

# “I WANT A BABY” FOUNDATION

## PRESENTATION



*Dear Friends,*

***We must fight for our dreams!***

*These are the first words I heard from a 36-year-old woman I met some time ago. After 12 years of awaiting, sleepless nights and tireless struggle, the proud mother was cuddling her babies.*

*The couples struggling with infertility are over 130 000 in Bulgaria. They all need information and support. We founded “I want a baby” for them and for their most awaited children.*

*“I want a baby” is a cause uniting our friends, physicians, biologists, psychologists, artists, public figures, journalists and couples sharing the joy of being parents after many years of awaiting and struggle.*

*The Foundation’s projects have already been supported by the government and municipal authorities, the non-government sector, business leaders and individuals.*

*We believe that together we can do more.*

*Join our cause!*

*“To help one more child be born”.*

Radina Velcheva

Chairperson of “I Want A Baby” Foundation



# WHO WE ARE

“I want a baby” foundation was established in March, 2007 as a non-profit non-governmental organisation in Bulgaria working in the field of reproductive health. We developed and are currently implementing a programme aimed to struggle with infertility on a national level.



# STATISTICS...

- Infertility issues concern approx. 145 000 couples in our country according to research data by Ministry of Health, National Statistical Institute and the United Nations Population Fund (UNFPA);
- There is a lack of information on reproductive health protection and assisted reproductive treatment possibilities;
- Most of the couples affected by difficulties in conceiving in Bulgaria don't undergo medical treatment and don't contact reproductive medicine clinics, because they feel 'ashamed' of the problem they have;
- According to Eurostat data, in 2050 in Bulgaria there will be about 5 million people, i.e. the population will decrease by 35%;
- Bulgaria ranks 5th among the top 10 most ageing countries in the world according to research data by UN;
- People over 60 account for 24% of the total population in the country, whereas for Europe it is 11%.



# OUR GOALS

- Providing information and education on reproductive health protection, reproductive health issues and all infertility treatment possibilities (both physical and psychological aspect);
- Improve the psychological and social adaptation of couples affected by difficulties in conceiving;
- Change the public perception on infertility as a problem the concerned people should be ashamed of;
- Work with reproductive medicine professionals, aiming at the application of integrated approach to infertility treatment, i.e. inclusion of gynaecologists, psychologists, biologists, embryologists, obstetricians and other specialists for each separate case;
- Work in close cooperation with representatives from government and municipal authorities, political structures, the non-government sector and business leaders to make more people join the cause “to help one more child be born”;
- Raising awareness about sperm and egg donation in Bulgaria;
- Raising awareness about surrogate pregnancy and work for its regulation in Bulgaria.



**WHAT WE DO**

# OUR PROJECTS

## TV PROJECT

We started with a TV project 5 years ago. We produced educational TV series “Hope for life” presenting infertility issues and the methods for its treatment. We worked closely with Ministry of health representatives and reproductive medicine professionals from Bulgaria and other countries. We presented the latest information on assisted reproductive techniques, the public perception on infertility, real stories of couples with difficulties in conceiving, etc.



# OUR PROJECTS

## “I WANT A BABY” & EIBANK PROJECT

The foundation along with Economic and Investment bank in Sofia developed a product which is unique on Bulgarian bank market – a credit line with preferential conditions for those who experience problems in conceiving and need assisted reproductive treatment.

**ИСКАМ БЕБЕ**  
Кредит за финансиране на процедури за лечение на стерилитет и замразяване на оплодени клетки



Уникална програма с цел подкрепа и активно съдействие при решаване проблемите на репродуктивното здраве в България.

- До 12 000 лева;
- Предпочитане дълга, малка и немислена;
- Препоръки и избори на медицински услуги;
- Дълготрайно решение процедурно.

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# OUR PROJECTS

## NATIONAL INFORMATION CAMPAIGN “I WANT A BABY”

It was the first national information and education campaign in Bulgaria to help infertile couples to meet at their home town reproductive medicine professionals and provide them with information on the treatment possibilities. We set up a mobile team of physicians who travelled around the country to pass the message to more people and to initiate a dialogue on the painful topic of the struggle against infertility. As part of the campaign, information centers were established in 27 cities in Bulgaria, among the biggest are in Sofia, Varna, Burgas, Russe, Plovdiv, Stara Zagora, Blagoevgrad, Veliko Tarnovo.

# OUR PROJECTS

## PROGRAMME FOR PSYCHOLOGICAL AND SOCIAL ADAPTATION

Elaboration and implementation of a programme for psychological and social adaptation of women affected by difficulties in conceiving. This programme is unique in Bulgaria for women with fertility problems and we work closely with highly qualified physicians and psychologists within it. The programme offers 6-month course with maximum 12 participants in each group. Since 2008, the foundation has already organised psychotherapy courses in 17 cities with more than 450 participants. The book “Meetings with yourself” is published in the beginning of 2012, summarizing the work of the psychologists on the programme.

# OUR PROJECTS

## **“I WANT A BABY” NATIONAL DONATION PROGRAMME**

The foundation elaborated a donation programme which collected over 200 000 BGN from individuals and companies within 5 years and supported above 80 infertile couples.

# OUR PROJECTS

## ESTABLISHMENT OF JOINT PROGRAMMES FOR CORPORATE SOCIAL RESPONSIBILITY ATTRACTING THE PRIVATE SECTOR TO THE “I WANT A BABY”

### CAUSE:

Financing the programme for psychological and social adaptation of women with fertility problems by **YANEFF** company in Varna. This one year programme is financed with 60,000 BGN, distributed in courses in 3 cities with over 80 participants. YANEFF is a manufacturer of local products and tinned food. In order to support our campaign, the company entirely changed its corporate vision – their goods were marked with the sign *“5% of the value of each purchased product supports the “I want a baby” foundation cause.”*



# OUR PROJECTS

Financing the programme for psychological and social adaptation of women with fertility problems for 2010 and 2011 by **NIVEA BABY**. The budget of the program is 60 000 BGN distributed in courses in 13 cities with over 400 participants.

To support the campaign, all NIVEA BABY products are marked with the sign “5% of the value of each purchased product supports the “I Want a Baby” foundation cause.”



# OUR PROJECTS

Publishing a book on reproductive health “The hope for a child” (with a DVD enclosed with educational series). The book is focused on the application of contemporary methods for infertility treatment. Real stories of couples struggling with infertility are included.



# OUR PROJECTS

## **THE WORLD'S FIRST IVF BABY IN BULGARIA**

In the summer of 2008 Louise Brown, the first IVF baby in the world, celebrated her 30<sup>th</sup> anniversary. Louise Brown was invited by the foundation and came to Bulgaria. In Sofia she celebrated her anniversary with her family and participated in an IVF seminar. This was a great honor to us, as Louise Brown chose Sofia as the only foreign city to celebrate her anniversary, despite the invitations she received from all over the world.

Louise Brown's visit attracted huge media interest and focused the public attention on infertility issues. This visit helped the infertility to become a priority in the national health care system in Bulgaria.







# OUR PROJECTS

## THE EMPTY STROLLERS MARCH

“I want a baby” foundation along with Zachatie association, couples struggling with infertility and reproductive health professionals pushed empty strollers in a march on December 15, 2008 in Sofia. It was affective protest against government’s rejection of state fund establishment which could reimburse IVF treatment. The protest was broadcast live on bTV’s most watched primetime programme – “Slavi’s show” and had strong public support.





# OUR PROJECTS

## STATE FUND REIMBURSES 3 IVF CYCLES

We are happy and proud to announce that “I want a baby” foundation achieved one of its main goals. After 2 years of hard work in the field of reproductive health in Bulgaria, in conjunction with Zachatie association, Ministry of health and different state authorities, we managed to convince the Bulgarian government to establish a state fund to reimburse 3 IVF treatments in public and private clinics. The Fund for Assisted Reproduction was established on 1 April 1 2009 at the Ministry of Health and is currently supported by the Prime Minister.

We consider the establishment of this state fund as huge success and a very significant achievement not only for our foundation, but mostly for the couples in Bulgaria struggling to conceive, since for the first time Bulgarian government provides subsidies for infertility treatment.

# OUR PROJECTS

## STATE FUND REIMBURSES 3 IVF CYCLES – STATISTICS

Since the state fund's establishment (2009, April):

- Above 18 000 applicants for reimbursement for IVF treatment
- Above 11 600 reimbursed IVF procedures
- Above 3 000 babies are born

# OUR PROJECTS

## “I WANT A BABY” NATIONAL GAMETE DONATION CAMPAIGN

The national gamete donation campaign was launched in 2010 to recruit egg and sperm donors in the country and to prevent further shortages of donors, a problem that has been exacerbated by negative public perception on gamete donation. Milena Zlatkova – popular and influential radio and TV host, mother and egg donor, is the endorser of the campaign. Since its beginning more than 200 voluntary and unpaid donors have been recruited.





# OUR PROJECTS

## MUNICIPAL FUNDS SUPPORT “I WANT A BABY” CAUSE

Since its establishment, “I want a baby” foundation has been working in close cooperation with the municipal authorities. As a result, municipal funds were set up at 22 Bulgarian cities to support infertile couples treatment, above 1 450 000 BGN were granted for the past 3 years.

# OUR PROJECTS

## ORGANISATION OF ANNUAL CHRISTMAS OPERA, THEATRE OR BALLET PERFORMANCE FOR CHARITY FUNDRAISING.

The magical and vibrant production of the Nutcracker Ballet was performed in Sofia National Opera and Ballet on 23 December 2009. The event attracted huge interest and raised awareness on the foundation's goals. Money raised from tickets was donated to treat infertile couples.



# OUR PROJECTS

## ANNUAL CHARITY BALL OF HOPE

Individuals and institutions are honored at award giving ceremony for their support and contribution to the foundation's cause. Each year the event is held on the eve of March 25, Annunciation, a holy Christian feast. We invite as our guests couples struggling with infertility, representatives from state and public institutions, public figures and journalists. In 2010 the highlight of the ball was a remarkable and emotional exhibition "Angels with a mission" including photos of IVF born babies. The second edition of the exhibition - "Angels with a mission – The Sequel", photographed by Kalina Arsova, opened in the beginning of 2011 and since then it has been presented in more than 20 Bulgarian cities.





# “ANGELS WITH A MISSION”, 2010



# “ANGELS WITH A MISSION”, 2010



# “ANGELS WITH A MISSION – THE SEQUEL”, 2011





# "ANGELS WITH A MISSION – THE SEQUEL", 2011



# OUR PROJECTS

## CHRISTMAS CHARITY BAZAAR

Christmas charity bazaar was held on December 18, 2011 at the Central Military Club in Sofia. Homemade baked goods and various handmade items were showcased and all the funds raised went to treatment for infertile couples.



**THANK YOU FOR YOUR ATTENTION!**

