



# OneMama Organization / MEDIA KIT

An Innovative Model that Helps Change Mother Earth by Empowering Earth's Mothers



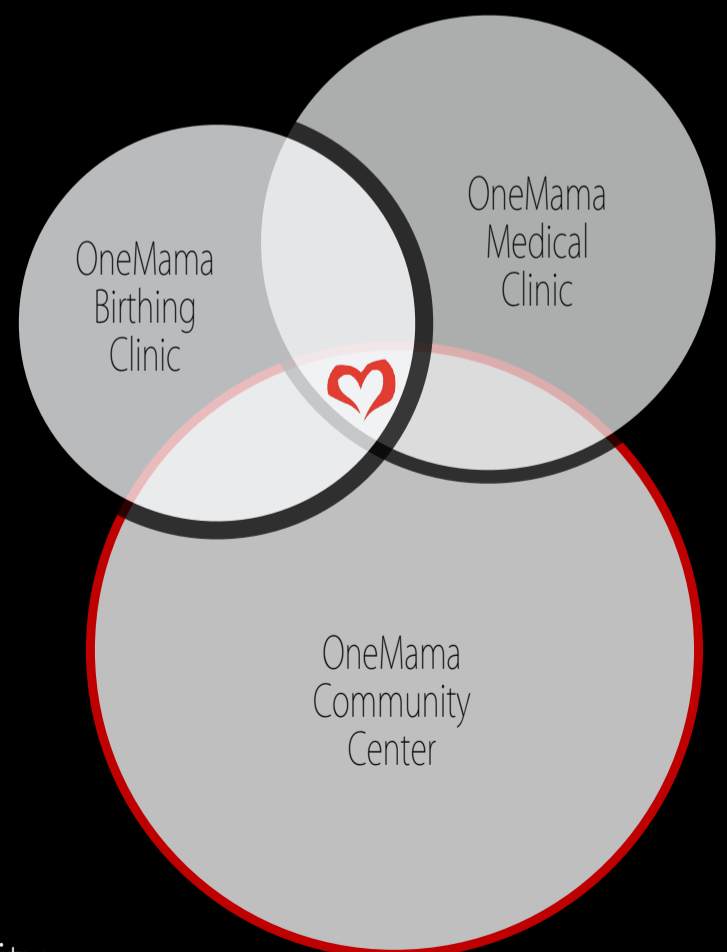
# OneMama Organization


OneMama's **mission** is to bring prosperity and health to people all over the world by empowering women as caregivers, mothers, businesswomen and agents of change for their rural communities.

The OneMama multi-tier franchise model supplies birthing kits and medical supplies, builds medical clinics with solar energy giving communities electricity for the first time, and creates a marketplace for women and their families to sell their crafts or crops in an effort to become self-sustainable as individuals and as a community.

With this type of support, we are allowing the community members to take ownership over the new programs we have created for them, which encourages self-sustainability in health and economics.

**That's right.** The OneMama Organization is one of the few organizations in the world whose beneficiaries receive **100%** of the proceeds.



- 1.8 Billion people live under \$1.25 per day
- 250 OneMama's goal to build 250 clinics globally
- 10 Years to become self-sustainable
- 3 Wings per clinic are essential for self-sustainability
- 1 Traditional Midwife for each community 

# OneMama Organization / ABOUT



What started as a goal as a single clinic has now blossomed to a goal to build 250 clinics around the world virtually repairing the poverty statistics of the 1.8 billion people who live under \$1.25 per day.

The OneMama Organization was developed into a blended model from personal and professional experiences of founder Siobhan Neilland. OneMama was founded in 2008 by social entrepreneur and catalyst to global change – Siobhan Neilland – after overcoming her own adversity and traveling abroad to heal herself.

For over ten years, Siobhan has worked as a staffing consultant for Fortune 500 and 1000 companies; and has since taken those for profit methodologies to build the OneMama nonprofit model. Established as a self-sustaining medical clinic that promotes safe birthing environments, family and financial planning, as well as trade craft and agricultural education, the OneMama Organization provides a jumpstart to impoverished communities' economic sustainability.

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plies, builds medical clinics with solar energy giving communities electricity for the first time, and creates a marketplace for women and their families to sell their crafts or crops in an effort to become self-sustainable as individuals and as a community.

We do our work in places where people live on less than \$1 per day. OneMama honors services indigenous to the culture of the community by providing birthing kits that prevent mother-to-child HIV transmission, and support a woman giving birth with medicines and supplies administered by a Traditional Midwife who is always there to help.

What also makes OneMama unique is our OneMama Collection. This is a collection of products hand-crafted by the impoverished communities we help, which we sell here in the United States. We teach women in impoverished communities how to sew apparel and make jewelry in return for clinic services. We offer these communities the possibility of self-sustainability by giving them the opportunity to sell their great products in the international marketplace – something that has not been possible for these communities before.

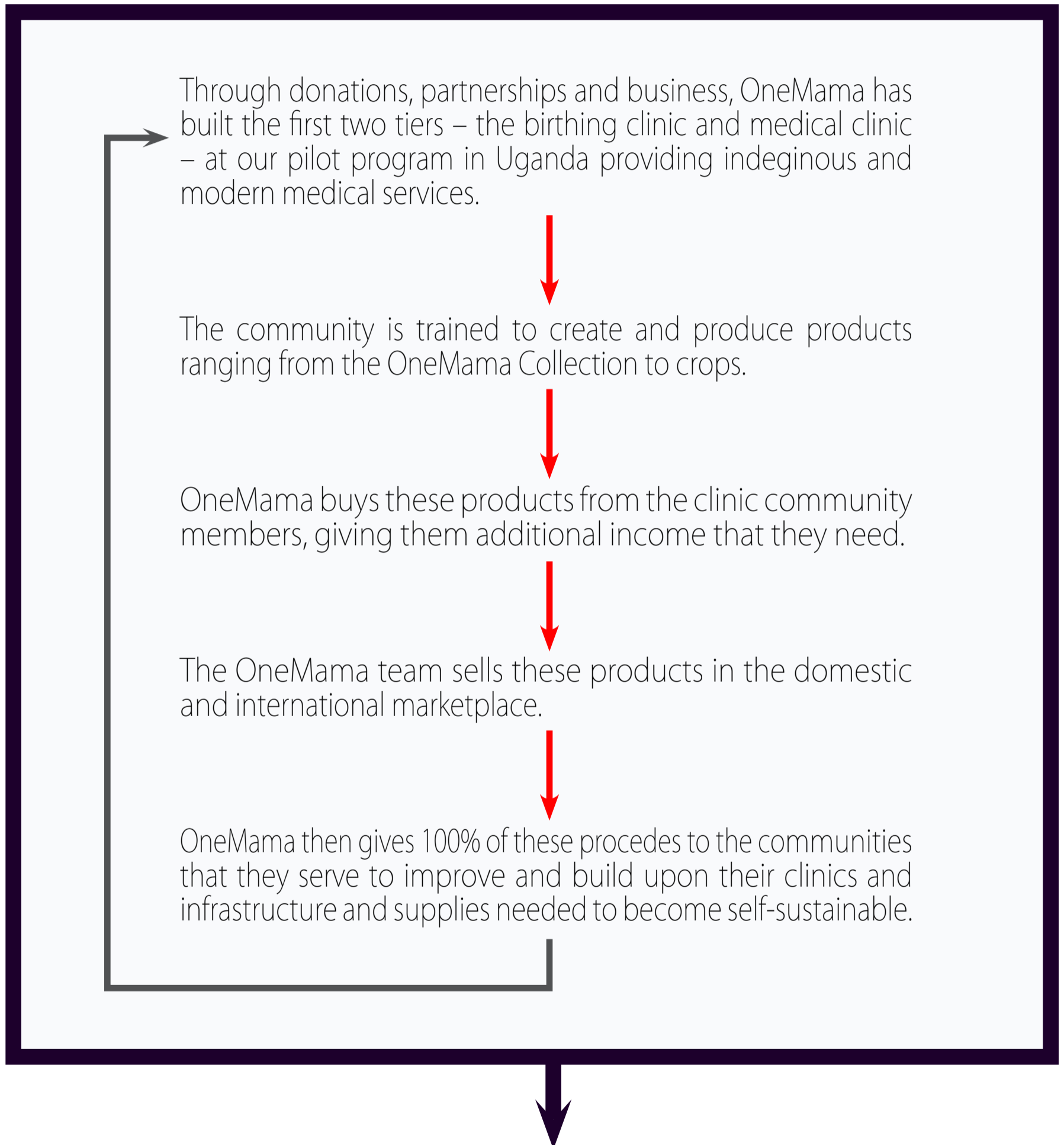
All, that's 100%, of the proceeds from the OneMama Collection and all donations are given back to the OneMama Community. With this type of support, we are allowing the community members to take ownership over the new programs we have created for them, which encourages self-sustainability in health and economics.

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## How It All Works

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The model is based on a three-tiered integrated infrastructure: the birthing clinic, the medical clinic and the community center. Nurturing this model allows for a community to be 100% self-sustainable in 5 to 10 years.



REPEAT FOR 5-10 YEARS  
& THE COMMUNITY **WILL** BE SELF-SUSTAINABLE!

# OneMama Organization / OUR MODEL

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OneMama has developed a unique model for services that can be replicated in the hardest to-reach communities around the world. Each model is built in a three-tier structure including the birthing clinic, the medical clinic, and a community center.

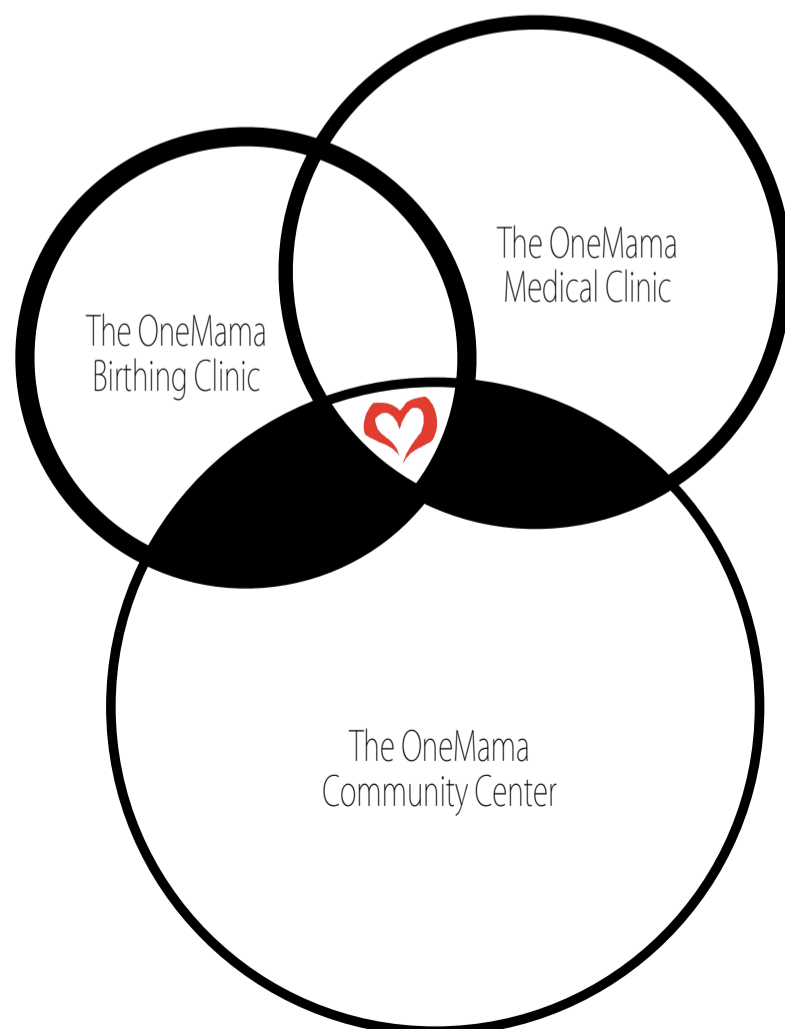
Our innovative model isn't just for one location. Rather, we want to see this model replicated in 250 clinics around the world - ultimately leading to self-sustaining communities and eliminating the statistic of impoverished communities who live on less than \$1.25 per day.

All over the world, from sub-Saharan Africa to Central America, Asia and even parts of the United States, women are left to give birth alone, without life saving medicines, without pain intervention and without support.

Because we honor traditional forms of health care by empowering rural Traditional Midwives, we gain entry into communities that would otherwise not trust Western medical techniques.

Our healthcare services work in conjunction with our economic development programs, which supply families with goods needed to create crafts or crops to sell in our international and local marketplaces – so that eventually clinic members can support, participate and utilize their own local, rural clinics.

We have created a sustainable model that allows a community to become 100% self-sustainable within 5-10 years that is built, led, and evolved by their community members.





## The OneMama Birthing Clinic

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The essential ingredient of every model is a trusted, locally-based traditional midwife (“Mama”). The birthing and medical supplies support the midwife; and the clinics provide safe birthing kits, pain medication, and preventive measures to stop HIV transmission from mother to baby.

The birthing clinic sees an average of 60 -100 patients per month, and births an average of 30-40 babies per month.

- HIV prevention from mother to baby
- Pain medication, antibiotics and other medical interventions provided as needed
- Vitamins and medicines to help ensure healthy pregnancy
- Prenatal visits
- Check placement of baby to make sure that birth is not breached
- Midwife and nurse practitioner oversee birth
- Post-natal care allows mother and baby to recover in a safe and protected environment
- Complicated births are referred to specialists in Kampala, or assistance is called in





## The OneMama Medical Clinic

The OneMama Medical Clinic is staffed and targeted toward the main health issues confronting the community it serves. Different international areas battle different health needs, and we work within those local areas to identify and address the top five health issues in order to develop appropriate treatment plans.

We are able to bring in medical interventions that work to save mothers' and infants' lives, prevent HIV transmission from mother to baby, as well as general health services and providing health education and services to the entire family.

- Malaria testing and prevention
- HIV testing and prevention
- Instruction on how to prevent HIV transmission
- Medical supplies
- Family planning and safe contraceptive options
- General health care for infants, children and adults







## The OneMama Community Center

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The OneMama Community Center is the most critical factor of the community's self-sustainability. Our model's economic sustainability component trains clinic members to create their own indigenous crafts and agricultural crops for sale worldwide through the OneMama marketplace on a local and international level. Those funds are then 100% returned to the community to sustain the OneMama clinic. Thus, the funding created by the Economic Empowerment Program, along with other local and global funding sources, helps build clinic sustainability within 5-10 years of set up.

- Entrepreneurial education to develop wider capabilities for their goods
- Agricultural education to develop wider capabilities for their crops
- Craft Program provides materials to create crafts to sell through the OneMama marketplace
- Seed Program supplies agricultural seeds including locally-based herbs
- Birthing Kit Assembly Program provides materials, supplies and medications to the community to assemble birthing kits which are offered at minimal cost to local midwives and their patients





## OneMama Organization / COLLECTION

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The OneMama Collection is hand-made by the women of Uganda. The Collection consists of apparel, jewelry and various accessories. Our apparel ranges from jersey halter drawstring dresses to African-inspired woven tops, cowhorn earrings to truly unique hand-rolled paper necklaces and other many beautiful items!





Women love this look with our black strapless jersey dress with an African tie, wooden bracelets, and banana fiber hand-woven hat.

Each dress saves 32 lives!

Each bracelets saves 10 lives!

Each hat saves 20 lives!

This entire look saves 62 lives  
for only \$125!



For a night on the town, OneMama lovers can pair this fun African-print babydoll tank with wooden earrings & hand-crafted coin purse.

Each top saves 20 lives!

Each purse saves 10 lives!

Pair of earrings saves 20 lives!

This entire look saves 50 lives  
for only \$100!

# OneMama Organization / BEHIND ONEMAMA

How is OneMama able to receive 100% of the proceeds? Well, it's an easy and successful concept, but it is no easy feat!

ShaBoom's humble beginnings mirror that of creator Siobhan Neilland. Early in her life, Siobhan overcame obstacles of illness and poverty to create success out of hardship. She began mixing her "lotions and potions" in her home as a means to heal her body; and as the company expanded its range of products, so did Siobhan's vision.

Siobhan decided to use ShaBoom Products as a way to help fund OneMama programs. Truly passionate about making a difference in the world, a portion of proceeds made from the sales from ShaBoom Products are donated to the OneMama organization to ensure that 100% of donations it receives goes directly to helping the communities it supports.

Formulated with naturally derived ingredients, our products keep your skin healthy, looking fresh and protected from everyday elements. Our 100% all natural mineral products are paraben-free and loved by many including our celebrity following to the likes of Angela Bassett, Jennifer Love Hewitt and Steven Tyler!

## ONEMAMA & SHABOOM AT THE GRAMMY'S GIFTING SUITE 2010



*Featured at*



Save lives and  
look *fabulous* doing it!

**OneMama.org**

Proceeds support  
women, mothers, and  
babies of Africa

*"I love the SPF  
mineral makeup,  
and I wear it  
everyday!"*



Colleen Shannon  
The World's Sexiest DJ

*Also part of the Grammy's Gifting  
Suite and the Golden Globes!*



**ShaBoom™**  
PRODUCTS



# What's the Buzz About?

This stuff is great!! I just had a facial and it covers my skin, but still looks natural like I don't have anything on. I love it.

My girlfriend wants to have a party at my house to show all of our friends and raise money for OneMama at the same time.

- Steven Tyler, Aerosmith

I really love what you are doing with OneMama! It's very admirable and touching. Plus, I really need to tell you that I love how this lip gloss feels and that it supports such a great cause!

- Jennifer Love Hewitt, Actress

I can't believe how smooth The Shaboom Extra Dark mineral makeup looks on my skin! It feels really fresh & I love really love what you are doing with your organization.

I will wear this OneMama dress and share your story. It's such a great story!

- Angela Bassett, Actress

Steven Tyler loved OneMama so much that he wore our ivory seed hand-rolled OneMama beads in this issue of Rolling Stone!

These beads save 12 lives for only \$25!





I just love the mineral makeup! I literally wear it everyday, and I always buy extra so I don't run out.

I also really believe in OneMama and want to support that organization in any way I can!

- Dee Wallace, E.T.



I think of you everyday as I put on my Men's SPF minerals and how great my skin looks and how many lives it saves! I'm so hooked on this stuff!!

The mineral bronzer is so cool. Especially when I am on the red carpet. How do I get more?!

- Jeremy Jackson, Baywatch



This ShaBoom gift set is so fantastic and I love how great the products are!

I love how they lay on my skin and keep my skin looking youthful.

Thanks, Siobhan - for all that you give and what you do!

- Deidre Hall, Days of Our Lives



ShaBoom™  
PRODUCTS

OneMama  
www.OneMama.org

# ShaBoom™

PRODUCTS

AS FEATURED ON

# Stylit.tv

Watch. Shop. Win.

AND



Wtv with  
Supermodel  
Sophie Turner



Actor/Comedian Tommy Davidson  
inspired by the message behind  
ShaBoom make-up

Proceeds support  
**OneMama**  
a nonprofit helping  
impoverished  
women and mothers  
of Uganda

[www.ShaBoomProducts.com](http://www.ShaBoomProducts.com)



# ShaBoom

PRODUCTS



Bobby Trendy & Gerard Butler  
Get ShaBoom Booty



Tap into your inner queen with the fiercely natural *Drag* collection from ShaBoom Products!

*Drag* offers a variety of vibrant colors and silky coverage to get you that Hollywood starlet look. The naturally derived ingredients in *Drag* help to keep your already fabulous skin looking fresh, so you continue looking ferocious.

*Drag* will give your skin a smooth, flawless look to keep you feeling unstoppable.

Proceeds support impoverished women in rural Africa.

*Save Lives and Look Fabulous Doing It!*

[www.ShaBoomProducts.com](http://www.ShaBoomProducts.com)



# OneMama

[www.OneMama.org](http://www.OneMama.org)

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