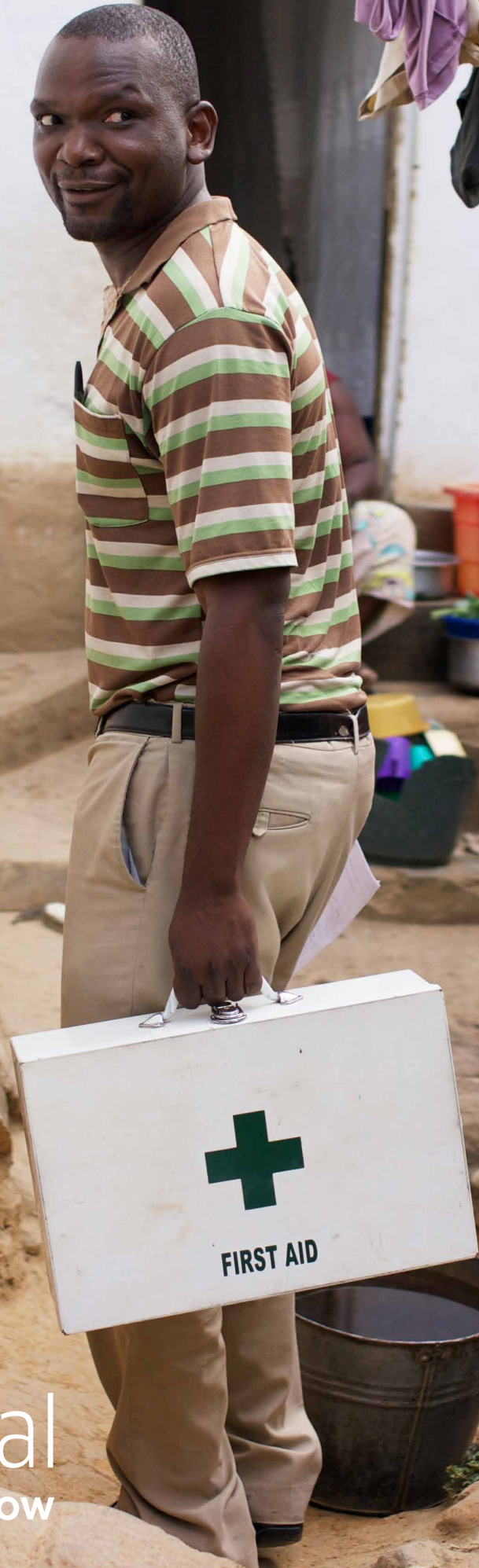


# Corporate Partnership Portfolio

Corporate social responsibility matters



**EMMS**International  
Health for Today, Hope for Tomorrow

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# WELCOME

Raising funds is extremely challenging and we are deeply grateful to you for your interest in our work. Rising inequality across the world means that people facing poverty are not getting the improved healthcare that the rest of us have access to, and in many cases their healthcare system is worse than basic. The work of EMMS International is never more needed. As Scotland's international healthcare charity, with a proud history of serving communities in the poorest and hardest-to-reach places, we are internationally recognised as one of the leading international healthcare charities.

For over 180 years, we have been improving healthcare outcomes and developing local infrastructure in some of the world's poorest communities, where basic healthcare, in some cases, has been non-existent. Our work today is seen as progressive, visionary and sustainable as our focus seeks to help others help themselves.

EMMS International took the decision to live out even more intensively the UN's Universal Principle of Leave No One Behind and to achieving the Sustainable Development Goals. This has meant more emphasis on improving services for the hardest-to-reach palliative care families, on supporting vulnerable women into healthcare careers, and on emergency healthcare, including helping health facilities to cope with COVID-19 and the impact of the climate crisis.

Your partnership with EMMS International enables us to do the hard work of building healthcare systems in remote and under-served communities. It means we can commit to the long-term process of training future generations of doctors and nurses. It means, when disaster strikes, our partners are better prepared and can quickly respond where the need is greatest.

EMMS International was founded in 1841 and relies on voluntary donations and strategic partnerships to continue its work of bringing health and hope.



Dr Cathy Ratcliff  
CEO and Director of International Programmes  
EMMS International





# CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility (CSR) addresses the ethics of an organisation's activities and how it operates in a way that is viable over the long term. It starts with recognising that businesses have an impact on society, the environment and the economy. For businesses operating in the UK or internationally, committing to CSR means looking carefully at your organisation and the full range of your stakeholders; and striving to maximise the positive impact of operations and minimise any negative effects. EMMS International helps businesses to deliver on CSR commitments, such as:

- Global citizenship
- Health and well-being
- Social and economic responsibility
- Diversity, equality and inclusion
- Investing in the community in which you operate
- Community engagement
- Supply chain and sourcing responsibilities

# EMPLOYEE ENGAGEMENT

72% of graduates claim they are seeking a job where they can make an impact.

Employee engagement may be participation in our events, using skills to enhance EMMS International's local or global operation or volunteering to help raise awareness and funds.

**Partnering with EMMS International can help you:**

- Connect employees across teams and locations
- Connect employees with customers and suppliers
- Develop employee skills
- Promote job satisfaction and boost employee retention
- Enhance your business brand to employees, suppliers and customers



**89p in every  
£1 donated  
goes directly  
to delivering  
projects**

Annual Report  
2022/23

# CAUSE-RELATED MARKETING

“Many people would want to do business with companies that are giving back to society. Philanthropic Responsibility is more than just doing what is right, but it is something that holds true to the company’s values, to give back to society.”

**EMMS International is a trusted brand with a global reach. EMMS International initiatives extend to: tackling the effects of climate change, empowering vulnerable women into healthcare careers, reaching the most marginalised and responding to global injustices in healthcare.**

Consumers, customers and clients are paying more attention to cause messages and, as a result, are more likely to purchase or engage with companies that care. This is clearly great news for brand managers, as every percentage increase can translate to an increase in revenue.

Cause-related marketing and its ability to sway consumer decision-making is highlighted by a study that uncovered the extent to which today’s consumers are receptive to cause-related marketing messages. 85 percent of the participants claimed that they would view a product or brand more positively when it supports a cause they care about, and 79% stated that they would probably switch brands (price and quality being equal) if one of the brands was affiliated with a good cause.

#### **Partnering with EMMS International can help you:**

- Build your company brand awareness
- Enhance retail, client and customer relationships
- Increase sales and market share



**EMMS International is recognised internationally as Scotland's most established healthcare charity. We will work with you to create an innovative campaign to engage customers, helping you stand out from your competitors.**

# DEVELOPING YOUR PARTNERSHIP

“EMMS International is a trusted charity and specialist in the delivery and governance of overseas programmes which make a sustainable difference to the lives of millions of people. Whilst we’re always keen to receive general unrestricted donations for our work so that we are ready to use funds where they are most needed, we’d be delighted to partner with companies who have an interest in a specific programme, either because they identify with the place or the theme.”

**Laura Brown, Director of Fundraising**

EMMS International seeks funding in the following areas:

- Supporting vulnerable women into healthcare careers
- Water supply and sanitation in hospitals and healthcare facilities
- Respite care breaks
- Palliative care in hard-to-reach areas
- Building nurse training facilities
- Tackling teenage pregnancies
- Tackling disease
- Society living with COVID long-term

We’d be delighted to have a conversation with you about developing a partnership that works for you. Each year we also seek sponsorship for a range of events and activities. These include:

- Communication materials - including impact report and newsletters
- Event sponsorship
- Fundraising Event sponsorship

EMMS international has a regular flow of new and exciting projects. If you would like to be kept informed, please let us know.

*Picture: Nurse Annie, a palliative care specialist in Malawi*





**Bringing  
health and  
hope since  
1841**

# PARTNER WITH EMMS INTERNATIONAL TO TACKLE TEENAGE PREGNANCY

**In southern Malawi, during the pandemic, the number of teenage pregnancies doubled.**

With your partnership, the Teenage Pregnancy Prevention Programme at Mulanje Mission Hospital can grow and respond to the rise in teenage pregnancies fuelled by the COVID-19 pandemic. Your support will help young people make choices that protect their health and their future. You can help girls continue in education, giving them the opportunity to pursue their own hopes for the future.

The programme is turning the tide on teenage pregnancies by:

- Involving community leaders and men
- Repurposing initiation rituals
- Improving sex education in schools
- Youth-friendly health services
- Helping girls stay in school or do vocational training

## SUPPORTING LONG-TERM PANDEMIC RESPONSE

The Pregnancy Prevention Programme forms part of EMMS International's ongoing response to the impact of COVID-19. EMMS International aims for a coherent approach to supporting its partners and their communities to live and work with COVID-19 long-term, while also learning how to reduce the chance of new pandemics arising. This includes:

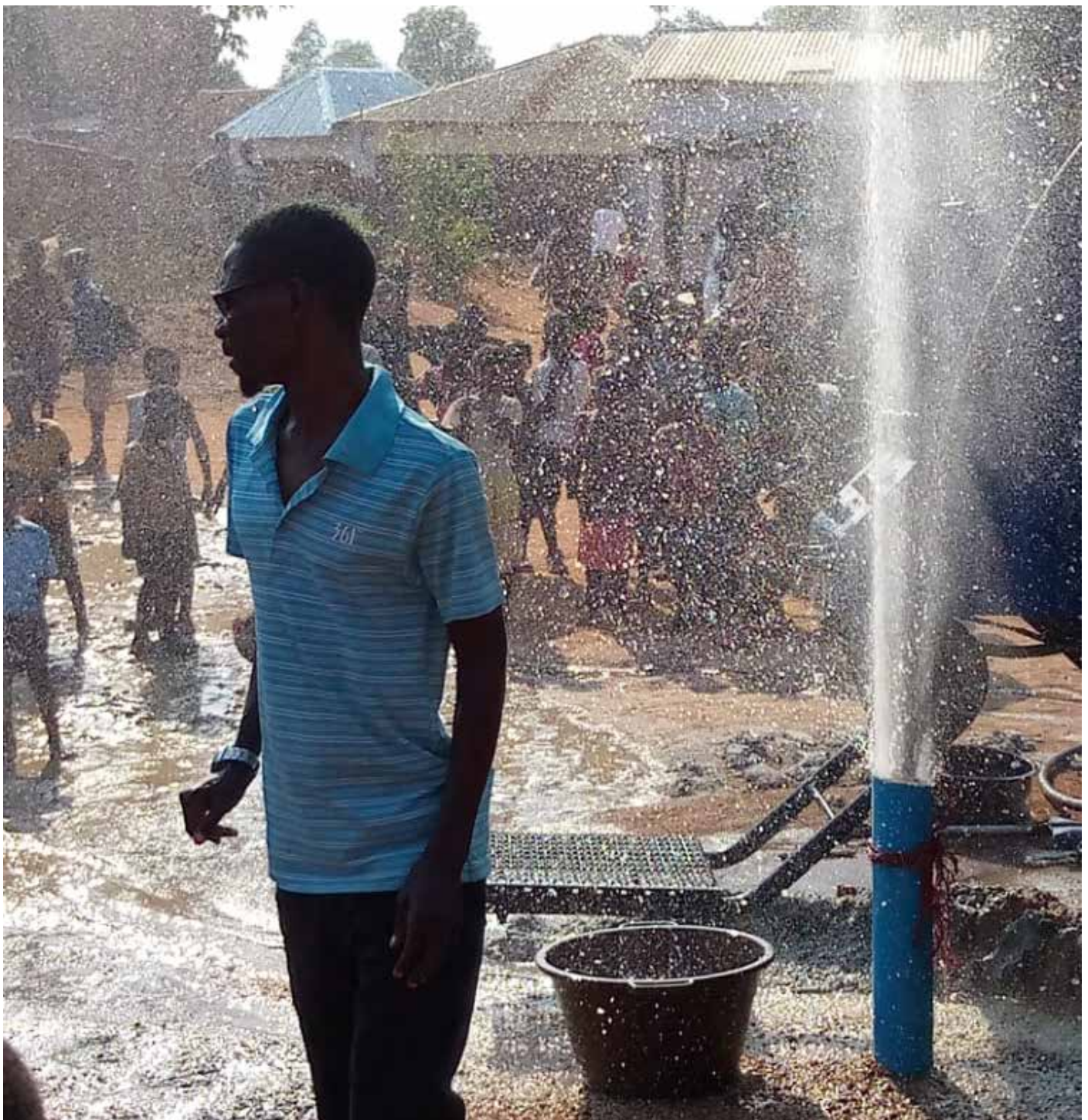
- Reducing transmission and improving treatment of COVID-19 and other diseases which were sidelined by COVID-19
- Addressing social problems in an economic downturn caused by COVID-19
- Taking a 'One Health' approach to reduce the possibility of new pandemics arising in the areas where EMMS works

*Picture: A young mother supported by Mulanje Mission Hospital, Malawi*



# THE POWER OF PARTNERSHIPS

## A SNAPSHOT OF THE WORK OF EMMS INTERNATIONAL



*Drilling contractors hit water installing a borehole to improve supply and hygiene in a rural Malawi clinic*



*Eight young women start working at Duncan Hospital in Bihar, India, following their EMMS-sponsored training*



*A speedboat ambulance on Lake Malawi improves access to healthcare for isolated lakeside communities*



*Practical training in palliative care for healthcare workers in Nepal*

# PARTNER WITH EMMS INTERNATIONAL TO SUPPORT VULNERABLE WOMEN INTO HEALTH CARE CAREERS

**India is short of 4 million nurses, according to the Nursing Association of India.**

In countries, including Malawi, Nepal and India, where there is a critical shortage of healthcare workers, extreme poverty, fragile health systems and a heavy burden of sickness and disease, the EMMS International Healthcare Pathway is helping to educate, train and employ a range of health professionals, from auxiliary nurses and laboratory technicians to doctors and senior leaders. From 2022-2028 we are aiming to provide learning opportunities to 300 potential healthcare professionals.

We go further than traditional scholarship and training schemes, by identifying specific gaps in local healthcare workforces and working with employers to guarantee first jobs. This continues in the workplace with professional development opportunities and qualifications through to PhD level, through links with universities, institutions and academics, including in the UK.

In all countries we support vulnerable women to gain education, which leads to healthcare jobs that are sometimes traditionally held by men and often of a higher status, with a better salary. In recognition that there are many barriers to education, our holistic approach ensures that every student thrives to become a trusted and valuable employee within each country's healthcare system as well as becoming an inspirational role model to other women and girls.

From £3,500 per scholar, your partnership can create life-transforming opportunities for vulnerable young women.

*Picture: Antenatal clinic at Duncan Hospital, Bihar, India*



**4,296 health  
workers  
trained in the  
last 9 years**

# PARTNER WITH EMMS INTERNATIONAL TO IMPROVE ACCESS TO QUALITY CARE

## **In Malawi, only 20% of the population lives within 25km of a hospital.**

A structure of well-equipped rural health facilities is essential to improving healthcare access for rural Malawians. Mokwanira (meaning "Thorough" in the Chichewa language) is a project to address the needs of some of the hardest-to-reach people in Malawi, including needs that might otherwise be ignored in the fight against COVID-19.

The project priorities include:

- Establishing TB committees to identify outbreaks and improve treatment
- Improving water and sanitation at rural health centres, including those providing maternity services.
- Making power supplies more reliable and sustainable through solar power.

Your partnership can bring quality care closer to home in rural Malawi.

*Picture: TB community volunteers in Mulanje district, Malawi*





# PARTNER WITH EMMS INTERNATIONAL TO BUILD HEALTH INFRASTRUCTURE

## **One in five healthcare facilities in Malawi has no clean water and more than half lack decent toilets.**

Travelling long distances adds to the crippling cost and inaccessibility of healthcare for some of the world's poorest people. Even then, the facilities they find are often not fit for purpose or adequately staffed.

EMMS International and its partners are striving to improve the quality, accessibility, sustainability and environmental impact of healthcare facilities and infrastructures. Our recent capital projects include:

- Building a centre of excellence for palliative care in Nepal at the Green Pastures Hospital, Pokhara, which trains specialist staff and helps reach out to rural communities.
- Raising funds to complete engineering works to bring sustainable solar electricity and reliable clean water to health facilities in south Malawi.
- Establishing a capital fundraising campaign to create a large, modern school of nursing at Duncan Hospital in Bihar, India with facilities to accommodate and train healthcare workers to serve their local community and beyond.
- Through a large capital gift, enabling a carers' organisation to purchase and renovate a property and renovating a property in Scotland to provide respite breaks for people with life-limiting conditions and their carers.
- Creating palliative care services for hard-to-reach families, supported by 4X4 vehicles and motorcycles suitable for rough and demanding terrain in Nepal.

Your partnership could help build and strengthen healthcare services by contributing to capital build and infrastructure projects in Scotland, Malawi, Nepal and India.



*Breaking ground for the new College of Nursing at Duncan Hospital, Bihar, India.*



*Upgrading solar power at Mulanje Mission Hospital, Malawi*



*Opening of Hawthorn Brae holiday house for respite breaks at Blair Atholl, Scotland*



*Palliative Care Centre of Excellence at Green Pastures Hospital, Pokhara, Nepal*

# PARTNER WITH EMMS INTERNATIONAL TO PROVIDE RESPITE AND PALLIATIVE CARE

## **In Nepal, only 1.7% of families needing palliative care have access to it.**

In rural parts of resource-poor countries, where healthcare is inaccessible, cancer diagnoses are often made late, when the cancer is well advanced, or not at all, making each case devastating. The cost of travelling for tests and often futile treatment can add up to a crippling debt for families.

EMMS International has established itself as an expert in palliative care. It has seen specialist services developed, improved access to essential medicines, established degree-level training programmes and worked with governments to ensure palliative care is a recognised healthcare priority.

The quality and effectiveness of this work has been recognised by the UK government, who are currently funding their third partnership with EMMS International to improve palliative care.

This is a priority across EMMS International's work and we're currently:

- Extending palliative care services in rural Nepal to bring quality care closer to home. This eases the burden of care which can all too often force girls out of school.
- Continuing to integrate palliative care into Malawi's healthcare services through training and mentoring.
- Providing respite breaks for people in Edinburgh with life-limiting illnesses in a newly redeveloped holiday home - helping them make lasting memories with their loved ones.

Your partnership means care doesn't stop when there isn't a cure.



*Picture: Home care visit near Pokhara, Nepal*



**We've helped  
over 1.3 million  
people in the  
last 9 years**

# PARTNER WITH EMMS INTERNATIONAL EVENTS AND COMMUNICATIONS

**You can partner with us in our special events and challenges to raise vital funds to allow us to provide health and hope.**

EMMS International promotes several annual events for our supporters. These are widely promoted and marketed to a range of audiences through our social media channels, national and specialist press and our own publications.

- **Challenges and Events**

We host a variety of challenges and events throughout the year ensuring they are suitable for everyone to participate. You can support us by having a team participate in the challenge while raising urgently needed funds.

- **Sponsorship**

Event sponsorship from £3,000-£15,000 will help transform lives through EMMS International projects while getting others involved in fundraising too. We are always seeking sponsorship for our challenges and annual events.

- **Charity Partnership**

We would be delighted to engage in a charity partnership, where your business commits to raising through staff fundraising initiatives, or/and donating a certain amount, for agreed promotional and networking opportunities.

- **Communications Materials**

EMMS International produces a bi-annual newsletter, impact report and other publications, which are distributed to supporters by mail. Sponsorship is sought for their publication and distribution. Full distribution details can be supplied on request.

*Picture: International bike ride challenger*



# **EMMS**International

Health for Today, Hope for Tomorrow

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