

CURAMERICAS GLOBAL: *Hope through Health*
CASE STATEMENT FOR BUILDING THE ENDOWMENT



Curamericas Global
HOPE THROUGH HEALTH



Introduction

Curamericas Global is dedicated to improving health and wellbeing for mothers and children in under-served communities, many of which are very remote. Working since 1983 with local organizations to improve community public health, we create lasting and sustained improvements in health outcomes using education, community health workers, data, proven methodologies, and long-term partnerships with local organizations and leaders. Existing healthcare organizations with strong local presences are our partners, allowing us to build enduring local support for community public health programs.

Looking to the future, we recognize persistent global health inequities make our work ever more pressing. Nine million mothers and children die each year, mostly from preventable or treatable conditions. More than 1 billion people have never seen a healthcare provider. The COVID-19 pandemic demonstrates the importance of effective public health capacity. Curamericas Global makes important contributions to meet this global challenge. To grow and sustain our capacity, we are prioritizing endowment growth to strengthen Curamericas Global's long-term ability to provide public health solutions to communities in need at home and abroad.

Our 38-year history shows that overdependence on project specific grants limits Curamericas' ability to respond quickly to needs of partner communities. The recent COVID-19 experience re-emphasized the importance of building capacity to deploy immediately to public health challenges of global significance. Curamericas has renewed its commitment to a robust endowment to fund long-term partnerships, continuously improving public health for communities, mothers and children around the world.

Our Long-term Mission and Vision

We partner with under-served communities around the world to make measurable and sustainable improvements in their own health. Our vision is a world free of preventable suffering. Every day we work towards ending deaths of mothers and children.

Our Approach

Our work focuses on enabling communities to improve their health through empowerment, building capacity, and helping communities to take greater ownership of the quest to improve their health. With women training other women at the household level, we see increased participation among women in key decision-making.

Our History

Curamericas Global began in 1983 on the remote altiplano of Bolivia, where Drs. Henry Perry, Alice Weldon and John Wyon developed the census/community-based, impact-oriented (CBIO) methodology to bring healthcare to every doorstep of an indigenous Aymara population using an empowering, collaborative partnership with these marginalized people. We have worked with underserved, impoverished communities in Bolivia, with isolated populations in post-civil war Guatemala, Liberia, and Sierra Leone, with urban and rural populations in Kenya and Haiti, and with under-served urban populations in Philadelphia and dispersed immigrant populations in North Carolina.

Our work has reached 1.3 million beneficiaries. Our achievements include lowering the mortality of children under five in project areas by 50% in Bolivia, 54% in Guatemala, and 65% in Liberia. We remain a lean organization, able to channel our resources into establishing and building the capacity of local NGOs to carry on life-saving work. For over three decades, we have worked with the *Consejo de Salud Rural Andino* in Bolivia. For 17 years, we have worked with Curamericas Guatemala in the remote mountains of northwestern Guatemala. For 10 years, we have worked with the Nehnwaa Community Health Project



of the Ganta United Methodist Hospital in a remote area of Liberia. These organizations now provide critical community health leadership. Project partners in Kenya, Haiti and the United States also are growing their public health leadership capacity with lifesaving results.

When our work began in isolated rural mountains of Guatemala with indigenous mothers and children, the maternal mortality there was the highest in the Western Hemisphere. Maternal mortality was 54 times higher than in the United States, labelling this isolated region “the Triangle of Death.” When our work began, 85% of deliveries took place in dirt-floored homes. Women died in childbirth primarily from hemorrhage with a quarter of the deaths occurring while traveling to the nearest hospital – more than four hours away. Since then, maternal mortality declined dramatically due to education, use of community health workers, and construction of community-based birthing centers.

We began working in Liberia in 2008, in a region devastated by a long and brutal civil war. Clinics were looted and abandoned; physicians fled the country; and roads were reclaimed by the jungle. By 2014 an independent evaluation of the Liberia project reported some of the most dramatic accomplishments in the history of the United States Agency for International Development. Undernourished children declined from 67% to 23%; deliveries occurring in health facilities increased from 22% to 82%; couples practicing family planning increased from 2% to 61%; children completely immunized increased from 24% to 99%; and the mortality of children younger than 5 years of age declined by 65%. When the deadly Ebola epidemic struck the region in 2013, the communities in our program area were prepared to take necessary precautions to avoid transmission, and the program population was spared from Ebola, even as other nearby areas were devastated by it.

The Hope through Health Endowment

Curamericas is working to achieve similar dramatic results in all of our partner communities. Imagine the lives we can save moving forward. Imagine the lives YOU can save by supporting this important and critical lifesaving work.

To continue our important work well into the future, a permanent endowment called the *Hope through Health Endowment* has been established. This Endowment enables charitable gifts to provide permanent financial support for Curamericas Global and serves as a living memorial to millions of people who died prematurely from readily preventable or treatable causes. Income from the endowment will be used exclusively to facilitate our mission. While all gifts contribute to the mission, endowment gifts are particularly enduring as they offer a dependable source of funding.

Your contribution to the endowment makes a meaningful difference to the women, children and communities we serve now and, even more importantly, to those we will serve tomorrow. The *Hope through Health Endowment* assures we can sustain the work of Curamericas Global for generations to come, in good economic times and in bad when our work is most needed. This consistent source of funding allows Curamericas Global to plan its essential, long-term programs with certainty, with vision, and with a focus on empowering those most in need to live in health.

How You Can Help

You can make a difference. Your endowment gift allows you to make a contribution – and investment – in the permanence of our mission. The endowment is the most effective long-term way we can continue to improve health and save lives. It will be the most effective gift you can make for improving the health of the women and children we serve.



All gifts of every size to *Hope through Health* are welcomed. We invite you to consider with us the privilege of naming an endowed gift in celebration, honor, or memory of an individual, family or organization. Named endowments will require a minimum commitment of \$50,000, payable over up to five years, and include an endowment agreement document indicating the name, purpose (unrestricted or restricted), and terms of the commitment along with the provision of brief annual summary reports to the donor/family on endowment fund growth and expenditures.

Endowed Fund for Excellence: \$1,000,000
(Provides approximately \$40,000/year in funding)

The Endowed Fund for Excellence provides annual unrestricted support for our most urgent program and operational needs as they develop.

Endowed Sponsor for a Country: \$1,000,000
(Provides approximately \$40,000/year in funding)

You may choose a specific country to support. Since 1983, Curamericas Global has worked in Latin America, the Caribbean, and Africa. Our programs and projects in Bolivia, Guatemala, Haiti, and Liberia have worked with populations that have had some of the highest child and maternal mortality rates in the world. (If circumstances significantly improve in a particular country, we would ask that you allow us the flexibility to support another country using your gift.)

Endowed Community Sponsor:
\$750,000
(Provides approximately \$30,000/year in funding)

Casa Maternas are maternity clinics that provide a safe, clean space where women can give birth as well as obtain vital pre- and post-natal care. This sponsorship level is approximately equivalent to the cost of medical supplies, materials, and staff salaries needed to keep one maternity clinic running for one year.



Endowed Mission Sponsor: \$250,000
(Provides approximately \$10,000/year in funding)

For those living in poverty, access to quality healthcare is an aspiration often out of reach. Join us in bringing Hope through Health to low-resource communities abroad, providing medical care and health education where there is none. This sponsorship will enable us to provide access to comprehensive community healthcare to approximately four communities for one year.



Endowed Community Health Worker Sponsor: \$100,000

(Provides approximately \$4,000/year in funding)

Community Health Workers visit communities monthly to provide families with medical care and health education. These visits are often the only medical care and support that families receive throughout the year. This sponsorship level is approximately equivalent to the salary of five Community Health Workers for one year.

Endowed Health Visitation Sponsor: \$50,000

(Provides approximately \$2,000/year in funding)

Communities served by Curamericas Global need support, health education, and resources for a safe birth, for a clean and hygienic environment to raise their children, and for opportunities to build a better life. Ensuring no family is forgotten or left behind, our home visitation, education and training programs reach those most in need. This sponsorship level is approximately equivalent to the cost of supporting house-to-house visitation and family support for one year in a community of 1,000 people.

Conclusion

The United Nations, UNICEF, the World Health Organization (WHO), and many countries around the world (including the United States) have agreed to end preventable child and maternal deaths and achieve universal access to health care for everyone by the year 2030. The goal: End inequitable disparities in health status, eliminate deaths from readily preventable and treatable conditions and attain the long-cherished goal of *Health for All*, first envisioned in 1978. Their joint Declaration affirmed health is a fundamental human right and Health for All can be achieved through essential healthcare based on practical, scientifically sound and socially acceptable methods and technology, universally accessible to individuals and families at a cost the community and country can afford, in the spirit of self-reliance and self-determination.

Your gift to the *Hope through Health Endowment* of Curamericas Global will contribute toward the achievement of *Health for All*, one person and one community at a time – an essential step toward building a more just and healthier world for our children and grandchildren and the generations to come.

For additional information on endowed fund giving opportunities, please contact:

Andrew Herrera, Executive Director
Curamericas Global
318 W. Millbrook Rd., Suite 109
Raleigh, NC 27609

919-510-8787 – Office
919-801-0612 – Cell
Andrew@curamericas.org



Our Executive Director – Andrew Herrera, MPH, MBA



As Executive Director of Curamericas Global since 2013, Andrew has been responsible for leading strategic initiatives, developing the Board of Directors and the day-to-day operations of this world-class global health agency. Before joining Curamericas Global in 2009, Andrew served with the City of Raleigh Parks and Recreation Department for four years and spent a year studying in Ecuador. In 2004 Andrew was a State Department Ambassador to China through the American Field Service. He has a B.A. in Hispanic Studies and Religious Studies from East Carolina University and a Master of Public Health degree from the University of North

Carolina Gillings School of Global Public Health and an in-person MBA at the University of Chicago Booth School of Business.

HOPE THROUGH HEALTH FOUNDATION TRUSTEES

Brenda Booth, Chair

Henry Perry

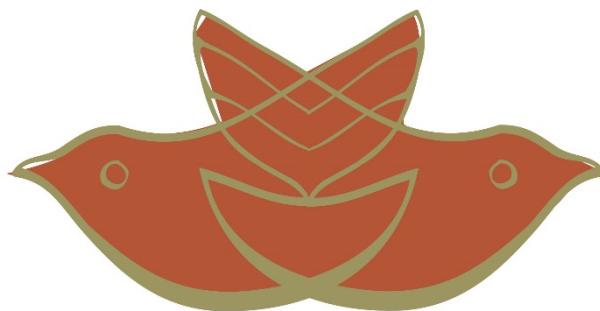
Joyce Houser

Linda Velonis

Wes Jones

Andrew Herrera

Rob Fields



Curamericas Global

HOPE THROUGH HEALTH

It is no longer good enough to just do good. We have an obligation to do good the right way. Thank you for choosing to support Curamericas Global.



Frequently Asked Questions About the *Hope through Health Endowment*

What is an endowment? An endowment is a fund designed to preserve principal while investment income is used to support a charitable organization.

How is the endowment managed? The *Hope through Health Endowment*, an independent 501(c)(3) organization, is managed by a Board of Trustees. The funds are invested, with an asset allocation established based upon prevailing economic conditions with reference to prevailing norms for similar charitable foundations and funds. The asset allocation and Investment Policy are reviewed, and adjusted if needed, at least annually.

What is your endowment spending policy? Our charter requires us to spend exclusively to support Curamericas Global and its partners with limitations on spending designed to preserve the long-term value of the fund. These limitations are reviewed and updated at least annually to adjust to prevailing recommendations for endowment funds.

What are some ways I can give to the endowment? You can give by donating a) online, b) writing a check, c) contributing stock, d) donating real estate, or e) donating other assets with approval of the Board of Trustees. You can also give through i) your Will, ii) a trust, iii) a life insurance policy, iv) a donor advised fund, vi) Qualified Charitable Distributions from IRAs, v) or other means of planned giving. Working with our fundraising advisors, we can consult and help advise you, along with your own tax attorney, accountant, financial planner, or other tax advisor.

Can I name an endowed fund? Yes, gifts of \$50,000 or more can be named according to the request of the donor. Named funds are often created for memorial or honorary purposes. A list of the current named funds is available upon request.

What do outside evaluations say about Curamericas Global? Charity Navigator, the largest independent charity evaluator in the US, consistently rates Curamericas Global at the highest level of accountability and transparency. Curamericas Global outperforms most American nonprofits like us. We are a Guidestar Platinum Participant and a top-rated nonprofit on GreatNonProfits.org as well. The University of Pennsylvania's Center for High-Impact Philanthropy, an independent group advising high net-worth donors on effectively leveraging their gifts for the common good, has recommended Curamericas Global, twice as one of three organizations working in community health in low-income countries (www.impact.upenn.edu/high-impact-giving-guide-2018/health/curamericas/). Donors from around the country trust us and partners around the world want our expertise and support.

How has Curamericas Global responded to COVID-19? COVID-19 makes our work with forgotten communities that are remote and underserved harder. Health workers are often the first and hardest hit in a pandemic. Governments are stretched, especially for the poorest of the poor. Resources are restricted. Because Curamericas Global focuses on long-term partnerships, we create networks and systems with resiliency. With COVID-19, we were able to quickly utilize these systems to disseminate life-saving information and strategies to every household we serve. We implemented programs for building handwashing stations and making homemade soap and masks. One mother told us: "We heard from the government about washing our hands but didn't know how. Because of Curamericas Global, I know. Now I can teach my neighbors how to make soap too." Curamericas Global responded to the emergency at home, reaching vulnerable African American, Latinx and rural populations with preve information. Using our expertise and experience from the Ebola outbreak, we have quickly mobilized 400 volunteers to reach out to over 10,000 families across the US. We have now accepted the challenge to lead a coordinated effort to reach 30,000 people in North Carolina. All of this work reinforces the need for Curamericas Global's work to continue for generations to come.