

Toto Care Box Mother's Day Virtual Run



EVENT PROPOSAL 2021

TOTO CARE BOX

Toto Care Box exists to reduce the number of neonatal deaths. The current infant mortality rate in Kenya is 39/1000 live births. 17 mothers die every day during childbirth. This is equivalent to a 17 seater minibus crashing everyday ending the lives of providers and leaving dependents with no one to care for them on a daily basis. TCB believes that information and education are the most powerful tools that one can use to change the world.

By teaching the beneficiaries of the Care Boxes the importance of Antenatal classes and by ensuring that all mothers attend at least 4 classes before receiving the box, TCB not only imparts wisdom but allows the learned mothers opportunities to teach others around them the importance of attending antenatal classes, giving birth in health facilities, post natal and newborn care.

The Toto Care Box doubles up as a safe sleeping space and contains essential items required for the neonatal period (28 days after birth) to ensure health of both the mother and child.

VIRTUAL RUN

The COVID19 pandemic has seen our funding decrease but demand for our boxes increase. In December 2020, we partnered with Tin Roof Foundation to hold a GivingTuesday virtual run. After the success of this event, we are planning to host a fundraising Virtual Mother's Day Run in May 2021.

- Participants register using an online form and make a donation via Mpesa (minimum 300/- per person)
- On Sunday 9th May, run (or walk) 5km in your own neighbourhood
- Send in a tracking report via WhatsApp and we'll send you a certificate



Make a stand for Maternal Health this Mother's Day. There are lots of ways you can get involved.

- Make a Mother's Day donation or sponsor a certain number of boxes (for a small additional cost we can co-brand boxes with your company's logo)
- Encourage your staff to participate in the event
- Pay the entry fee for staff members or offer matching so that for every staff member who pays their entry fee you match it and their donation is doubled
- Promote the event on your social media channels
- Host a drive for items for the boxes including newborn baby clothes, cotton wool, water guard, handwashing soap, cloth nappies and lesos



FOR MORE INFO ABOUT US

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If you would like your business to participate, please contact us using these details.

#EveryMotherMatters