



*The Voice of Premature Babies in Africa*

Registration No: 2002/025421/08

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26 May 2009

To whom it may concern

Dear Sir/Madam

**PREEMIES FOR AFRICA**  
**SYNOPSIS**

We are pleased to provide you with a synopsis on Premies for Africa (P4A) as requested.

**1. PURPOSE DESCRIBING THE MAIN BUSINESS**

To be The Voice of Premature Babies in Africa.

**2. MAIN OBJECT**

- i. To improve the health of babies by preventing premature birth, and infant mortality.
- ii. To support, inform, and provide advice to all dealing with premature birth and, premature babies (parents, family, friends, health professional etc.) in Africa, before, after and during the growing up years and all allied fields.

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- iii. To be the one Company people need to contact for information, advice, support, product information pertaining to premature birth and babies in Africa.
- iv. To inform the general public what it entails delivering and caring for a premature baby and what can be done by all involved parties to better the situation for the baby and parents, as well as preventative measures that can be taken.
- v. To inform parents and all other involved of the importance of Kangaroo Mother Care (KMC) while in hospital and during the initial home period.
- vi. To inform all about the importance of Early Intervention (EI)
- vii. To accommodate all in their preferred language.
- viii. To inform all about the rights of the premature child and parents.
- ix. and all allied fields.

## **3. WHAT WE OFFER AT THE MOMENT**

We currently provide support to the parents of premature babies via the following channels:

### **3.1 24 HOUR TELEPHONE SUPPORT TO A CALL FREE NUMBER.**

The above mentioned number is diverted to Lavonne Prinsloo's office and house. In the event that Lavonne can not take the call, parents can leave a message, or contact Lavonne on her cellphone. Lavonne makes herself available 24 hours to assist parents.

### **3.2 EMAIL SUPPORT**

There is a delegated email address for people seeking support. They can email [support@preemiesforafrica.org](mailto:support@preemiesforafrica.org). Upon receipt of the email, the Support Director appoints a support representative to support the parent in need, via telephone, email or meeting up for a cup of coffee.

Support representatives are parents who have walked the road of having a preemie, and have made themselves available to support other parents on a voluntary basis.

### **3.3 INTER PHASE WITH OTHER PARENTS.**

Parents can interact with one another via our email chat group hosted on yahoo, or via one of our online Forums, as listed below:

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i. Preemies for Africa Parent Email Chat Group

This is an African based forum for the parents of premature babies: a place where we can talk to each other, unload our fears, share advice and just give general support with regards to our preemies - no matter what age they are by now!

ii. Facebook

iii. Your Parenting Community

iv. Baby Mania

v. Mommies.co.za

vi. Bumps2Babies

vii. Babies Online

viii. Preemies for Africa Newsletter

We at Preemies for Africa strive to keep our parents, family, friends and everybody having an interest in premature babies in Africa, up to date, with useful information. We will send out regular updates about various issues to our newsletter group, to achieve this goal.

***PLEASE NOTE THAT INFORMATION WILL BE SENT OUT ON A NON SCHEDULED BASIS***

The database is currently hosted by Constant Contact, and people can subscribe to the newsletter via our web site.

### **3.4 SUGGESTED PRODUCT LINE**

We also have a suggested product line, where we tell parents about what is available on the market, what we feel is the best for their little angel, and where to find it. We promote these products where ever we go.

## **4. PLANNING FOR 2009**

Our plans for 2009 and 2010 include, but are not limited to the following. Each project are dependant on the availability of funds.

### **4.1 22 OCTOBER - NATIONAL PREMATURE BABY DAY CELEBRATIONS**

We are planning a pram-a-thon. It is our vision and dream to make this an annual event. For 2009 we will start with the pram-a-thorn in the Johannesburg / Pretoria area, and then expand into other major cities, as to create awareness around premature babies. We have borrowed the idea, from our counterparts in the United States, please visit <http://www.marchforbabies.org>.

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## **4.2 EXHIBITIONS**

It is important for the general public to become aware that premature birth is a reality and parents are not alone. We therefore feel it's important to attend as many exhibitions as we can to inform the general public and healthcare professionals about who we are, what we do, and what the status on premature birth in Africa is, and the long term effects thereof not only on our families, but also social environment, healthcare and ultimately our economy.

Exhibitions that we feel are important to attend are The Baby Expo Johannesburg, Durban and Cape Town, Neo-Natal Conference in Durban (NNASA – Neo-Natal Nursing Association of South Africa will be hosting the 2010 International Neo-Natal Nursing Conference in Durban), Paediatrics Conference and others.

## **4.3 MY MINI PREEMIE BOOKLET**

We are busy with the design of a small booklet, the size of a business card, to be handed to parents as soon as possible after the birth of there premature infant. Information in the booklet will be directed towards important telephone numbers, what to expect in hospitals and what products to use, what to do when you go home, and products available for home use, immunization chart etc.

We hope to expand this to a premature baby pack.

## **4.4 STORY OF HOPE COMPETITION**

We will be running a competition next year, inviting parents to submit there stories to us. We will publish 20 of the stories in a book format, and make it available online for download, until such time that we can print and distribute via book stores. The remaining stories will be kept for a second addition, and/or will be used on our web site.

## **4.5 AWARENESS**

We are planning the distribution of either fridge magnets to promote our services to mothers in hospitals, and/or brochures with the intension of distributing them to Obstetricians, Gynaecologists, Paediatricians, Clinic's, Neo-Natal Units etc.

## **4.6 CLOTHING PROJECT**

We have secured the services of a handicapped lady who is prepared to make premature clothing for our state hospitals. Our first batch of material has been donated, and we intend seeking the help of CMT companies all over South Africa asking them to donate the off cut material to us, since we can use every single off cut, to make at least one beanie / hat for a premature baby. The intension is to expand the project, and to enable disabled people to generate an income. We will see corporate sponsors to pay the volunteers a fee for making the garments.

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## 5. DIVISION OF FUNDING

Many donors are concerned that funds will be used for administration purposes only. We would like to put your mind to ease.

An executive decision was taken, that all funds, even R100, will be divided as follows:

- i. 10% to be put into a investment fund – we might need to start off with a savings account and then progress to a bigger investment option
- ii. 45% to be place into a trust fund, out of which projects will be funded for example the purchase of a much needed walker for somebody that can not afford it.
- iii. 45% to be allocated toward day-to-day running cost

As a registered NGO, we are in the position to supply any donor with a donation receipt which is tax deductible.

## 6. MONTHLY EXPENSES

As noted before we are still in the process of finalizing our budget for 2009. Estimated monthly running cost are in the region of R60 000.00 which includes salaries, telephone, local travel cost, office rental, stationary etc.

Below are an extract from our budget:

DESCRIPTION	AMOUNT PER MONTH
Office Rent	R 5,460.00
CEO Salary (Gross)	R 20,000.00
Marketing and Fundraising Director (Gross)	R 20,000.00
Office Assistant (Gross)	R 4,500.00
Telephone	R 1,000.00
Cellphone (Full time on Mxit)	R 2,000.00
Constant Contact	R 500.00
Local Travelling; Office Supplier etc	R 5,000.00
<b>Total Estimated Expenses</b>	<b>R 58,460.00</b>

The Baby Expo, Baba Indaba and other baby shows have an estimate cost of R1450.00 excl VAT per square meter.

Neo-Natal Congress 2009 – R7500.00

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***Notes: Both Zana and Lavonne are willing to give up there other job positions to run Preemies for Africa Full Time, therefore Preemies for Africa will be there main source of income.***

We trust that the above will answer those questions you had. Our updated Business Plan, with presentations will be available soon, detailing all of the above and much more in detail.

Should you however have any questions and/or queries in the interim you are welcome to arrange a meeting with us, or contact us via telephone or email.

Yours faithfully



LAVONNE PRINSLOO  
CHIEF EXECUTIVE OFFIC