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REPORT ON "GIVE AND SAVE LIFE - BABY PROMISE" CAMPAIGN 2021



Introduction

The "Give and Save Life - Baby Promise" campaign was a global initiative aimed at fundraising to provide critical medical interventions for individuals facing health complications they could not afford to treat independently. On 28th March 2021, this campaign successfully facilitated a life-saving surgery for a young child, Baby Promise, who suffered from Pediatric Anorectal Malformation (Imperforate Anus) in Mbarara district, Western Uganda.

Goal

The primary goal of the campaign was to raise funds to support children and individuals with medical conditions that required surgical interventions but were financially inaccessible to them. The focus was on enabling these individuals to live healthier and more fulfilling lives through necessary medical treatments.



Objectives

1. To raise funds specifically for Baby Promise's surgery and medical expenses.
2. To provide essential medical care to underprivileged individuals facing critical health challenges.
3. To promote global awareness and encourage donations to support life-saving medical interventions.

Outcomes

Through the collective efforts of the "Give and Save Life" campaign, Baby Promise, a 2-year-old girl suffering from Anorectal Malformation, received the necessary surgical procedure and medical care. The successful surgery aimed to correct the malformation and ensure the child's future health and well-being. The campaign's impact extended beyond Baby Promise's case, highlighting the critical need for accessible healthcare for disadvantaged individuals globally.

Sources of Funding

Funding for Baby Promise's surgery and associated medical expenses, amounting to Ugandan Shillings 12,000,000 (approximately \$1351), was sourced entirely through donations received as part of the "Give and Save Life" campaign. Donations directly contributed to covering pre-operation assessments, investigations, the surgical procedure, and post-operative care, including hospital bills and follow-up treatments.

Challenges

The campaign acknowledged the challenges posed by financial constraints, exacerbated by the COVID-19 pandemic, which limited access to essential healthcare for vulnerable populations. The case of Baby Promise underscores the broader issue faced by many children and individuals worldwide who require life-saving surgeries but lack the means to afford them.

Conclusion

In conclusion, the "Give and Save Life - Baby Promise" campaign exemplifies the transformative impact of collective philanthropic efforts in addressing urgent healthcare needs for marginalized individuals. By mobilizing resources and raising awareness, the campaign successfully facilitated a critical surgical intervention that significantly improved Baby Promise's quality of life. Moving forward, sustained advocacy and support will be essential to ensure equitable access to healthcare for all individuals, regardless of financial circumstances. The success of this initiative serves as a testament to the profound impact of community-driven initiatives in saving and transforming lives.