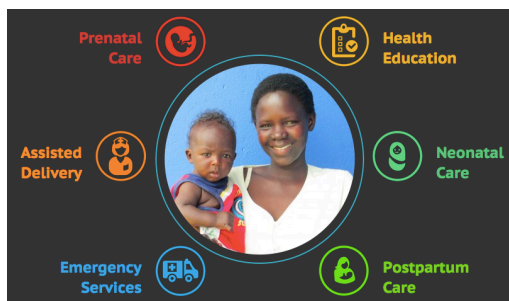


ENDING MATERNAL and NEONATAL MORTALITY

Maternal death is the **second leading cause of death** for women of reproductive age (15-44) worldwide and 44% of children who die perish within the **first 28 days** of their life.^{i,ii} Around the world, each day, 800 women and 8,000 newborns die from largely preventable complications from pregnancy and childbirth.ⁱⁱⁱ



The vast majority (90%) of these deaths are caused by complications that can be **prevented or managed** by a skilled healthcare professional. Together, we can help put a stop to maternal and newborn death by giving marginalized women access to high quality, basic health services.

SAFE CHILDBIRTH THROUGH CROWDFUNDING

Kangu is a 501(c)3 that was launched in 2013 to eliminate maternal and neonatal deaths and injuries by “crowdfunding” the medical services required for pregnant women in need (we call them “mamas”) and their babies have a safe birth. “Safe birth” services refer to healthcare services (before, during and after delivery) that have been proven to save the lives of mamas and newborn babies.

Using its platform, www.kangu.org raises funds directly from individuals and groups to support a pregnant woman of their choosing. The funds are directed to the patient’s local healthcare provider, expanding access to high-quality services and strengthening local facilities. Kangu currently supports mamas in Latin America, Africa and Asia.



HOW IT WORKS

1. Kangu partners with local providers that offer life-saving healthcare to mamas and babies, for an average of \$350 per woman, and works with new partners to operationalize Kangu on-site.
2. Partner identifies pregnant women most in need and uploads their profiles on Kangu.
3. Partner invites their employees, community and media contacts to fund and profile their Kangu mamas, creating awareness and engaging new donors in an emotive, personal way.
4. Individuals and groups search Kangu mama profiles on kangu.org, and help fund a mama’s safe birth care services for \$10+.
5. Partner provides care to their Kangu mamas for free, and provides a birth update.
6. Kangu transfers funds raised to local partners quarterly, and provides donors with personal updates on the mama and her newborn baby, whose care they funded.

ⁱ World Health Organization. Women’s Health Fact Sheet. September 2013. Accessed April 15, 2014. <http://www.who.int/mediacentre/factsheets/fs334/en/>

ⁱⁱ World Health Organization. Neonatal Mortality: Situation and trends. 2014. Accessed September 10, 2014. http://www.who.int/gho/child_health/mortality/neonatal_text/en/

ⁱⁱⁱ UNICEF. Committing to Child Survival: A Promise Renewed, Progress Report 2013. September 2013. Accessed September 12, 2014. http://www.unicef.org/lac/Committing_to_Child_Survival_APR_9_Sept_2013.pdf (pg. 22)