

PROJECT PROPOSAL

Safe Motherhood – Maternity & Newborn Essentials Donation Project

Sathkara Social Service Foundation

Organization	Sathkara Social Service Foundation
Project Locations	Kalutara and Balangoda, Sri Lanka
Target Beneficiaries	100 Pregnant Mothers
Estimated Support per Mother	USD 50
Total Project Budget	USD 5,000

1. Project Summary

The **Safe Motherhood – Maternity & Newborn Essentials Donation Project** is an initiative of Sathkara Social Service Foundation designed to support 100 pregnant mothers from low-income and financially vulnerable families in Kalutara and Balangoda, Sri Lanka.

Pregnancy and childbirth bring significant additional expenses to families. For mothers already experiencing financial hardship, purchasing essential items required for childbirth and newborn care can become a serious challenge.

Through this project, Sathkara Social Service Foundation aims to provide **100 Mother & Baby Care Packs**, each containing essential maternity and newborn-care items required around the time of delivery.

Each care pack is estimated to cost **USD 50**, bringing the total funding requirement for the project to **USD 5,000**.

2. Background and Need

Preparing for the birth of a child requires families to purchase a range of essential items for both the mother and newborn baby.

For low-income households, these additional expenses can place considerable pressure on an already limited household budget. Families may have to prioritize food, transportation, housing, medical expenses, and other basic needs while simultaneously preparing for childbirth.

As a result, some pregnant mothers may reach the time of delivery without all the basic maternity and newborn supplies they need.

Sathkara Social Service Foundation proposes this project to reduce this financial burden by providing practical assistance directly to pregnant mothers who are experiencing economic hardship.

The project will initially focus on communities in **Kalutara and Balangoda**.

3. Project Goal

To support safe and dignified preparation for childbirth by providing essential maternity and newborn-care supplies to 100 pregnant mothers from financially vulnerable families.

4. Project Objectives

- Identify 100 pregnant mothers from low-income and vulnerable families in Kalutara and Balangoda.
- Provide each selected mother with a Mother & Baby Care Pack valued at approximately USD 50.
- Ensure mothers have access to essential items needed during childbirth and the early newborn period.
- Reduce some of the immediate financial pressure associated with preparing for a new baby.

- Promote the well-being, dignity, and comfort of mothers and newborn babies during an important stage of their lives.

5. Target Beneficiaries

100 pregnant mothers

Priority will be given to mothers experiencing significant financial or social hardship, including low-income households, single-parent households where applicable, families affected by disasters or loss of income, and other vulnerable families identified within the target communities.

Where possible, beneficiary identification will be carried out with the assistance of relevant community representatives and appropriate local or maternal-care networks to ensure that assistance reaches families with genuine needs.

6. Mother & Baby Care Pack

Each selected mother will receive a care package containing essential items for herself and her newborn.

- Newborn baby clothes
- Baby towels
- Baby blanket
- Newborn diapers
- Baby hygiene and bathing essentials
- Maternity pads and other postpartum hygiene items
- Essential clothing or personal-care items for the mother
- Baby mosquito net or other locally appropriate newborn-care items
- Hospital bag essentials
- Other essential maternity and newborn supplies

The final contents of the package will be selected carefully to prioritize practical, safe, and necessary items.

Estimated value of one Mother & Baby Care Pack: USD 50

7. Project Implementation

Phase 1 – Beneficiary Identification

Potential beneficiaries will be identified in Kalutara and Balangoda based on financial vulnerability and pregnancy status.

Phase 2 – Verification and Selection

The Foundation will review beneficiary information and select 100 mothers according to the project eligibility criteria.

Phase 3 – Procurement

Essential maternity and newborn-care items will be purchased from suitable suppliers. Where possible, bulk purchasing will be used to obtain better value and maximize the use of donor funds.

Phase 4 – Preparation of Care Packs

The purchased items will be organized into individual Mother & Baby Care Packs.

Phase 5 – Distribution

The care packs will be distributed to the selected pregnant mothers in Kalutara and Balangoda.

Phase 6 – Documentation and Reporting

The Foundation will maintain appropriate beneficiary and expenditure records and document the project through photographs, receipts, distribution records, and project updates while respecting the dignity and privacy of beneficiaries. A final project report will summarize the number of mothers supported, activities completed, funds utilized, and overall project outcomes.

8. Project Budget

Description	Quantity	Cost per Beneficiary	Total
Mother & Baby Care Packs	100	USD 50	USD 5,000
Total Project Budget	100	USD 50	USD 5,000

Total Funding Required: USD 5,000

9. Donation Impact

- **USD 10** can contribute essential baby or maternity-care items.
- **USD 25** can provide approximately half of a Mother & Baby Care Pack.
- **USD 50** can sponsor a complete care package for one pregnant mother and her newborn.
- **USD 250** can support approximately 5 mothers.
- **USD 500** can support approximately 10 mothers.
- **USD 1,000** can support approximately 20 mothers.
- **USD 5,000** can fund care packs for all 100 mothers targeted by this project.

10. Expected Results

- 100 pregnant mothers will receive essential maternity and newborn supplies.
- 100 newborn babies will indirectly benefit from essential early-care items.
- Vulnerable families will experience reduced financial pressure when preparing for childbirth.
- Mothers will be better equipped with basic supplies needed around the time of delivery and during the early newborn period.
- Donors will receive documented information about the implementation and impact of their contributions.

11. Monitoring and Accountability

Sathkara Social Service Foundation will monitor the project throughout its implementation.

Records will include beneficiary information, procurement documentation, receipts and invoices, distribution records, photographs where consent is provided, and project expenditure summaries.

These records will support transparency and enable the Foundation to provide donors with clear reporting on how project funds were utilized.

12. Sustainability and Future Expansion

The Foundation intends for this initiative to become a continuing maternal and newborn support program.

Following the initial distribution to 100 mothers in Kalutara and Balangoda, Sathkara Social Service Foundation hopes to expand the project to additional communities based on identified needs and the availability of donor and corporate support.

The Foundation will also explore partnerships with businesses, healthcare-related organizations, community groups, and individual donors to obtain financial contributions or in-kind donations of suitable maternity and newborn-care products.

13. Call for Support

The arrival of a baby should be a moment of hope and happiness, but for families experiencing financial hardship, preparing for childbirth can also bring significant financial pressure.

Through a contribution of **USD 50**, a donor can provide one complete Mother & Baby Care Pack to a pregnant mother in need.

With **USD 5,000**, this project can reach **100 mothers and their newborn babies** in Kalutara and Balangoda, Sri Lanka.

Sathkara Social Service Foundation welcomes individuals, companies, charitable organizations, and other partners to join us in supporting mothers and newborn babies during this important stage of their lives.

Together, we can help 100 mothers welcome their babies with greater dignity, comfort, and preparedness.

Sathkara Social Service Foundation

Safe Motherhood – Maternity & Newborn Essentials Donation Project

Target: 100 Pregnant Mothers

Project Areas: Kalutara & Balangoda, Sri Lanka

Funding Goal: USD 5,000