

# mothers2mothers

## Facts

Preferred Acronym:	m2m
Area(s) of Focus:	Health—General & Rehabilitative
Number of Full-time Employees:	405
Total Expenses:	\$2,630,010
Year Established:	2001
Corporate Partnerships Since:	2002
Total Partnerships in Past Three Years:	~11
Ongoing Partnerships:	7

## Main Headquarters

78 Darling Street, 2nd Floor CCMA Building  
Cape Town, 8001  
South Africa

## History & Mission

mothers2mothers was founded in Cape Town, South Africa, in 2001 by Dr. Mitch Besser, who had worked in the provincial hospital system and witnessed that the number of babies born HIV-positive and the number of mothers getting sick and dying from AIDS was not diminishing. Thus, m2m was founded to complement existing Prevention of Mother-to-Child Transmission of HIV/AIDS (PMTCT) programs by providing women with support and information about HIV and HIV treatment, antenatal training, birth control and STD counseling, training on how to deal with stigma and disclosure to family, and best practices for feeding their babies.

## Contact: Corporate Partnerships

David Torres | Director, Special Projects  
Tel. +27 21-466-9178  
david@m2m.org  
Academic Background: BA Political Science, French  
Professional Background: Investment Banking, Finance  
Years of Professional Experience: 22

## Contact: General

Tel. +27 21-466-9160 | Fax +27 21-466-9162  
info@m2m.org | www.m2m.org

## Known Partnership Type(s)

Core Business



### **Words from the Organization**

Over the past five years, m2m has worked to develop and refine a replicable, scalable, sustainable, integrated, and cost-effective model of peer-based psychosocial support for the delivery and effectiveness of PMTCT services, and to address the specific challenges facing pregnant women and mothers living with HIV.

m2m works to offer an innovative solution to challenges faced by HIV-positive women by employing mothers living with HIV as peer educators and care providers and calling them "Mentor Mothers." The organization currently delivers services at sites across South Africa and in Lesotho. By the end of 2007 it also expects to begin delivering services in Kenya, Rwanda, Zambia, and Swaziland.

Four core goals define m2m services in every country and region in which its programs operate:

- Reduction of the number of babies born with HIV/AIDS
- Empowerment of pregnant women and new mothers living with HIV to improve their health and the health of their babies
- Combating the stigma associated with HIV and to encourage and support disclosure
- Building and rolling out a sustainable and replicable community-based model of care

m2m currently reaches over 25,000 women every month and employs over 350 mothers living with HIV/AIDS.

### **Site Coordinator Babalwa Mbono:**

I came to mothers2mothers thinking my life was worth nothing. I had AIDS [and] a baby on the way, my husband beat me, and there was no hope for the future. Now I can give to others —people in the township come to me for help and advice. I [became] a leader. I have been beaten and abused but I will never be beaten and abused again. I have learned that women have value; we can make a better world for our children. Now I have a life.

### **Top Three Partnering Needs**

1. Assisting with the introduction of PMTCT support services in new countries.
2. Expanding the delivery of PMTCT support services in countries where m2m already operates.
3. Capacity building within m2m.

# 1. General Programs

## 1.1 Functional Expertise

### Prevention of Mother-to-Child Transmission of HIV/AIDS (PMTCT)

m2m works to enhance facility-based PMTCT programs by adding peer education and psychosocial support elements to existing testing and treatment protocols. By helping HIV-positive pregnant women and new mothers to live positively and overcome their fears, lack of knowledge, and the social stigma associated with HIV, m2m hopes to help increase the uptake of testing and treatment services.

Working in 89 sites in South Africa and 10 in Lesotho, m2m employs 350 HIV-positive mothers as Mentor Mothers and site coordinators.

### Empowerment of Women

m2m aims to empower pregnant women and new mothers living with HIV increase their awareness of care and treatment options; encourage and support disclosure; engage partners and family in counseling, testing, and other services; and fight the stigma associated with HIV.

An example of how m2m encourages the empowerment of women is the manner by which the organization recruits employees. All of the women hired as Mentor Mothers and site coordinators are HIV-positive mothers, and in many cases working at m2m is their first job and the first opportunity they have to be respected in their communities.

### Reduction of HIV/AIDS Stigma

m2m views the stigmatization of HIV/AIDS as one of the largest contributors to the failure of HIV/AIDS treatment and prevention efforts. For this reason, the organization provides many of its clients with the knowledge and power to confront this stigma in their family environment, community, and workplace.

Working to provide a secure and engaging environment where m2m's clients can feel safe and overcome their fears, m2m hopes that such psychosocial support will equip its clients to face the stigma and the ostracism HIV-positive women often endure with strength and conviction.

## 1.2 Geographic Presence

### Programs

Kenya, Lesotho, Rwanda, South Africa, Swaziland, Zambia

### Offices

South Africa, United Kingdom, United States

## 2. Corporate Partnership Experience

### 2.1 Industries & Regional Activity

#### Corporate Industries

Consumer Durables & Apparel; Food & Staples Retailing; Legal; Media; Pharmaceuticals; Software & Services; Telecommunication Services

#### Location of Partnerships

South Africa

### 2.2 Selected Corporate Partnership Programs

**Capacity Building | South Africa:** A member of the Pfizer Global Health Fellows Program since 2005, m2m has hosted four Pfizer Global Health Fellows with finance backgrounds in order to build the organization's capacity.

**Education and Support | South Africa:** Johnson & Johnson has been working with m2m since 2005 to provide education and psychosocial support to pregnant women and new mothers in the East London community, home to the corporation's South Africa office.

**Helpline Support | South Africa:** m2m has partnered with the Dialogue Group, BizCall, Evosat, and Telkom in order to establish call-center services over a national phone line. The partnership for the LifeLine/AIDS Helpline involves technical support from all of the corporations involved.

### 2.3 Selected List of Corporate Partnerships

Corporation	Industry	Area	Duration
Johnson & Johnson	Pharmaceuticals	Volunteer and Logistical Support	30 months (ongoing)
Pfizer	Pharmaceuticals	Capacity Building	30 months (ongoing)
Dialogue Group	Media & Telecommunications	Logistical and Program Support	12 months (ongoing)
Pick 'n Pay	Food & Staples Retailing	Program Support	36 months
Kenneth Cole	Consumer Durables & Apparel	Program Support	12 months

## 3. Disclosure, Awards, and Governance

### 3.1 Corporate Partnerships

Information	Disclosed
Example(s) of Corporate Partners	---
List of Corporate Partners	---
Guide to Collaboration	---
Contact Person for Partnerships	---

m2m is in the process of redesigning its website and has stated that it will include a section dedicated to company partnerships upon the website's completion. The updated website will include examples of its partnerships as well as a list of the organization's partners.

### 3.2 Awards and Assessment by Charity Overseers

Name	Assessment
Impumelelo Platinum Award, 2007	Winner
Ambassadors of Caring Award, 2006	Winner
Social Entrepreneur of the Year, 2006	Finalist

In 2007, m2m received the Impumelelo Platinum Award—the highest award given to South African innovative service delivery projects that inspire replication of best practice.

In 2006, m2m received the Equitable Life and Casualty and Profiles in Caring Ambassadors of Caring Award. m2m's founder and medical director, Dr. Mitch Besser, was a finalist in the Schwab Foundation's South Africa Social Entrepreneur of the Year award in 2006.

### 3.3 Governance Documentation

Document	Disclosed
Vision & Mission Statement	Yes
Articles of Association	---
Corporate Governance Guidelines	---
Names of Board Members	Yes
Biographies of Board Members	Yes

The m2m website clearly presents the organization's mission and guiding principles. Names and biographies of board members are disclosed online. While details regarding the organization's articles of association and corporate governance guidelines are not disclosed, m2m has stated that its redesigned website will provide access to such information.

## 4. Financials

**Total Donations** **\$2,601,845**

### Top Five Donors

Donor	Amount	% of Total
United States President's Emergency Plan for AIDS Relief/USAID	---	---
The Atlantic Philanthropies	---	---
The Starr Foundation	---	---
Johnson & Johnson	---	---
Government of the Province of Mpumalanga, South Africa (Department of Health and Social Services)	---	---

m2m discloses its donors upon request, but has stated that it is not able to provide the amount of contributions received from each individual donor.

### Expenses

Information	Amount
Program	\$2,255,575
General & Administration	\$264,397
Fund-raising & Membership	\$110,038
<b>Total</b>	<b>\$2,630,010</b>

### Efficiency Ratios

