



## 2023 Report



**woman  
eternal** org

Supporting Mums And Newborns

Our new logo was designed and gifted to us by 99designs.

The logo represents a woman with a baby gently resting on her shoulders, the decision to not detail the face was intentional as it can be any woman anywhere in the world, it can be you, me, your neighbour or a woman you have never met living overseas. The logo brings the essence of WOMAN ETERNAL from abstract to reality.

## **WE TEAM**

Bernadette Okoth- *Director/Program Admin/Board Member*

Rudo Ncube - *co-Director*

Lilian Zhao- *Treasurer/Board Member*

Chrissy Wallis- *Director of Fundraising/Board Member*

Zainabu Abihanifa- *Drop-In- center Admin/Team Leader at Lea Mama outreach Kenya*

Elizabeth - *Outreach team member*

Esther - *Outreach team member*

Dr Yeukai Budahazy - *Team member*

Bertha Onyango- *Team member*

Elise Pappas- *Member*

## WHAT 'WE' DO

Woman Eternal is an organization that aims to improve accessibility to maternal health services to vulnerable pregnant women and newborns living in poverty in Kenya.

We are a non-for-profit organization and 100% donor supported.

Since 2020, we have seen our pre- and postnatal outreach program in Kenya continue to be in high demand. Our drop-in center continues to receive daily referrals.

Our local community outreach program LEA MAMA, which is Swahili for *Care for Mums*, provides out of hospital welfare support including distributing mum and baby maternity packages.

We are forever grateful to our donors, fundraisers, and volunteers both in Kenya and Australia. Thank you for enabling us to have a far and impactful reach.

## MATERNAL HEALTH PERSPECTIVE

Poverty remains a significant barrier to women's positive health and further impacts women's ability to support their families.

The World Health Organization states that:

The lifetime risk of maternal death ranges from 1 in 5,300 in high income countries to 1 in 49 in low-income countries

There are large inequalities in maternal survival between regions of the world and countries within those regions. In 2020, sub-Saharan Africa had 545 maternal *reported* deaths per 100,000 live births as compared to 4 in Australia and New Zealand.

In fact, sub-Saharan Africa accounted for 70% of global maternal deaths in 2020.

Regions with the highest burden of maternal mortality will require additional attention and investment to accelerate the rate of reduction.

Improvements will be needed in both access and quality, for antenatal care delivery, and postpartum care ([data.unicef.org](https://data.unicef.org)).

# PRIORITY TARGETS

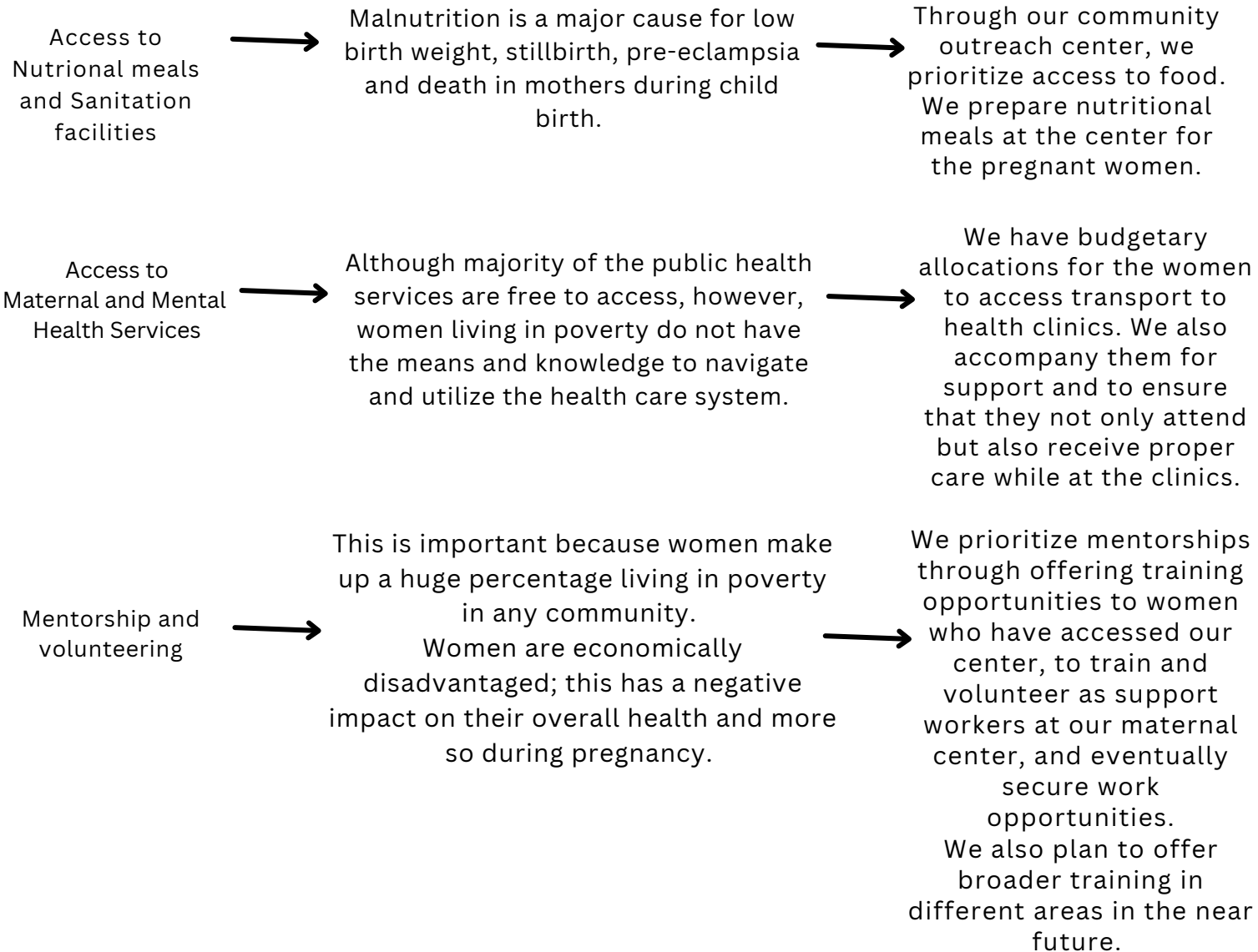
Woman Eternal has set its maternal support program to align with one of World health organization priority areas, mainly in improving access, for antenatal care delivery, and postpartum care. ( data.unicef.org)

There are 3 priority targets set for Lea Mama Community Outreach Program

## Key Priority areas

## Why this is important

## Our approach



Although we have set the above as our broad priority targets, there are however, other emerging concerns that are also addressed within our outreach program.



## OUTREACH/ DROP- IN- CENTER REPORT



In 2023 we moved into a new location, for the safety of the women and center workers. Our drop-in center in Kenya continues to run effectively, with the oversight of three volunteers.

-In 2023-

25 Newborns and pregnant women have accessed our pre and post nata care. Receiving support throughout their pregnancy journey. Numerous mum and baby packages have been delivered.

We continue to provide rostered facilitation for the women to access local health services. Frequent meals are still provided for the women at the center.



## PARTNERSHIPS

### *-Share the dignity-*

Woman Eternal has partnered with ***Share the Dignity (Org)***. Since 2022 we have received 250 period products and additional 80 *'it's in the bag donations'*.

These products will make a real difference to the women accessing our maternal support program in Kenya.

The donations will be sent to Kenya hopefully to reach our center by Mother's Day/Month this year.



A big thank you to the ladies from share the dignity who delivered the donations to Woman eternal.

## DONATIONS

Our donors continue to diligently support us, throughout 2023.

We have received both financial and in-kind donations, which included;

- 3 breast pumps.
- 250 sanitary pads
- 80 mum and baby care bags which included, personal care items, hairbrushes, deodorants, makeup, bathing soaps, shower gels, body and hand lotions, head bands, toothpaste, toothbrushes, shampoos, baby soap, breast pads, nappy rash creams, baby wipes etc.
- we also received donation to sell at our first ever Woman Eternal Market stall.

2022-2023 financial year our monetary donations amounted to AUD.

11,297. Our financial positions continue to be strong despite the current economic environment.



## FUNDRAISING EVENTS 2023

In 2023 we had great fundraising events. We are grateful to our supporters and those who volunteered to host/ plan/ attend the events. Thank you Yani and friends for hosting Woman's Day picnic, Lillian for hosting Mother's Day brunch, and Chrissy for organizing WE walk.



2023 Mother's Day morning tea



2023 Women's day picnic



WE market stall at Mcleod Saturday market



WE -walk morning tea 2023



## 2024-2025 STRATEGY

- **WE Newsletter**- Quarterly newsletter emailed out to our donors to update them on the progress of our maternal center, as well as the zoom link to our weekly free Pilates classes led by Chrissy from our team.
- **WE online series beginning MAY 2024**. Inaugural Mother's Day online series. Everyone is welcome, through membership registration. Membership is open to women wanting to grow in their Christian faith while supporting our cause.
- **WE Market stall**. Held in the months of June till Dec every year. The items sold at the stall are donated by community members.
- In 2024, we collaborated with the **container deposit scheme as donation partners**. CDS gives charities and community groups the opportunity to raise funds while making an impact. Search for woman eternal while at any container deposit scheme deposit site if you want to forward your donations to us.



WOMAN ETERNAL ORG. is an Australian registered charitable organisation. ABN 63644559633, ACN 644559633.

WOMAN ETERNAL ORG. is registered with the Australian Charities and Non for Profits Commission (ACNC), its information and reporting are up to date and available through the ACNC Charity Register

WOMAN ETERNAL ORG. has the registered charity tick of approval assuring the public that we are transparent and accountable.

WOMAN ETERNAL ORG. work is guided by the ACNC External Conduct Standards. We are governed by a board of directors and submit annual financial and progress reports to ACNC. We are committed to transparency and integrity.

WOMAN ETERNAL ORG. is also a Deductible Gift Recipient (DGR) an endorsement from the Australian Tax Office (ATO) and can issue tax deductible receipts for gifts greater than \$2 in Australia. All our donations are processed through GiveNow platform.

**For more Information about our work or to DONATE please visit our website.**

**[womaneternal.org.au](http://womaneternal.org.au)**

**OR**

**Email: [we@womaneternal.org.au](mailto:we@womaneternal.org.au)**