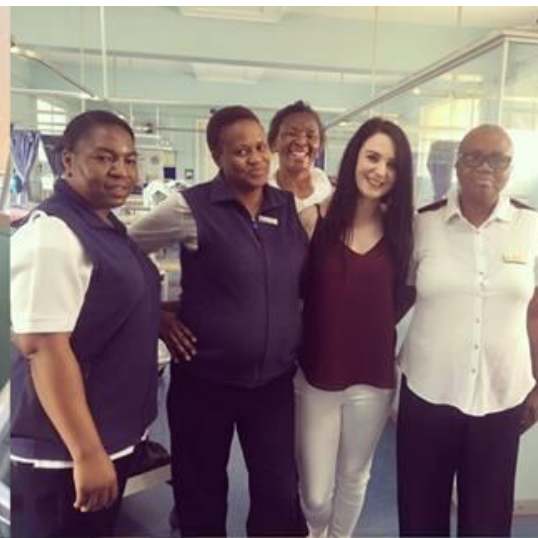




New Mama Baby Drive

Preparing for Christmas 2017





Gift 200 'Welcome to the World' Maternity Packs to underprivileged new moms and their new-borns.

New Mama plans to make up 200 'Welcome to the World' Maternity Packs to be gifted to 200 underprivileged new moms and their babies in government hospitals around Gauteng, South Africa.

The packs provide the New Mamas with all the essential items needed for a new mom. These items which should be provided by the government hospitals are simply not, due to lack of funding, misuse of funding and politics. The birth of your child is meant to be something special and we ensure all new moms receiving a pack feel loved and valued. If we receive one smile, it was all worth it!

We have over the past year seen a huge increase in poverty due to recently the 'junk status' in South Africa and many other reasons. This results in the direct decrease of government hospital maintenance and supplies which has made new moms in government hospitals responsible for their own supplies when giving birth. A lot of the new moms we have interacted with have come in with the bare necessities and many do not have simple items such as blankets, baby beanies, maternity pads etc...

We at New MaMa offer these underprivileged mummies a gift bag within the first few days of giving birth to show their importance as women and make them feel loved! Everyone needs a helping hand at some point in their lives!

We will be doing a drop off every weekend in celebration of the festive season to make the New Mama's feel special and cared for.

We accept donations, and second hand/ new item donations.

FUNDING OF ITEMS

Please consider donating any of the items below to make up the 350 New Mama packs:

- **New Mama 'Welcome to the World' Gift** – R 350 per pack
- **Mom Hygiene Items** – R 50.00 per mom
 - Includes maternity pads, breast pads and deodorant
- **Baby Hygiene Items** – R 70.00 per baby
 - Includes baby jelly, wet wipes, bum cream
- **Nappies Newborn** (provides 14 babies with nappies) – R 252.00
- **Baby Clothing** – R 120.00
 - Includes baby vest, cute going home outfit, beanie and booties
- **Blanket and Towel** – R 60.00 per pack
- **Teddy Bear** – R 32.00 per baby
- **50 New Mama Shopper Bags** – R 750.00
- **100 New Mama Shopper Bags** – R 1800.00
 - These bags are important as the crime rate in the government hospitals is appalling. These bags ensure the New Mama's can store their items at the bottom of the baby's cot safe and all together. Many moms have to use public

transport when leaving the hospitals such as taxi's or buses and these bags ensure they are able to keep all the valuables together while carrying baby

DONATIONS OF GOODS

New Mama Baby Drive Wishlist:

- **Items for the New Mama Gift Packs:**
 - Second hand or new baby
 - Baby Clothes
 - Baby Grows
 - Socks
 - Beanies
 - Gloves
 - Blankets
 - Towels and facecloths
 - Teddies or toys
 - Wet Wipes
 - Bum Cream, Baby Cream, Baby Powder, Baby Jelly
 - Nappies
 - Maternity Pads, Breast Pads
- **Items for donation to Shelters:**
 - Formula
 - Toddler items (clothes, shoes etc...)
 - Bottles and dummies
 - Nappies

Please follow us on:

Facebook Page - <https://www.facebook.com/newmamasouthafrica/>

Twitter - https://twitter.com/NewMaMa_SA

Instagram - https://www.instagram.com/newmama_sa



Kylie Saunders

Phone: +27 060 508 1996

Email: info@newmama.co.za

Website: www.newmama.co.za

Postal: P O Box 3097 Honeydew 2040



About New Mama

According to Stats SA, 43% of young children live with only their biological mothers. They further state that majority of these single mothers live in poverty.

The stats are frightening, simply in Chris Hani Baragwanath Hospital alone, 17000 babies are born a year with 700 stillborns and 280 neonatal deaths. Government hospital care is like gambling you can either win the jackpot or lose tremendously. Is this a problem, yes but how do we deal with this problem?

Just because problems present themselves doesn't mean we have to let them get us down. Instead of wishing the problems away we can simply wish to be able to deal with the problems in a way that doesn't impede on happiness of others. It may sound crazy since most of us are programmed to let problems get the better of us, but they'll undoubtedly crop up, and if they do it's not the time to get grumpy, disappointed, or down, it's the time to get excited about how you're going to solve it like a pro.

Our Goal

Is to distribute 'happiness' through our New MaMa Packs. If we receive one smile from a mommy through the gifting of a New MaMa a gift – it was all worth it!

I was privileged enough to have my beautiful daughter with all the luxuries of a private hospital, loving husband, 3 nights in hospital to recover, parents and friends to support and all the essential items for mom and baba as well as more... These 'luxuries' by no means made the birth of my daughter and first few days any less daunting but it did help to make my life and my daughter's just that little bit easier.

We at New MaMa would like to offer underprivileged mommies a little gift within the first few days of giving birth to show their importance as women and make them feel loved! Everyone needs a helping hand at some point in their lives!

We are not a large corporate, simply another two mommies therefore we rely on donations or any financial contributions to help assist us with the New MaMa – 'Welcome to the World' gifts.

How Can You Help

1. Donate used or unused baby and mom items
2. Donate Funds
3. Donate funds to make up one 'Welcome to the World' gift – R 350.00
4. Donate funds to purchase the 'Welcome to the World' gift bags – R 1800 per 100 bags

5. Attend on our fundraising events
6. Follow us on Twitter, Facebook and Instagram
7. Knit much needed baby beanies, blankets and little booties

Donated items – we can collect or contact us for drop-off points.

New MaMa

'Welcome to the World' gifts packs wish list:

- Baby Grow
- Little Outfit
- Little socks or booties
- Blanket / Baby Towel
- Wet Wipes
- Bum Cream
- Baby Cream
- Hygiene items (such as deodorant for the mommies)
- Nappies
- Maternity Pads or undies
- Teddy or toy for the babies
- Any items you have we can include and they would be greatly appreciated.

Shelters/ Orphanages Wish List:

Any used or unused items which aren't included in the New Mama packs.

- Formula
- Toddler items (clothes, shoes, beanies any items you have)
- Bottles and dummies
- Toys
- Nappies (all size 1 go into the New Mama packs and rest got to shelters)
- Any items you have we can include and they would be greatly appreciated.
- Baby medication and food

All items can be used or unused!



Donations Banking Details

Name: New Mama
Bank: First National Bank
Account Number: 62709746632
Branch Number: 250655

Reference: Donate Initial Surname (e.g. Donate K Saunders) Please email us so we can send you a thank you and receipt!

All funds go to purchasing of wet wipes, nappies, maternity pads and any items we are short of!

Contact Us

Phone: +27 060 508 1996
Email: info@newmama.co.za
Website: www.newmama.co.za
Postal: P O Box 3097 Honeydew 2040

