Thank you for your interest in Worldwide Fistula Fund! Supporters like you who spread awareness about our cause are how we survive and grow. Throughout this toolkit, you will find 6 elements essential to succeeding at your fundraiser or forming an awareness group. WFF is always happy to answer questions and get to know our supporters, so don’t be afraid to contact us at any time!

1. Communicating the Cause
2. Fundraising
3. Marketing
4. FAQs
5. Policies & Donations
6. Visuals and Templates
1. Communicating the Cause

Our Mission
To protect and restore the health and dignity of the world’s most vulnerable women by preventing and treating devastating childbirth injuries.

Our Programs
WFF works in 5 countries where women are at a high risk of developing a childbirth injury due to the prevalence of practices such as child marriage, female genital mutilation, home births, and inaccessible quality obstetric care and information. We are dedicated to a holistic care model that treats the whole woman, not just the hole in the woman. These services can include everything from life-changing surgery to counseling, reintegration training, nutritional meals, transportation, and physical therapy. We are also dedicated to helping prevent childbirth injuries from plaguing future generations of women by training local medical professionals in advanced techniques to treat and prevent childbirth injuries.

Burkina Faso
In late 2017, WFF helped our longtime Chief Medical Officer in Niger move back to his home country of Burkina Faso and launch programming. Dr. Itengré Ouédraogo established a nonprofit, ARENA, and began building partnerships with other NGOs in order to start providing holistic care to women and girls with childbirth injuries. ARENA and WFF provide prevention education, free fistula surgeries and social reintegration and empowerment training through a continuous, year-round treatment model.

Ethiopia
Through our partnership with Mekelle University, WFF works to provide local medical professionals with opportunities to advance and deepen their skills through programming that meets Western standards. WFF launched the Mekelle Medical Education Collaboration in 2013, which is a popular week-long conference that educates 80-100 students, residents, faculty and visitors from other institutions per class. WFF helped launch Ethiopia’s first Urogynecology Fellowship training program and invests in Critical Care and Quality Improvement training at the University.
**Kenya**

In 2018, WFF joined forces with another fistula organization, One By One. We took over their partnership with Let’s End Fistula Initiative in Kenya and began working with Executive Director Sarah Omega – who is a fistula survivor – to refine established programming and develop new initiatives. With WFF’s support, LEFI launched Safe Motherhood: Preventing Obstetric Fistula, a curriculum filled with best practices to prevent injury and save lives. We believe Sarah and the fistula survivors trained through the curriculum are uniquely positioned to be powerful maternal health educators.

**Niger**

In February 2012, WFF opened a new fistula hospital with operational partner, SIM, in Danja, Niger. The Danja Fistula Center offers comprehensive services to women suffering from childbirth injuries. Center staff also provide surrounding communities with prevention education, conduct training for medical professionals and publish clinical research on childbirth injuries to advance future treatment protocols. In 2017, DFC hosted Niger’s national week-long fistula camp and provided 61 surgeries to women with fistula through a partnership with United Nations Population Fund (UNFPA) and Niger’s National Network for the Eradication of Fistula (REF). At the camp, DFC was called “the best fistula facility in the country.”

**Uganda**

In 2010, WFF partnered with TERREWODE to provide holistic medical care to women with fistula. We have provided up to 60% of their annual funding and helped them grow from a regional to a national organization. In 2017, TERREWODE began construction on the TERREWODE Women’s Community Hospital, which will have the capacity to treat 600 women per year when it opens in August 2019. To support this massive undertaking, WFF awarded TERREWODE our largest grant ever: $675,000 over 5 years to triple the number of women treated through the hospital from 200 to 600 women per year.
2. Fundraising

Before Your Fundraiser

- **Ask Yourself**
  - What are you trying to accomplish?
  - Who are you trying to reach?
  - What do you want from them?
  - What is the best way to reach them?

After Your Fundraiser

- **Send non-electronic donations to** Worldwide Fistula Fund 1100 E Woodfield Road, Suite 350 Schaumburg, IL 60173 (no cash) along with a complete donor list and addresses. We will send official tax receipts for each donation on your behalf. Feel free to send personal thank yous as well, you can never thank donors enough!
- **Fill out our Fundraiser Summary Form, and we will feature you on social media and our site thanking you for YOUR work!**

Fundraiser Ideas *contact erin@wffund.org for further details on these ideas*

- **Facebook Fundraiser**
- **5K/Walkathon**
- **Benefit Show**
- **Documentary Screening: A Walk to Beautiful**
- **Panel Discussion**
- **Teach-In**
- **Direct Mailing**
- **Restaurant Partnership**
- **Dinner Party**
- **Holiday Gift Wrapping**
- **Mother’s Day Event**
- **Wine Tasting**
- **Silent Auction**
- **Birthday**
- **Bake/Craft/Garage Sale**
- **Book Meeting: Half the Sky or Tears for My Sisters: The Tragedy of Obstetric Fistula**
- **Matching Gift**
- **Raffle**
- **Carolining for a Cause**
- **Haunted House**
3. Marketing

Social Media

- **Facebook**
  - Ask friends to share and tag your posts
  - Create a “Like” campaign
  - Create a “Why I Give to WFF” photo campaign
  - Create a Facebook group
  - Use Stories
- **Twitter**
  - Ask followers to share your tweets
  - Tweetup Event: tweetvite.com
  - Create a hashtag campaign
- **Instagram**
  - Use Wordswag or Phonto to add text onto your images
  - Ask followers to share and tag your posts
  - Create a photo contest
  - Use Stories
- **LinkedIn**
  - Connect with alumni
  - Create a LinkedIn group

General

- Local newspapers, radio stations, news and cable access shows
- Put up flyers in your community
- Post on your community events calendars
- Ask your local bookstore to highlight *Half the Sky* or *Tears for My Sisters: The Tragedy of Obstetric Fistula* and publicize your event
- Ask to speak at local clubs and charities i.e. Kuwanis Club, Book Club
4. FAQs

How will funds be used by WFF?
WFF will use raised funds toward General Operations, unless otherwise specified as Restricted toward a certain program. General Operations include the day to day functions of WFF’s mission rather than an explicit program or project. While our General Operations funds may go toward programs, it may also go toward fundraising, marketing or administration.

Should I give receipts to donors at the fundraiser?
No, WFF will provide tax receipts by mail using the list of donors and information you will provide after your event.

Can I accept cash at the fundraiser?
You may accept cash at your fundraiser; however, you must consolidate it into one check before sending. We do not accept cash by mail. It is important to keep a record of donors/donations for this reason.

Can I sign a contract with a vendor, space, etc.?
You may sign a contract under your own name, but nothing should be signed under WFF’s name. You may contact erin@wffund.org with any issues or questions.
5. Policies and Donations

In-Kind Donations
In-kind donations are non-monetary donations such as time, advertising, food, etc. In-kind donors should receive acknowledgements for their donations before, at, and after the event. Reaching out to local businesses and organizations for in-kind donations for your event is a free resource for you plus free advertising and potential new customers for them! An in-kind donation form is included in this packet to be used for any and all in-kind donors.

Worldwide Fistula Fund Fundraising Policy

- All fundraising activities should be preapproved by WFF Headquarters.
- All proceeds from fundraising activities must be sent to WFF Headquarters within 30 days of the event.
- Materials and fundraising costs may be subtracted from the event proceeds; however, in-kind donations are encouraged as much as possible to keep low fundraiser overhead.

The following is not permitted by WFF:
- Any event that discriminates against race, religion, sexual orientation or gender.
- Any event that raises money for another organization under WFF’s name. You may raise funds toward a specific WFF program or country in which we work. This list of partners can be found on our website or you can contact erin@wffund.org for approval.
- The sale of products by non-associated WFF organizations under WFF’s name. This list of partners can be found on our website or you can contact erin@wffund.org if you have questions about our programs.
6. Visuals and Templates

Attached you’ll find our facts and stats about childbirth injuries, survivor stories, as well as forms and templates for your fundraiser. Thank you for joining the WFF cause, and we look forward to fundraising with you!
Facts about Childbirth Injuries

**What Is Obstetric Fistula?**
A devastating childbirth injury that develops from prolonged, obstructed labor where tissue separating the vagina and urinary tract or rectum is destroyed or damaged. Prolonged pressure of the fetus compresses the mother’s soft tissue against her pelvic bones, cutting off blood supply. Tissue separating the urinary tract or rectum from the vagina is destroyed leaving a hole that uncontrollably leaks urine or feces through her vagina. A fistula will not heal on its own and can only be treated through surgery.

**What is Pelvic Organ Prolapse?**
A devastating childbirth injury a woman can develop from multiple prolonged childbirths. Over time, muscles supporting pelvic organs weaken. The organs drop, push against the vagina, and sometimes fall out. Pelvic organ prolapse will not heal on its own and can only be treated through surgery.

**What Are Risk Factors for Obstetric Fistula and other childbirth injuries?**
Limited access to skilled obstetric care, and early marriage, followed by adolescent pregnancy. A teenage mother with an underdeveloped pelvis may have difficulty delivering a full term baby through her birth canal. Also, it is traditional in these areas to give birth at home with no medically trained professional present.

**Why Is Fistula Not Common In Developed Nations?**
Affluent countries have better access to obstetric care and emergency obstetric care. In the event of an obstructed labor, a Caesarean section or other emergency procedures can be performed.

**What Happens After an Obstetric Fistula?**
The woman is typically rejected by her husband, shunned by her community and forced to live in isolation. This isolation is also common among women with pelvic organ prolapse. Lack of knowledge about fistula and pelvic organ prolapse often results in women suffering for years before receiving treatment. Labor leading to a fistula often causes nerve damage that limits mobility and range of motion as well as pelvic floor muscle weakening, making daily activities difficult, if not impossible.
Stats about Childbirth Injuries

- Approximately 2 million women suffer from obstetric fistula worldwide
- A preliminary, ongoing survey of three regions in Ethiopia estimated that over 250,000 suffer from pelvic organ prolapsed
- 20,000 girls under the age of 18 give birth everyday in the developing world
- The labor that leads to an obstetric fistula typically lasts 2 or more days
- Between 50,000 to 100,000 new cases of fistula develop each year
- Over 90% of babies from an obstructed labor are stillborn
- 65% of women with fistula are victims of forced marriage
- 800 women die every day from pregnancy or childbirth related causes
- < 25% of sub-Saharan African women receive care for pre/antenatal complications
Irego’s Story

Irego won our hearts when she welcomed the WFF team to Uganda with an impromptu song:

“Welcome to TERREWODE, We’re very happy to receive you, Like a baby born today...” [Hear Irego sing]

She smiled and laughed a lot — while sharing her plans for the future and showing us the beautiful apron she was making — but Irego’s entire demeanor changed when asked about her experience with fistula. Her voice softened and her eyes brightened with unshed tears.

At 15, some school friends invited Irego to go with them to their home. When her friends left to fetch water, their brother raped her. Irego didn’t tell anyone what had happened.

“From [their home] I went back to school, I couldn’t say because me, myself, I was really young. I don’t know about anything bad in life,” Irego said.

Furious with her for becoming pregnant, Irego’s parents repeatedly beat her and refused to take her to a hospital when she went into labor. Without medical care, Irego’s labor became prolonged and obstructed. Pressure from the baby tore a hole between her bladder and vagina through which urine would leak uncontrollably. In over 90% of fistula cases, the baby dies, but Irego’s baby girl, Emma, survived. The abuse Irego suffered for getting pregnant worsened when she developed a fistula. She began to hide from her family.

“Even my own parents hated me,” Irego said. “They couldn’t allow me to talk, they couldn’t allow you to sit next to them. They couldn’t support you, whatever you say.”

Irego sought treatment at a local hospital where a community advocate with TERREWODE found her. Irego received free fistula surgery and empowerment training that included classes in entrepreneurialism and tailoring. Irego supports herself and her daughter by teaching other survivors how to tailor clothing at TERREWODE. She told us, with a renewed smile and laugh, about her plans to further her education. Irego hopes to take a fashion and design class that will teach her how to make wedding dresses — a skill she then wants to share with other survivors.

“I thank God for TERREWODE and its supporters outside like you people. I am happy that my friends, my sisters, will never suffer again,” Irego said.
Photos of Irego
Mwajuma’s Story

Mwajuma knows safe motherhood. She’s the proud mom of a bouncing baby girl, a trained Safe Motherhood educator, and an obstetric fistula survivor. Mwajuma beams with confidence now, but it wasn’t long ago that many in her village called her a “curse.”

She was just 13 when she became sexually active. With no idea of the risks or any knowledge of contraceptives, she quickly became pregnant. When it came time to deliver, her labor became obstructed and prolonged. Pressure from the baby crushed tissue between her vagina and bladder, creating a hole that urine would leak through uncontrollably. Mwajuma’s baby died during delivery.

For 8 long years, Mwajuma coped as best she could with her fistula. She stuffed her pants with rags to absorb as much urine as possible. She hid from others to avoid their repulsion.

“It was the worst nightmare. My life was full of shame. I felt less than a human being,” Mwajuma said.

In 2008, Mwajuma finally received life-changing fistula surgery through our on-the-ground partner, Let’s End Fistula (LEF) in Kenya. At the urging of her village and with support from LEF, Mwajuma went back to school. She became an HIV counselor, and in 2015, she became a mother. [Hear Mwajuma on our website.]

“I have my bouncing baby girl. She is alive. I’m so happy,” Mwajuma said.

Mwajuma has accomplished more than she ever imagined, but she’s not finished. She wants to give her daughter a better life than she had, she’s determined to continue pursuing higher education, and she wants to prevent the injury that nearly ruined her life from destroying someone else’s.

Mwajuma is one of 216 fistula survivors in Kenya participating in a new program. As survivors, we believe they are uniquely positioned to be champions of maternal health in their communities. Safe Motherhood: Preventing Obstetric Fistula is a childbirth injury prevention program. With support from WFF, LEF developed the maternal health curriculum filled with best practices to prevent injury and save lives. LEF trained survivors like Mwajuma on the curriculum in October of 2018. Today, the 216 survivors are teaching their communities Safe Motherhood.

“When we sensitize our communities about safe motherhood, we are not only preventing fistula, but we are also addressing other childbirth-related complications and death. I find it rewarding if only I can help another young girl not go through the pain and humiliation that I went through,” Mwajuma said.
Photos of Mwajuma
TEMPLATES

Invitation

*These templates are very general and meant to serve as a guide. Use your voice, be thankful and warm and make these messages come from you!

Dear ____________,

I would like to personally invite you to _____________, hosted by ______________, sponsored by ______________ and in partnership with the Worldwide Fistula Fund. _______________ will be on ________________ starting at ______________ at the ________________.

The mission of Worldwide Fistula Fund (WFF) is to protect and restore the health and dignity of women and girls with childbirth injuries such as obstetric fistula, a devastating ailment that leaves survivors leaking urine or feces uncontrollably.

WFF, our sponsor and I are pleased to join forces to raise awareness about childbirth injuries such as fistula. Please let me know if I can provide further materials from WFF or answer any questions you may have.

Thank you for your consideration and see you on the ____________!

Warm regards,

__________________
Dear ____________,

Thank you so much for supporting Worldwide Fistula Fund. We had a great turnout at ___________, and it was so inspiring to see so many people supporting our cause. I hope you found our event and the information you heard enlightening. I am deeply appreciative of your consideration for WFF and your generous contribution of ___________ made on ______________. Your support is invaluable to healing women and girls with devastating childbirth injuries like obstetric fistula.

Please let me know if I can provide further materials from WFF or answer any questions you may have.

Thank you again, on behalf of WFF and myself.

Warmest regards,

__________________
FORMS

Fundraiser Approval

*Please mail this form back to Worldwide Fistula Fund 1100 E Woodfield Road, Suite 350 Schaumburg, IL 60173 or scan and email to erin@wffund.org.

Name: ____________________________________________

Address: ____________________________________________

Email: ____________________________________________ Phone: ______________________________

Fundraiser Name: ____________________________________________ Date: _____________________

Description:
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Goal: $______________

Reason for Fundraiser:
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Signature: ____________________________________________

Internal Use

Approved By: ____________________________________________ Date: _____________________
FORMS

Post Event Summary

*Please mail this form back to Worldwide Fistula Fund 1100 E Woodfield Road, Suite 350 Schaumburg, IL 60173 or scan and email to erin@wffund.org.*

Name: _____________________________________________

Address: _____________________________________________________________________________

Email: _____________________________________ Phone: _______________________________________

Fundraiser Name: ____________________________________________ Date: _____________________

Goal: $______________

Raised: $______________

Level of effort (check one):

_____ High (More than 40 hours for prep, event, and follow up)

_____Medium (20-39 hours)

_____Low (5-19 hours)

Would you host this event again? _____Yes _____No
If so, what would you do differently or recommend to others and why?

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Is there a way WFF could have supported you more? ____Yes  ____No

If so, what would you have liked to have seen from us?

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Would you like to be featured on our site or social media regarding your event? _____Yes ______No
Gift in-Kind Policy

Adopted by the Worldwide Fistula Fund Board of Directors on July 31, 2014

Donor: ________________________________

Date(s) of contribution: __________

Address: ________________________________________________________________________

City: ____________________________ State: _______ ZIP: ______________

Phone: __________________________ E-mail: _________________________________

Detailed description of goods or services:
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

I estimate the fair market value of this contribution to be: ____________________________

You are strongly encouraged to consult with your tax advisor and refer to relevant IRS publications to determine if this value may be deductible for tax purposes.

______________________________                               ___________________________
Signature of Donor                                                        Date

______________________________                                ____________________________
Signature of WFF Executive Director                                 Date