

The Active Consumer

Four Delightful Ways To Help Others



Many people are helping others by buying a handbag from a company that pledges to provide a safe way to give birth for women in need around the world.

(NAPSA)—The next time you enjoy a cup of coffee or get new eyewear, shoes or a handbag, you could be doing a world of good.

That's because a major American company supplies people around the world with clean water, eye care and footwear whenever someone purchases its coffee, glasses or shoes.

Now, the company is addressing maternal health with the launch of its fourth One for One products—a handbag collection. With every bag purchased, it will help provide a safe birth for a mother and her baby.

As the company founder, Blake Mycoskie, who recently became a first-time father, explained, "At Toms, we're in business to improve lives. But what's especially exciting about the launch of the Toms Bag Collection is that we are now able to help save the lives of mothers and children around the world."

Why It's Needed

Consider this: Forty million women across the world give birth each year without the help of a trained birth attendant and infection is a leading cause of death among mothers and newborns worldwide. With clean birth conditions and skilled attendants, hundreds of thousands of lives can be saved.

With the training and the materials to provide a safe birth, mothers are 80 percent less likely to develop an infection and almost half of newborn deaths can be prevented. Nearly 800 women still die every day from causes related to pregnancy or childbirth—about one woman every two minutes.

Who's On Board

A network of Giving Partners involved in maternal and child health programs will help provide training for birth attendants and such vital materials as soap, gloves, gauze, a cord clamp, surgical blade and a clean surface.

These partners include:

- The United Nations Population Fund (UNFPA), the leading U.N. agency for delivering a world where every pregnancy is wanted, every birth is safe and every young person's potential is fulfilled.

- BRAC, the largest international development nongovernmental organization in the world. Its mission is to empower people and communities in situations of poverty, illiteracy, disease and social injustice.

- AYZH, a for-profit social venture providing health and livelihood solutions to impoverished women worldwide.

- Every Mother Counts, a non-profit organization dedicated to making pregnancy and childbirth safe for every mother around the world. It informs, engages and mobilizes people to take actions and raise funds to address three critical barriers to maternal health care: lack of education, transportation and supplies.

How It Started

The One for One program began when Mycoskie befriended children in a village in Argentina and found they had no shoes. Since then, Toms has given over 35 million pairs of new shoes to children around the world.

Then, Mycoskie realized his firm could meet other basic needs and launched Toms Eyewear. With every pair purchased, Toms will help give sight to a person in need. It's already helped save or restore the sight of more than 300,000 people worldwide.

Meanwhile, for each bag of Toms Roasting Co. coffee beans sold, a person will get clean water for a week, and for every cup of coffee sold, someone gets water for a day.

Where To Learn More

For a look at how you can get great products and help the One for One program work, go to www.toms.com or call (800) 975-8667.