

JOIN | the Social Enterprise Acceleration Program at IPPF/WHR

Become a founding supporter today to jumpstart social businesses.

Welcome



With the help of committed donors like you, the International Planned Parenthood Federation/Western Hemisphere Region (IPPF/WHR) leads a locally owned, globally connected movement that champions sexual and reproductive health and rights for all.

Together with 50 partners across 40 countries in Latin America and the Caribbean, we deliver more than 32 million high-quality health services, including contraception and comprehensive sexuality education.

In our 60+ years of experience providing lifesaving care to the most vulnerable communities, we know what it takes to achieve our mission:

- ✔ **Strong, resilient partners that can weather challenges have the greatest impact for women and girls *right now*—and for years to come.**
- ✔ **A deep commitment to ensuring that women and young people have the healthcare they need and deserve no matter where they live, who they love, or who's in office.**

In response to a rapidly changing funding environment—especially in the wake of the Global Gag Rule—IPPF/WHR and our partners are strategically moving towards self-sustaining social enterprise models—or businesses created to achieve social good.

Today, we're eager to invite you to become a founding supporter of the **Social Enterprise Acceleration Program (SEAP)**—an innovative initiative that strengthens our partners' business acumen so they can reach even more people with life-changing services.



To truly ensure that no one is left behind, attention must focus on the deepest pockets of inequality.

Our work is guided by this commitment to the world's most vulnerable individuals—primarily women and girls—who stand to gain the most by innovative initiatives like our Social Enterprise Program.



How it Works

Through social enterprise, our partners use business methods to achieve their primary mission. We encourage entrepreneurship, building on best practices from the health sector to reduce dependency on international aid and support services that would otherwise go unfunded.

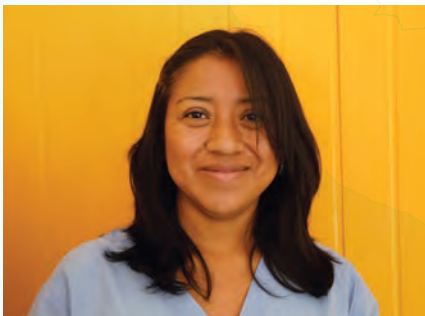


Expand the sustainable delivery of vital sexual and reproductive health services to the most vulnerable populations by developing and strengthening our local partners' finance and business acumen.



Our Model for Success

To help our partners best serve their communities, the SEAP offers technical assistance in a three-fold approach:



COMMIT



The Aim: Improve and support business acumen by restructuring, realigning, and repositioning resources—including services and staff.

The Means: Evaluate internal processes to ensure cost efficiency.



PREPARE



The Aim: Create sustainable business models with marketing and financial expertise.

The Means: Identify local needs through market research and strengthen revenue models.



LAUNCH



The Aim: Explore innovative ways our partners can enhance funding for immediate impact.

The Means: Seek donations, preferential loans and impact investing to enable our partners to scale up their social enterprises.

CASE STUDIES

Making a Difference in Honduras, Trinidad and Tobago, and Bolivia



COMMIT: Honduras

Community Health Promoter Network for Contraception Distribution

Context:

- Nearly one-half of recent births to women younger than 20 were unplanned.
- 45% of Hondurans live in rural areas, often with limited access to healthcare.

Response:

Strengthen the network of local health workers to provide basic reproductive health counselling and sell contraceptives and other products at reduced prices that are accessible to community members—while covering costs.

Objective:

Increase the capacity of our partner so they can manage a growing social enterprise network that is 100% self-sustaining.

Investment:

\$34,000 investment in a market research study designed to expand the products offered, strengthen the program's quality and increase volunteers' loyalty to the program.



CASE STUDIES

Making a Difference in Honduras, Trinidad and Tobago, and Bolivia



PREPARE: Trinidad and Tobago

Linking Populations to Accessible Healthcare



Context:

- 91% of the population lives in rural areas, many with little access to healthcare.
- There is an extreme disparity of wealth—resulting in a lack of services for the country's most vulnerable populations.

Response:

Create a social enterprise that generates income by delivering sexual and reproductive health services in the workplace for for-profit companies. For each service sold to a company, our partner is able to deliver two health services to poor women and youth.

Objective:

- Increase services to vulnerable populations by 30% over two years.
- Generate \$23,000 in additional revenue to continue vital services.

Investment:

\$20,000 investment to build the business model + **\$200,000** investment in mobile health unit to deliver services to clients.



LAUNCH: Bolivia

Sustainable Access to Clinical Services for Bolivian Migrant Populations



Context:

- Only 15% of 1 million Bolivian immigrants living in Argentina have health coverage.
- They experience high rates of pregnancy and high incidences of sexually transmitted infections and HIV.
- Due to social stigma and lack of access they are largely excluded from the Argentinian health sector.

Response:

Develop a self-sustaining healthcare center to serve at-risk Bolivians living in Buenos Aires. The center will generate revenue to subsidize 30,000 services by selling specialized products and health services.

Objective:

Reach high-need Bolivian migrants with critical services.

Investment:

\$25,000 in a market study and an additional **\$36,000** in a clinic. The clinic has the potential to generate \$500,000 in revenue in one year.

The Intersection of Social Justice and Sexual and Reproductive Health



- FACT:** In 2010, less than 1% of the world's Official Development Assistance was earmarked for sexual and reproductive health needs in Latin America and the Caribbean.
- FACT:** Since 2007, international donor income to our local partners has decreased by over 70% in our region.
- FACT:** Government expenditures for health in the region are lower than the world average.
- FACT:** Out of pocket expenses for healthcare remain high.
- FACT:** The outbreak of Zika, the virus that causes physical and neurological malformations, continues to expose the failures of governments to reach socially and economically disadvantaged populations.

IPPF/WHR has fostered life-changing—and lifesaving—programs at the crossroad of social justice and sexual and reproductive health for more than 60 years. We have contributed to great achievements in the areas of family planning, access to contraception, and maternal mortality.

Despite these advances, enormous challenges remain.

Latin America has an extreme disparity of wealth, that influences political processes and starves public institutions of vital resources. Between this and the decline of international development assistance for sexual and reproductive health, the most vulnerable are left with few options.

Business + Purpose = Lasting Impact

Your investment in social enterprise is smart and sustainable.

- When our partners have the business acumen and resilience to stay open in challenging financial and political climates, more people receive the care they need and deserve.
- Investing in family planning is a development “best buy” that can accelerate achievement across the 5 Sustainable Development Goal themes of People, Planet, Prosperity, Peace, and Partnership.
- Social enterprise can help advance universal access to sexual and reproductive health.



Your Investment Goes a Long Way



Guided by the overriding principle that reproductive rights are human rights, IPPF/WHR has continued to refine and adapt our programs to best meet the needs of the women, men, and young people we serve.

The SEAP enhances the abilities of our local partners to strengthen the reproductive health of their communities and the financial health of their organizations.

And we have the proof that it works. The five partners who have participated in the program for the first two consecutive years have increased combined income by 26% and sexual and reproductive health service delivery by 10%.

On average, SEAP projects cost \$200,000 to launch and start generating a profit within three years—a relatively small price to pay for transforming the lives of truly disenfranchised people.

As a founding SEAP supporter, you will support critical healthcare for women and girls, lift vulnerable people out of poverty, and help our partners grow. At this critical crossroads, we need your help more than ever to expand the SEAP program across the region.

We look forward to welcoming you as a founding member and working together to create financial value to improve—and save—lives.

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 **IPPF** International
Planned Parenthood
Federation
Western Hemisphere Region

Dear <Salutation>,

Clinics closing. Family planning programs ending. Women left without health care. This is what's at stake right now—it's everything we're fighting to save.

It's a big job—but we're up to the task. Our track record is proven.

International Planned Parenthood Federation/Western Hemisphere Region (IPPF/WHR) brings equality, justice, and reproductive freedom to women and girls in Latin America and the Caribbean—especially the poorest and most vulnerable. *How do we do it?*

First and foremost, we engage key donors at your level of support—caring people who strongly believe that reproductive rights are human rights. And we constantly seek innovative solutions to the inequalities that take choices away from women...subject them to violence...and threaten their lives.

Today, I invite you to become a founding supporter of our **Social Enterprise Acceleration Program** (SEAP)—a venture that has the power to dramatically improve the lives of disenfranchised women, men, and young people.

Here's how it works: with your support, SEAP helps our local partners across the Americas and Caribbean apply business strategies to achieve humanitarian goals. The money earned from these social enterprises support services that would otherwise go unfunded, like rural health brigades or youth empowerment programs.

Becoming financially self-sufficient is crucial. We've all witnessed how international funding for reproductive health can instantly dry up at the whim of a few politicians. And we all know where this leaves women who depend on these services.

<Salutation>, your investment in social enterprise is smart and sustainable. You will improve our partners' business acumen so they can care for women, men, and youth in the most challenging financial and political times. With your tax-deductible gift of \$(ASK1), you will save lives, prevent unintended pregnancies, and give women and girls new opportunities today—and far into the future.

This is something Milagros knows all about. As a volunteer with our Honduran partner ASHONPLAFA, she has been operating a family planning stand from her home since 1983.

(over, please)

She has seen a lot. *"There was a girl I helped who wanted to leave her husband. She had three children and wanted to continue her studies, but he wanted more kids,"* said Milagros. *"When I first gave her birth control pills, she hid them from her husband."*

Thanks to volunteers like Milagros and generous friends like you, the culture is shifting. *"The girl's husband finally came with her to talk to me to learn more about family planning, and eventually, she was able to use contraception and finish her studies,"* said Milagros.

Our goal with SEAP in Honduras is to expand the network of local volunteers who are trained to provide counselling and sell affordable contraceptives and other products to communities in need—while earning a profit to keep the network going.

Once funded through international aid, this program now needs your help to expand its reach to the most vulnerable.

With the reinstatement of the Global Gag Rule, ASHONPLAFA and many other partners could lose even more critical funding for reproductive health. Now more than ever, we need to innovate and support sustainability in our partners, or millions could be left without access to essential services.

Can I count on you to join our social enterprise initiative with a special seed gift at this critical moment in time?

As foes of reproductive rights are undermining our hard-won victories, our partners need to become more resilient to respond to these challenges. We can't let the opposition take us back to the time when women were unable to make decisions about their own bodies.

I hope you will consider becoming a founding supporter of the SEAP at this historic crossroads. As a vital donor to our organization, you'll be on the forefront of a bold new phase in IPPF/WHO's history—and an exciting new phase in our partners' future.

You'll also have the satisfaction of knowing that your generosity does more than make a difference right now—it helps level the playing field for women and girls for generations to come.

We look forward to welcoming you as a founding member and working together to create financial value to improve—and save—lives.

Sincerely,



Giselle Carino
Regional Director

P.S. For an in-depth look at the many benefits of our **Social Enterprise Acceleration Program**, please take a few moments to look over the brochure I have enclosed for you.

By making a special gift at this time, you'll be on the frontlines of IPPF/WHO's groundbreaking innovations to fight inequality, injustice, and the restrictions on reproductive health that stifle women's lives.



Western Hemisphere Region

Join the Social Enterprise Program at IPPF/WHR

Yes, I want to become a founding member of the **Social Enterprise Acceleration Program** and make the world a more equitable place for women and girls. Here is my tax-deductible gift of:

\$ASK 1 **\$ASK 2** **\$ASK 3** **Other \$** _____

Payment Options:

- A check is included made payable to **IPPF/WHR**.
- I will transfer a gift of appreciated stock.
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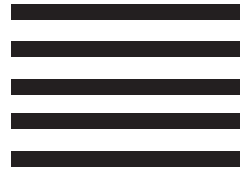
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Western Hemisphere Region

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