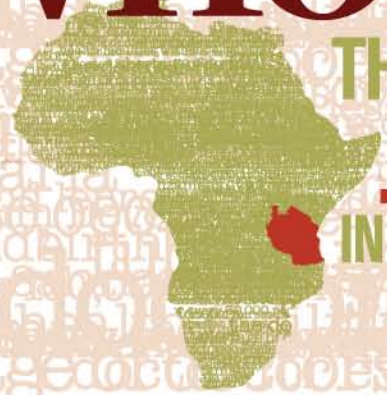


who cares?



THE CAMPAIGN TO TRAIN 90,000 HEALTH WORKERS IN TANZANIA

TouchFoundation
WHOCARESCAMPAIGN.ORG

Care to take action?

9 WAYS TO HELP TRAIN 90,000 HEALTH WORKERS FOR TANZANIA

- 1. ATTEND AN EVENT.** From comedy shows to exclusive galas, we host an array of engaging events throughout the year! To receive invites, e-mail us at touch_foundation@mckinsey.com.
- 2. JOIN YOUNG LEADERS.** Our Young Leaders include over 170 young professionals who plan events at popular venues in NYC and other US and UK cities to support our efforts.
- 3. PLAN A FUNDRAISER OR A "FRIENDRAISER".** Host your own dinner party or cocktail evening to raise awareness and funds. We can offer brochures, videos, photographs, compelling speakers, and advice to make your event a success. If you are willing to document your event we can showcase your activities to encourage others to do the same!
- 4. TALK ABOUT US.** Talk about our efforts to save lives in Tanzania with your friends and family, religious community, sports team or workplace. Direct people to our website and Blog or Twitter and Facebook about us!
- 5. START YOUR OWN FUNDRAISING WEBPAGE.** Websites such as firstgiving.com make fundraising easier. These sites are perfect for cause-oriented activities such as a marathon, bike race, or a hike up Mt. Kilimanjaro. Dedicate your birthday or a special event to encourage friends to support us! See firstgiving.com/18132 to get started.
- 6. DONATE YOUR TIME AND SKILLS.** Opportunities often come up for volunteers in our New York or London offices! We are often seeking people to help at events, lend us graphic design skills, and document our events through professional photographs and videos.
- 7. BE CREATIVE.** Host a book club, poker tournament, organize a bake sale, or engage the youth in your community to support health workers in Africa—we can help, the opportunities to be creative are bountiful!
- 8. WEAR IT.** We are developing greeting cards and other merchandise such as tote bags, pins, and t-shirts to promote our cause. Check the website or contact us for details!
- 9. MAKE A DONATION.** We depend on private contributions to train more health workers in Tanzania. Check out our website for the many ways to give.

QUESTIONS? IDEAS? Heather Prince, Development Associate: Heather_Prince@mckinsey.com, 212-351-0707 • Emily Bell, Who Cares? Campaign Associate: Emily_Bell@mckinsey.com, 212-351-0901