



*“HOW do you change the world?” they ask*

*“One woman at a time, that’s HOW”, she replied, “for one woman raises a child who in turn will raise their own child, that’s HOW you will change the world”.*

**Selina Hayes**

**Co-Founder – Project HOW**

Project HOW was born out of friendships and a common love for the people of Africa. As different as we are and on different paths on our “walkabout” through life, we possessed a common thread that was woven throughout our life stories. We are not only women ourselves but we were all given life by a woman. Our group is not only of women but also men who are beautiful, strong and proud, a product themselves of healthy strong women. So it is with this common thread we weave a magnificent project called HOW – Helping Other Women to raise Healthy Children.

### **Our Mission**

Project HOW works with those most vulnerable and disadvantaged in society – women and children. Our goal is to assist in the empowerment of women in Africa to raise healthy children. Project HOW will strive for holistic, community involved development efforts that will provide a sustainable and continuous high level of service to those most at risk.

### **Our Vision**

Project HOW believes that Healthy Women raise Healthy Children, that a community that consists of strong healthy women will thrive. Women not only contribute to the economic and social health of the community but they provide the nurturing and strength for the future of the community through their children. Healthy children in stable environments are more likely to go to school and less likely to resort to violence, such as rape. It is at this juncture that Project HOW envisions a world where all women and children are healthy and have the ability to gain an education and skill where they are all contributing members of this world community.

***Healthy Women raising Healthy Children***



## **Goals and Objectives**

Project HOW will engage with the local community to ensure that the project goals and objectives are consistent with the community's needs and requirements. We value the importance of local context; our team members work side-by-side with local community members who best understand the needs of those we aim to assist. Through our close engagement with the local community, we facilitate sustainability and continuity of services that build capacity at the local level ensuring that these same services are provided for the long-term.

Project HOW empowers the most vulnerable members of society by building capacity at the local level, promoting the development of sustained, well organized programs that deliver effective health services. Continuity of these services are imperative to the success of the program and the community at large, therefore Project HOW integrates initiatives that are cost-effective and practical that ultimately allows for local ownership of the programs.

Apart from the conditions necessary to maintain health and well-being, the other critical aspect of human welfare is human security and the need for protection. This community based approach, as is said a "bottom-up approach," however fundamental it is, could not be simply sustainable if the overall conditions surrounding these communities could not be favorable to sustaining and reinforcing a community's development and stability, such as maintenance of peace and security, promotion of governance and acceleration of economic growth at local, regional as well as national levels. It goes without saying that both a "bottom-up community based development approach" and a national level "top-down approach" should go in tandem, mutually reinforcing each other. Project HOW, through careful assessment and creative partnerships with local groups and other NGO's, contributes to all aspects of the community allowing for all members to grow with our programs.

Project HOW is focused on providing sustainable results. A differentiating and strategic piece of our program is to provide an assessment both pre and post of the region and of the mission programs. The assessment is both qualitative and quantitative in nature and addresses the true needs and requirements of the particular region. In concert with our assessment process Project HOW provides a unique level of metrics that allows us to monitor and measure the ongoing success of such programs. Again we aim to address those issues that are of importance at the local level and that can have most value to the overall goals set forth by those stakeholders in the community.