



EMPOWERHER JOURNEY

Concept Note

**April
2024**

Prepared by:
Help a Mother and Newborn Initiative (HMNI)



ABOUT US

Help a Mother and Newborn Initiative (HMNI), a locally registered women/young run Non-Profit Organization, was started in 2021 with the vision of creating a society where every woman, adolescent, and newborn receives quality healthcare, education, and support to thrive and lead healthy, fulfilling lives. Dedicated to empowering women, improving healthcare maternal and newborn outcomes, and addressing community-specific challenges through a holistic and sustainable approach, HMNI has implemented and is running several programs in rural communities in Margibi County including Maternity Support clubs, Peer-Peer Support Clubs, and Community Health Volunteers empowerment programs amongst others.

5

Programs

10

Health
Facilities

1000+

Young Adolescents
and Women

30+

Rural
Communities

EMPOWERHER JOURNEY- COHORT 1

Our newly established Maternity Support Club Program called, "**EMPOWERHER JOURNEY**", is a vital initiative designed to inform, engage, and empower first-time pregnant women (**aged 13-25**) for a healthy pregnancy and motherhood journey, eliminate the chances of getting unwanted pregnancy again, and support their them in becoming self-sufficient. Through the program, we hope to provide essential support, education, and resources to this vulnerable demographic, giving them the chance to rewrite their story.

Our Maternity Support Club program was initiated in 2022 to generally support pregnant women of all ages but we recently develop a new strategy and concept to engage only first-time pregnant women (aged 13-25) when we discovered after the program evaluation in December 2023 that these women are the most vulnerable and unaware and working with them will create more impact and help us streamline resources.

With Support from **The Gathering**, we will be launching a Fundraising Campaign to solicit support to run this Program in the next two years.

EMPOWERHERJOURNEY- COHORT 1

TARGETED BENEFICIARIES

1. **150 First-time pregnant women** aged 13-25 years from 10 health facilities in the four health districts of Margibi County.
2. Maximum of 15 Persons per health facility.
3. Total target: 150 beneficiaries.

PROGRAM OBJECTIVES

The main objectives of the program are “**P-E-E-R**” :

1. **PREVENT** first time young pregnant women aged 13-25 from getting future unintended pregnancies through awareness and family planning.
2. **EDUCATE** them about their health, rights, and options for informed decision-making during pregnancy and Motherhood.
3. **EMPOWER** them with skills and knowledge for financial independence.
4. **RESTORE** a support network among women for improved mental, and emotional well-being.

EMPOWERHER JOURNEY- COHORT 1

PROGRAM COMPONENTS

1. **Recruitment:** Identifying and enrolling first-time pregnant women from targeted health facilities in Margibi County (Max 15 per facility).
2. **Baseline Survey:** Conducting a comprehensive survey to understand the knowledge, needs, and challenges of the women and tailor support mechanisms accordingly.
3. **Awareness Sessions:** Delivering informative sessions on prenatal care, nutrition, and overall maternal well-being during pregnancy.
4. **Parenting and Family Planning Counselling Sessions:** Providing workshops to enhance parenting skills and promote the use of family planning before and after delivery.
5. **Income Generating Activities:** Empowering participants to become self sufficient through skill-building and income-generating activities.
6. **Closing of Cohort 1 Ceremony:** Celebrating the achievements and completion of the cohort.



Motto:

“EMPOWERHER JOURNEY: SUPPORTING FIRST-TIME MOTHERS TOWARDS A HEALTHY AND EMPOWERED FUTURE”

FOCUS SDGs



FOCUS SDGs



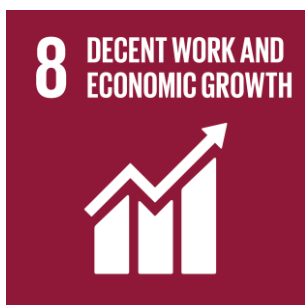
This program directly contributes to ensuring healthy lives and promoting well-being for all at all ages. It focuses on reducing maternal mortality, ensuring universal access to sexual and reproductive healthcare services, and integrating reproductive health into national strategies and programs, which are key targets under SDG 3.



By educating first-time pregnant women about their health, rights, and options, the program contributes to ensuring inclusive and equitable quality education and promotes lifelong learning opportunities for all. The educational components about prenatal care, nutrition, parenting, and family planning enhance the participants' knowledge and skills, contributing to their empowerment and informed decision-making.



The empowerment of young pregnant women through education and skills development for financial independence directly addresses gender equality. This program aims to empower women, ensure their full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life.



By incorporating income-generating activities and skill-building sessions, the program contributes to promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. It aims at enabling participants to achieve financial independence and engage in productive activities that contribute to economic growth.

FOCUS SDGs



The program specifically targets vulnerable first-time pregnant women aged 13-25, aiming to reduce inequalities by providing them with the support, education, and resources needed to improve their life chances. By focusing on this demographic, the program works towards empowering a group that is often marginalized and at risk of facing increased inequalities.



Implementing this program involves partnerships between various stakeholders, including health facilities, NGOs, community leaders, and the participants themselves. Collaborative efforts are essential to achieving the outlined objectives and contribute towards revitalizing the global partnership for sustainable development.

PROJECT TIMELINE 2024

January to February: Recruitment Phase

- Identifying and enrolling first-time pregnant women from targeted health facilities in Margibi County.

February to March: Baseline Survey and Orientation

- Conducting a comprehensive baseline survey to assess the participants' needs, knowledge, and challenges.
- Orientation sessions for enrolled participants to introduce them to the program objectives, schedule, and expected outcomes.

March to December: Awareness Sessions (Monthly)

- Monthly informative sessions focusing on prenatal care, nutrition, and maternal well-being. Each session aims to cover different aspects important for a healthy pregnancy and preparation for motherhood.

PROJECT TIMELINE 2025

January to December: Continued Awareness Sessions (Monthly)

- Continuing the monthly awareness sessions on maternal health, ensuring all participants receive comprehensive education throughout their pregnancy.

February: Launch of Income Generating Activities

- Introduction and start of skill-building and income-generating activities designed to empower participants towards financial independence.
- Activities will be spread throughout the year to allow for adequate learning, practice, and implementation phases.

March to November: Ongoing Support and Monitoring

- Continuous support through parenting, family planning counseling sessions and seed funding.
- Regular monitoring of progress in income-generating activities and application of skills learned in awareness sessions.

PROJECT TIMELINE 2025

December: Closing of Cohort 1 Ceremony

- A celebration event to mark the completion of the program.
- Highlighting successes, sharing experiences, and distributing certificates of participation.
- Evaluation of the program's impact on the participants' lives and gathering feedback for future improvements.

Throughout the Program:

- **Peer Support Groups:** Encouragement of peer support groups among participants for sharing experiences, challenges, and successes. This can enhance the program's impact on their mental and emotional well-being.
- **Follow-up and Feedback:** Regular follow-up with participants to collect feedback on the program's effectiveness and any areas for improvement. This will be done after each major component (e.g., after the first set of awareness sessions, midway through income-generating activities, etc.).



OUR REQUEST

Our request is to **support us** in delivering the impact of this program through the following ways:

- a. Contributing financially to cover the costs involved in running the first cohort. ***Please see Budget in the next page for insight.***
- b. Donating essential items require to run the program. ***Please see Budget in the next page for insight.***
- c. Collaborating closely with our team in implementing various components of the program. This could involve providing expertise in maternal health, or family planning counseling.
- d. Offering skill training in areas such as tailoring, baking, handicrafts, or agricultural skills to beneficiaries based on their needs.

BUDGET BREAKDOWN:

Items Description	# of Facilities or Members	# of Months or Frequency	Unit Price	Total Amount
Regular Awareness and mentorship Sessions (Refreshments, communication, and transportation)	10	12	\$30.00	\$3,600.00
Birth kits support during Delivery (Includes detergents, pads, pampers etc.)	150	1	\$8.00	\$1,200.00
Quarterly Motivation gifts for engaging members (Rice, Vita, Oil etc.)	10	8	\$40.00	\$3,200.00
Skill Building Training (Based on needs of members)	10	1	\$300.00	\$3,000.00
Seed Funding/Small Grant (to start or business or support to going back to school)	150	1	\$30.00	\$4,500.00
Evaluation Activities	10	4	\$50.00	\$2,000.00
Miscellaneous (5%)				\$875.00
Grand Total				\$18,375.00



WHY SPONSOR THIS PROGRAM?

- **Impactful Change:** This program directly addresses the unique needs of 150 first-time pregnant women (aged 13-25), fostering informed decision-making and healthier outcomes.
- **Community Engagement:** You will be actively involved in creating a positive impact on the lives of vulnerable young women in Margibi County.
- **Sustainable Empowerment:** You will contribute to empowering 150 young women to lead better lives, make informed choices and prevent unwanted pregnancy, positively impacting future generations.

THANK YOU

For more information, please Contact



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