



**CHILD**  
.ORG

# OUR IMPACT 2022



"[Child.org is  
sparking] waves of  
positive change and  
lasting impacts in the  
communities."  
- Cherio, Programme  
Manager

# HELLO FROM MARTI

2022 was a big year for Child.org. After two difficult years through the pandemic, and the losses and challenges posed, 2022 presented an opportunity to rebuild and improve our impact - and we did just that.

We started the year with a new team member in the UK - Hattie joined as our Communications and Fundraising Officer. We were also fortunate to work with some truly brilliant Civil Service Fast Streamers over the past year, and I want to say a huge thank you to Joe, Lois and Savannah, who gave time, passion and commitment to make Charity Concierge and Remarkable Tours so successful this year.

In March we brought the whole team together for the first time...ever! The UK staff joined the Nairobi team for a week of workshops on the future of Child.org. Together, we agreed an exciting focus for the next few years. This is an evolving piece of work and we look forward to sharing more details in 2023!

In the summer we delivered Charity Concierge at 3 major UK festivals, thanks to our partnership with Festival Republic and raised a record

amount - we look forward to being at more festivals this summer.

After three years, a pandemic, staff changes and various other challenges, we completed our Pregnant Women's Groups (PWG) project in Meru, Kenya - and exceeded all of our targets; working with over 6,000 pregnant women and seeing life-saving results. We will publish our PWG report later in 2023, and launch the next phase of the project.

In November, we had our biggest-ever fundraising month, raising over £400k through two Ride Africa events. We partnered with Kenya Wildlife Service who allowed cyclists through some of their parks for the first time ever.

We are soon to open sales on the same route for Ride Africa 2023 this November - and demand is high so get in quickly if you want to join us!



2022 was truly a comeback year for Child.org. We have managed this at a time when funding for international organisations like ours is becoming increasingly challenging. This has been possible because of our fantastic partners and supporters, like you. Thank you for sticking with us and enabling us to achieve brilliant, life-changing things for mothers and babies in Kenya.

We have so much more to achieve together in 2023.

*Marti*

Martina Gant, CEO



# CHILD.ORG IN NUMBERS

Team Mum

We supported **6,238** women through their pregnancy journey:

**538** above our target !!

We engaged **2,816** male partners on the importance of supporting pregnant women

Our pregnancy support groups assisted in the safe delivery and care of at least **6,092** babies

REACH



BABY BOX

Our Baby Box project distributed **450** boxes to pregnant women and new mothers providing life-saving tools and

**an incentive to attend postnatal care services**



FUND-RAISING:

RIDE AFRICA

raised

**£417,030**

thanks to

**100 RIDERS**

CHARITY CONCIERGE

raised

**74,000**

thanks to

**133**

**VOLUNTEERS**



We volunteered at:

LATITUDE

CAMP BESTIVAL

DORSET

&

SHROPSHIRE

Volunteering a collective total of **2,793** hours !!





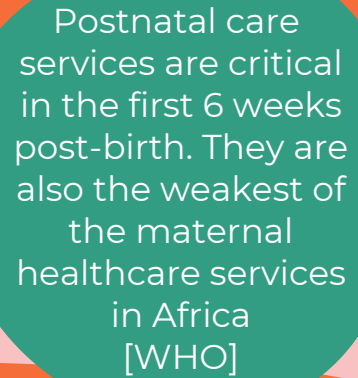
# OUR MISSION



1 in 26 babies  
in Kenya  
don't make it  
to their first  
birthday  
[KNBS, 2014]



Between 2007–  
2014, only 64% of  
pregnant women  
attended the  
WHO-  
recommended 4  
antenatal care  
clinics  
[WHO, 2016]



Postnatal care  
services are critical  
in the first 6 weeks  
post-birth. They are  
also the weakest of  
the maternal  
healthcare services  
in Africa  
[WHO]

## WE WANT TO CHANGE THIS:

1

We work with pregnant women, new mums, dads, communities and local health authorities in Kenya to provide life-saving antenatal and post-natal health information.

2

We connect at-risk mums and babies with the healthcare services they need by referring and signposting.

3

We work with local health authorities to advocate for and improve the quality of care; for example by training Community Health Volunteers.

# OUR PARTNERS

Our partners have been instrumental in Child.org's success this. A huge thank you to:



**UKaid**  
from the British people

*Festival*★  
**REPUBLIC.**

 **DR PODCAST**

**SEEK** DEVELOPMENT

**Goodlive**

**Fairweathers**  
Solicitors LLP

**FUEL**

**NewScientist**

 **Soroptimist**  
International  
Great Britain & Ireland



**The Association of  
Inner Wheel Clubs in  
Great Britain & Ireland**

 **SOMERSET  
EARLY SCANS**  
BATH · BRIDGWATER

**AC** **ART4CHANGE**  
SUPPORT CHANGE. IGNITE HOPE.

**KENYA  
WILDLIFE  
SERVICE** 

The Fulmer  
Charitable  
trust

The Van NESTE  
Foundation

Aurum  
Charitable  
Trust

The Mikado Trust

Bain & Co



# 2022 HIGHLIGHTS

Let's take a look back over the best moments of 2022...

JANUARY

## The team grows!

We are joined by  
Hattie: Comms  
& Fundraising  
Officer



MARCH

Program Officer  
Jacob Chege  
showcased our  
pregnancy  
support groups  
on  
**LOCAL TV**

We introduced TV and radio as channels to  
promote male involvement in maternal health,  
and indirectly reached

**1 million people**

APRIL

The whole team  
united in Kenya  
for the first time  
ever



AND...

Team Mum smashed its targets

**3 MONTHS  
EARLY**



We trained  
**30 COMMUNITY  
HEALTH  
VOLUNTEERS**

to deliver our  
life-saving  
pregnancy  
support  
groups



AUGUST



We launched  
our first project  
on the Kenyan  
coast: our Baby  
Box project  
which  
reached

**503**

women, plus  
their babies, in  
Kwale County

JULY &  
AUGUST



Charity  
Concierge

raises  
£74,000



SEPTEMBER

After 3 years, our UK Aid-funded Team Mum project came to an end, after directly impacting **14,965** people

**211**  
community  
stake-  
holders

**6,238**  
pregnant  
women

**6,092**  
newborn  
babies (at  
least)

**2,816**  
male  
partners



NOVEMBER

Child.org delivers  
two Ride Africa trips  
raising over

**£417,000**

Team Mum attends

**37**

meetings with local  
health authorities

(and we received  
glowing feedback  
about how the team is  
positively influencing  
local communities)

We drafted,  
reviewed and  
translated  
**75 messages**  
ready to be  
inputted into our  
Your Newborn  
SMS platform



DECEMBER



We began working with  
the Wings of Hope  
Rescue Centre in Nairobi,  
who support vulnerable pregnant  
teenage girls.





# MERCY'S STORY

Numbers can only say so much. Here is the story of how Child.org's work saved one inspirational mum's life.



Mercy joined Team Mum's Pregnant Women's Group while pregnant with her 5th baby. The practical advice she learnt through Pregnant Women's Groups helped save her life.

"Before I did not plan what I was going to do around birth, but this time I planned everything: I brought some food, I saved some money for the transport, I had also identified a vehicle that would take me to hospital.

"As I was preparing to go to hospital, my baby came early and I had to give birth at

**“Thanks to Team Mum I knew the importance of going to hospital”**

home. I had prepared everything through, and this was so important. Immediately after delivering I was taken to the hospital. I lost a lot of blood and my haemoglobin levels had gone down. I had to have a transfusion quickly.

If I didn't go to hospital I probably would have died. Thanks to Team Mum I knew the importance of going to hospital.”

# 2023, HERE WE COME...

2022 was amazing, and set Child.org up for an even better 2023. Here are the three programming priorities we've got planned...

## 1 Roll out Team Mum's pregnancy support groups in three Kenyan Counties:

- Scale up in Meru
- Pilot in Kwale
- Identify a location in an arid/semi-arid region



## 2 Deliver baby boxes and training to the Wings Of Hope Rescue Centre in Nairobi, further supporting their work with pregnant teenage girls



## 3 Roll out Your Newborn: Essential Health SMS: a free service to provide parents with lifesaving health advice for their newborn, and connecting them with local health facilities



**...and more to come.  
Stay tuned @childdotorg**

