

Insider's Report



Expanding HOPE's Global Reach

Around the world, the face of deadly disease is changing. A growing number of people are dying of chronic diseases like diabetes, stroke and heart disease. This invisible epidemic accounts for about 63 percent of all deaths annually.

In the battle against such preventable diseases, education and early detection mean the difference between life and death. That's one reason why Project HOPE's health education and humanitarian assistance programs are more urgently needed than ever. They help educate people on virtually every continent to prevent, recognize and treat the world's deadliest diseases.

Now a historic campaign to raise \$30 million will allow HOPE to expand its fight against disease, disaster and despair and improve health care for the world's most vulnerable people. The *HOPE IN THE FACE OF CRISIS* campaign aims to reach its \$30 million goal by 2013. HOPE has already raised more than \$10 million toward the goal.

"The need for smart and sustainable health education programs in the developing world has never been greater," said John P. Howe, III, M.D., President and CEO, Project HOPE. "The *HOPE IN THE FACE OF CRISIS* campaign will give Project HOPE the resources — education, training, vaccines, medicines, equipment and medical volunteers — to expand its reach even further, saving more lives and building healthier communities."

THE CAMPAIGN WILL HELP

COMBATING DISEASE

Expanded vaccine programs, health education and medical screenings will save lives by focusing on the management and prevention of chronic disease. Training for more than 25,000 health care professionals will help stem the spread of infectious diseases such as tuberculosis and HIV/AIDs.

RESPONDING TO DISASTERS

In its 53-year tradition of meeting the long-term health needs of communities devastated by natural disaster, HOPE will deliver \$250 million of donated medicines, supplies and equipment to disaster zones by 2015. Boosting HOPE's volunteer corps by 1,000 health care professionals will allow us to provide medical care for more than 50,000 people annually.

SAVING THE LIVES OF THE MOST VULNERABLE

Childhood immunizations, breast and cervical cancer screenings and training for doctors, nurses and midwives in childbirth and postnatal care will mean improved care for those at risk and in need. These programs help realize the United Nations Millennium Development Goals of reducing child and maternal mortality.

NURTURING INNOVATION AND AWARENESS

HOPE training and education programs help raise the standards of care around the world. HOPE's Council of Experts will provide insight, counsel and thought leadership to existing and new programs. A new Health Innovation Fund will offer resources to develop more effective long-term solutions to the most pressing health challenges.

PROJECT HOPE Insider's Report

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"We live in a world of crises, seen and unseen, acute and chronic. Natural disasters take their toll, but so do the quiet killers that increasingly plague the developing world, like diabetes, heart disease and tuberculosis. We want to engage individuals, foundations and corporations who seek to confront these crises and improve the lives of others. Our unique blend of expertise and experience makes us a powerful agent for change in the world." JOHN P. HOWE, III, M.D., PRESIDENT AND CEO, PROJECT HOPE

HOPE IN THE FACE OF CRISIS: REASONS TO GIVE

Why is Project HOPE's historic campaign worthy of your support?

Just ask some of the individuals who already have helped HOPE raise more than \$10 million of its \$30 million goal.

Critical Needs

From educating communities on ways to prevent chronic disease to training health care workers in best practices to delivering aid in the wake of natural disasters, HOPE save lives in more than three dozen countries on five continents.

Richard T. Clark

Chairman, Merck & Co., Inc.
Acting Chairman, Project HOPE Board of Directors and Campaign Chairman,
HOPE IN THE FACE OF CRISIS

CAMPAIGN CONTRIBUTION: \$1 MILLION

"Project HOPE has a special mission in the world. Without this organization, many people would not get the health care they need. Throughout the world, there are children, women and men who are alive today because of HOPE's work."

Proven Results

For 53 years, Project HOPE has been delivering improved medical care and health education where it is needed most. It has been at the forefront of preventing and treating chronic disease in the developing world for more than a decade.

Henri A. Termeer

Chairman and CEO,
Genzyme Corporation
Project HOPE Board Member

CAMPAIGN CONTRIBUTION: \$1 MILLION

"Project Hope is unique in its ability to reach patients in need. More than any other organization I know, it has the necessary connections and the operating persistence to effectively reach patients when it counts."

A Sound Investment

Decades of partnership with the world's leading health care and pharmaceutical companies and with the United States Navy have strengthened HOPE's ability to teach and heal where the need is greatest.

William F. Brandt, Jr.

Retired Chairman and CEO,
American Woodmark Corp.
Project HOPE Board Member

CAMPAIGN CONTRIBUTION: \$1 MILLION

"Project HOPE has built the relationships that allow it to leverage my investment for the benefit of humankind. It gets the most out of every dollar to make a difference in the lives of those in need."

To learn more about the campaign or to make a gift, visit www.projecthope.org or call the Project HOPE campaign office at (800) 544-HOPE to request a confidential phone conversation or meeting with Anthony Burchard, Vice President, Development and Communications.