



Triennial Report

A final report is a document that shows what was done during the last three years (or the period since the start of your project if the project was started less than three years ago) and what lies ahead. It will be submitted to the BPW international board for the international congress.

This is a proposal template for an annual report. All chapters below – except for the general information – are a suggestion: if a title makes sense to you, use it otherwise delete it. If you need other chapters, please add them.

Use text, pictures, graphs as it best suits you (Note: pictures, graphs often explain more than many words). There is no restriction concerning the length of the report.

General Information

Project Name: GIVING LIFE.....

Project Leader(s): CLAUDIA CIUFFI - Chair of Health and Well-being Committee

BPW Project Member(s):BPW BRASIL

Reported Period: 2018-2019

Date: Click to enter a date.

Short Overview



A short description of the project

BPW Brazil, convenes all Local BPWs for a national mobilization to be held from August 26th , [Women's Equality International Day] to September the 27th [Organ Donation's Day]. The campaign aims to bring the community to organs donation, tissues (blood, corneas, bone, skin), and breast milk, as well as to clarify important donation subject.

The campaign is carried out with great success and great mobilization of the society and the media, since 2013 is held in diverse BPWs in Brazil.

. Focused on BPW's social responsibility as an entity integrated into the community.

- Increase the number of donors in all types of donations;
- raise awareness among the population, especially women about the importance of solidarity action
- help demystify the donation, procedures, family authorization;



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- sensitize women and young people to the act of giving, since they are in smaller numbers in the donor statistics;
- take the subject to different environments, from work to school, so that people are informed about the desire to give of their friends and family;
- awareness of the need to eliminate the causes of authorization;
- increase the number of units of blood collected by the Public blood bank;
- help demystify blood donation among the female audience, mainly of classes A and B, since the less favored class are the ones that participate as faithful donors.

Results

Description what has been done within the last period and what has been achieved.

Some BPW Brasil clubs have been working with partners every year implementing their campaign and spreading awareness of donating organs and blood. Successfully some have achieved partnership with hospitals and Colleges of health and medicine in order to all stakeholders will be discussing Donation issues in their communities. The partnership with schools can open opportunities to bring discussion and awareness among young people who can be the potential donors.

A special mention should be done to BPW Araçatuba – a Club founded in 2018 – that succeeded to propose and have approved by the Municipality a concession of exemption from payment of funerary services relating to the burial of donors of organs, tissues or parts of the body for transplantation or medical treatment. It is a success case to be followed by other clubs

Goals for next period

What are your plans for the next period? And how do you plan to do this?

For the triennium 2020-2022 our big challenge is to have all BPW Clubs organizing the action Giving Life in the same day all over the country. By doing a simultaneous action we will call attention of much more people and therefore it will be more easy to reach Companies to sponsor our campaign as we can give visibility to them.

As an extension of the project Giving Life or even better as an implementation, BPW Clubs have been incentivated to present a proposal to the local government (Municipal Funeral Services) to achieve the exemption from payment of expenses to burial due to the donor's funeral who donated their organs, tissues or parts of the body for the purpose of transplantation or medical treatment.

Challenges / Opportunities

What are your biggest problems, your main challenges? How could you deal with these challenges?

What positive opportunities can profit you from?

One of biggest problem is to have more members committed to the campaign as many are busy working and with their families. And some Clubs have few members being difficult to volunteer organizing and supporting the action. The organization of the campaign starts months before contacting supporters, different stakeholders, painellists, etc and a lot of work two or three days working on all operational process.



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Positive opportunities to BPW:

- presenting BPW to the community as a representative organization with a national mobilization force;
- to expose the brand with a consistent and organized action so to arise the interest of the female public as new associates;
- seek partnerships that can strengthen and add value to action with a consistent and organized campaign;
- mobilization of Local BPWs for extremely significant action in order to join forces and express to the market the power of the network throughout Brazil formed by business women who are also engaged in important projects with society;
- capture space in the media for the dissemination of the action and at the same time increase the exposure of the brand based on one of the important objectives of the project.

The project **Giving Life** can be adopted by any BPW clubs, anywhere and anytime, and the main goal is to raise awareness and consciousness on donating blood, tissues, organs to save life. It does not depend on extra financial resources, donors and volunteers are the soul of this action.

By promoting this action provide to all the actors involved substantive informations on 2030 Agenda for Sustainable Development Goals (SDG) launched by UN in September 2015 signed by 193 world leaders. Giving Life mobilize efforts of different sectors of the society translated into actions and achievement of goals (SDG 3,4,5,11,16,17) proposed by the 2030 Agenda.

Giving Life is a Plan Action for People, Family, Prosperity, Partnership and Peace.

SDG 3 *Good Health and Wellbeing*

SDG 4 *Quality Education*

SDG 5 *Gender Equality*

SDG 11 *Sustainable Cities and Communities*

SDG 16 *Peace and Justice – Strong Institutions*

SDG 17 *Partnerships for the Goals*

