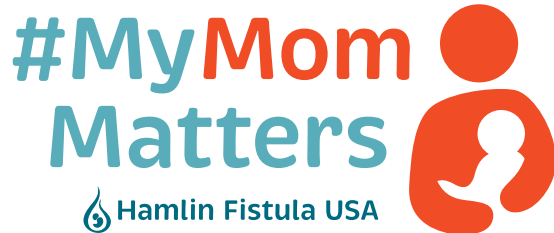


BRUNCH FOR HAMLIN TOOLKIT



Thanks for being part of our #MyMomMatters campaign and hosting a Mother's Day brunch to benefit Hamlin Fistula USA. Our team is ready and eager to help make your #Brunch4Hamlin event a success! If you need any additional assistance after reading this guide, contact info@hamlinfistulausa.org.

Thank you for supporting Hamlin Fistula USA!



USE THIS STEP-BY-STEP GUIDE

- STEP ONE: START PLANNING
- STEP TWO: SET AN AGENDA
- STEP THREE: GET THE TOOLS

STEP ONE: START PLANNING

1 Recruit co-hosts

Having a friend or two help brainstorm for your event can increase your success and guest list.

2 Pick a date, time, and location

A mom-focused brunch doesn't have to be on Mother's Day! You can choose any day to celebrate moms and to support moms in Ethiopia. Your location will depend on how many people you want to invite, but some ideas are: cafes and restaurants, your friend's home or backyard, or church.

3 Create a guest list

Think broadly about your social contacts. Plan to invite two to three times the number of guests you expect to attend. Buckets of people to invite: friends and family, people you worship with, people you see at the gym, colleagues, and people from organizations you're part of like sports teams, PTA, book club, labor union.

4 State "suggested donation" on invitation

It is important to clearly communicate that this is a fundraiser. Listing a "suggested donation" on your invitations is a great way to let them know what you're asking. Consider \$50, \$75, \$100, or more depending on what you think is appropriate.

5 Send invitations and track RSVPs

Evite, PaperLessPost.com, and Facebook are good options for free and easy invitations and RSVP tracking.

6 Make personal contact to confirm attendance

Budget time to follow up with your undecided and confirmed guests. Sending a reminder the week before the event or making a personal phone call can make all the difference in ensuring your guests' attendance. This is also a great opportunity to talk to your community about Hamlin Fistula.

7 Post-event follow-up

Email to thank those who attended and even those who couldn't make it, let them know how much money was raised, and give them a link to the Hamlin Fistula USA website (www.hamlinfistulausa.org). This is a great reminder for those who might want to find out more. Send your materials back to Hamlin Fistula USA: donation envelopes, filled out event report, and your sign-in sheet.

8 Keep in touch with your Hamlin Fistula USA representative

Email so we can answer any questions, help you brainstorm, and provide materials to help make your event a huge success.

9 Most important – we want to hear from you!

Please be in touch to share your story with the Hamlin Fistula USA team – email us photos, personal stories, or information on your success, or share publicly on Facebook and use the hashtags #MyMomMatters and/or #Brunch4Hamlin. If you send images and info via email, please let us know if we can share with our networks on Facebook and our website. We also want to hear why you support Hamlin Fistula USA and your thoughts on how to make the organization even stronger.

STEP TWO: SET AN AGENDA

Your brunch can include whatever food, drinks, or activities you would like! Some ideas are a wine tasting, meeting for coffee, tea, and cakes – see Dr. Catherine Hamlin’s famous lemon cake recipe in the materials section.

No matter what the event, these three things should occur:

1

Introduction. Usually done by the host. Thank your guests for coming. Talk to them about what Hamlin Fistula means to you and why you decided to host a Mother’s Day brunch. The more personal you can make the intro the better – people like and connect to personal stories.

2

Share the Hamlin Fistula story. Show a Hamlin video, found in the materials section, and speak about your experience with the organization. Help guests understand the mission of the Hamlin Fistula so they can connect with how the donation is spent.

3

Within 24 hours after your event, please mail or drop off any donation envelopes, sign-in sheets, and an event report [event report](#) to:

Hamlin Fistula USA
P.O. Box 460312
St. Louis, MO 63146

Or donate online at <https://secure.donationpay.org/hamlinfistula>. Be sure to take photos throughout the event and send them to us so that we can share your success on our website and social media!



STEP THREE: GET THE TOOLS

Follow the links below for materials:

[Brochure](#)

[Slide Presentation](#)

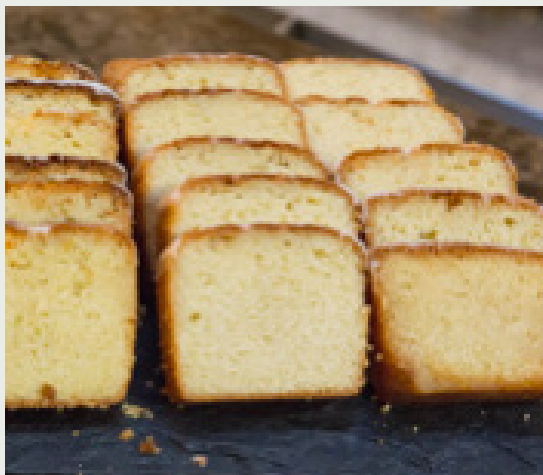
[Video](#)

[Sign-in Sheet](#)

[Pledge Card](#)

[Event Report Form](#)

[Sample: Thank You Email](#)



Dr. Catherine's famous lemon cake

Visitors to Dr. Catherine's home in Addis Ababa are always greeted with a pot of hot tea and a delicious lemon cake. We borrowed her recipe so you can share Dr. Catherine's hospitality at your own **#Brunch4Hamlin**.

Ingredients

- 8 tablespoons of unsalted butter
- 1 cup + 2 teaspoons sugar
- 2 large eggs
- 1/2 teaspoon baking powder
- 1 1/2 cups flour
- 6 tablespoons lemon zest

Preheat oven to 350°F.

1. Grease and flour the pan .
2. Mix butter and granulated sugar in bowl with a mixer until light and fluffy, approximately 5 minutes.
3. With mixer on medium speed, add eggs, 1 at a time, along with 3 tablespoons of lemon zest.
4. Sift together flour and baking powder, then add slowly to batter.
5. Pour batter evenly in the pan, smoothing the top.
6. Bake 45 minutes to 1 hour, until tester comes out clean.
7. When the cake is done, cool 10 minutes.
8. Meanwhile, combine the 3 tablespoons of lemon zest and 2 teaspoons of granulated sugar in small saucepan, cooking over low heat until sugar dissolves.
9. Remove cake from the pan.
10. Spoon lemon syrup over the cake.
11. Allow cake to cool completely.

TALKING POINTS:

MOST CHILDBIRTH INJURIES ARE PREVENTABLE

- Hamlin Fistula USA (HFUSA) is dedicated to the treatment, care, and prevention of childbirth injuries in Ethiopia – injuries that leave women devastated emotionally, debilitated physically, and isolated from their families and community.
- One out of every 27 women dies in childbirth in Ethiopia, usually due to lack of health care and delivering the baby on their own.
- Many expectant mothers must walk or be carried to the nearest health care center to give birth; cars or trucks are not available. They travel over treacherous terrain, for days, to reach a healthcare provider.
- Just over 800 midwives work in the remote Amhara Region, home to more than 17 million people. This is a fraction of the minimum ratio recommended by the World Health Organization.
- Obstetric fistula is a devastating and preventable childbirth injury that occurs after prolonged and agonizing obstructed labor. Pressure from the fetus forms a hole between the vagina and the bladder or rectum through which urine or feces leak uncontrollably.
- Women in Ethiopia who develop fistulas are often abandoned by their communities; they are left to live in isolation without hope.



- **PREVENTION:** There is a dire shortage of maternal care in rural Ethiopia. Hamlin trains midwives and helps place them in rural areas, so pregnant women can get help delivering their babies safely. When a Hamlin midwife arrives in a regional health-care center, new cases of fistula drop to almost zero in nearby villages.
- **TREATMENT:** Fistula is treatable, and almost all cases can be repaired with a simple surgery. For 40+ years, the family of Hamlin Fistula hospitals has provided treatment for more than 40,000 women.
- **CARE:** The Addis Ababa Hospital and regional care centers have Ethiopian doctors and nurses who take a patient-centered approach. In addition to providing the best treatment, many patients are trained in literacy, craftsmanship, and other life skills. This helps women not only to heal from surgery, but also to regain senses of dignity and self-worth, and fully reintegrate into society.
- Hamlin Fistula's Addis Ababa hospital and five regional hospitals provide free fistula repair surgery to approximately 2,500 women each year and are scaling up capacity.