left with serious injury or long term illness.

Every mother's death is a tragedy for the family and community she leaves behind. Her children are particularly vulnerable. Many will not survive if their mothers die. The vast majority of these deaths are preventable.



### Stanley Daudi

Stanley worked for many years as an Anaesthetic Clinical Officer in Malawi. Clinical Officers are trained in many of the procedures that a doctor would undertake in the UK but have a much shorter technical training. In practice, they often carry heavy responsibility for their patients but are denied a voice in decision making. Stanley was a very proficient and compassionate technician and seized every opportunity to learn more. He undertook a short course on anaesthetics in obstetric emergencies and later won a place at medical school in Tanzania. Now Stanley is in his final term and plans to return to Malawi as soon as he qualifies. None of this would have been possible without Ammalife's support. As a doctor, he'll be able to educate a new generation and may even become Malawi's first anaesthetist specialising in the care of very sick mothers.

