



On the arrival of the Royal Baby...

What do you give the new mother who has everything?

In the case of the millions of well-wishers wanting to celebrate the safe arrival of the new royal offspring of Princess Kate and Prince William, we have a great idea.

Send Hope Not Flowers.

Founded in 2010, Send hope Not Flowers is an Australian charity that aims to reduce the maternal death rate in developing countries.

It works on the simple idea that when people celebrate the safe arrival of a newborn, instead of sending flowers to hospital, family and friends can honour the new baby by contributing to life-saving interventions to help more women in the developing world survive childbirth.

Somewhere in the world, one woman dies every 90 seconds as a result of complications during labour.

Ninety-nine per cent of deaths take place in developing countries – notably South East Asia and sub-Saharan Africa.

In nine out of ten cases, a mother's death could have been prevented if she had had access to even the most basic care or facilities.

When mothers die, they leave more than one million children behind each year. Children who have lost their mothers are up to ten times more likely to die prematurely than those who have not.

In Papua New Guinea and remote parts of Indonesia, one in 17 mothers will die giving birth – a figure so high that almost every family will eventually lose a mother, sister, or daughter. Send hope not Flowers has funded life-saving programs in PNG, Indonesia and the Solomon's over the past year - choosing projects which are long-term, sustainable and empowering for women, such as training midwives or local village women to become birth attendants or supplying basic supplies to assist with birth.

No doubt Princess Kate and Prince William would be delighted to know that donations made in their new baby's honour will go directly to programs which can help save the life a less fortunate mother in the developing world.

Because flower die, and women giving birth shouldn't.





SEND HOPE NOT FLOWERS

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