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## INTRODUCTION

Redsplash exists to save lives by providing blood to patients for free on time. Critical patients need donated blood for life-saving transfusions. Surgery, chemotherapy, dialysis, postpartum bleeding and anemia treatment need blood. A high functioning health system requires a steady supply of safe blood for patients. In Kenya, patients miss or delay most of these treatments. Lack of available blood leads to unnecessary pain and even avoidable deaths.

Hospitals and the national health system do not maintain the blood supply. Patients must mobilize willing friends or relatives. Inherent in the mobilization process is the key element of trust. Many people wish to donate blood, yet they refrain from doing so. They do not trust that the blood they donate will be used to save someone's life freely.

This problem became personal. My co-founder's mother required 6 units of blood before she began dialysis in a public hospital. For more than two weeks, no transfusion took place. Because potential donors weren't sure their blood would save her life. An opportunist doctor working on the patient asked my co-founder to bribe him \$180 for needed blood. \$180 covers a family's National Health Insurance Fund for 3 years in Kenya. Even after paying, there was a significant delay in transfusion. This messed her treatment cycle which led to her premature death. This incidence showed me that there is no standardized, reliable process to ensure that donated blood gets to those who need it to survive. And fuelled our desire to form an organization to address the issue of blood scarcity in Kenya.

Corona Virus led to reduced blood donation in the country. We cancelled all blood drives to date. Potential blood donors fear donating in hospitals, fear of exposure to the disease. Moreover, the Government of Kenya put in a curfew at 7pm hence donors that are working could not get the time to donate. Most of our sponsorships were postponed because our supporters sponsor events to gain brand visibility.

The solution of blood scarcity is advocating for regular and voluntary blood donation. This requires a change of mindset of potential donors. Make the system to be more transparent. Community engagement to recruit donors and linking donors with blood recipients.

- We have over one-year experience in the blood sector.
- Collected over two thousand units of blood.
- Assisted around five thousand patients with blood or blood products.
- Partnered with the national health service and twenty hospitals in three different regions.
- Launched an android mobile application.
- Have a diverse team of professionals: in medicine, technology, branding and marketing.
- The ministry of health recognized RedSplash as a major contributor of safe blood during the World Blood Donor of 2019.

I have enclosed more details of our accomplishments



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## PROBLEM STATEMENT

According to WHO standards Kenya needs at least 1,000,000 blood donations annually. Yet, we currently collect only 164,765 units, less than 20% of the annual requirements. Women and children use sixty percent of donated blood. They are the most affected by blood shortage. Neonatal and infant mortality rate have remained the same between 2010-2020 in Kenya. While in the US it has improved by around 15%. According to the World Bank the infant mortality rate in Kenya is 31 deaths for every 1,000 lives.

The hospitals and national health service will process donated blood for a fee. But no organization helps patients mobilize donors to supply needed blood. Individual patients must mobilize donors for their own transfusion. This gap is void because in Kenya it is illegal to trade in liquid blood, but you can charge for processing. Lack of monetary return discourages any organization from venturing to fill the gap.

Challenges in blood donation begin because many people

- lack knowledge of the importance of blood donation in saving lives
- fear that injections may increase their risk of contracting a transmissible disease.
- cultural and religious mythologies that have hindered communities from donating blood.
- lack of a reliable source of blood supply for lifesaving medical procedures has led to a loss of faith in the system.
- blood corruption, selling of donated blood has discouraged voluntary donors from donating.
- people are reluctant to donate for people other than those close to them

We are using technology and social mobilization solve the problem of blood shortage by:

- creating a database of regular voluntary donors
- constantly engage donors to encourage future donations
- enable donors to track their blood donation
- dashboard for monitoring quantity and type of blood
- connect community mobilizers, hospitals and national health services

The ramifications of this problem persisting are more delayed transfusion-dependable treatments, and more unnecessary children and women deaths. The shortage is a breeding ground for an expanded blood supply black market and that will make getting critical life-saving procedures unattainable for most people who cannot afford to pay for the needed blood.

These are our general requirements. Specific request to Little Big Fund follows in the budget:

\$3,000 to develop the iOS version of the app and train medics in Mombasa region in 2 months

\$1,000 to add QR code scanner and tracking functionality in the android app

\$1,000 to purchase QR code printers in the first month

\$2,000 to scout community champions, train them and reward them for 6 months

\$1,000 to subsidize medical services solicited through the app to encourage downloads for the first month

\$3,000 to hire data quality assurance officer for a year



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## METHODOLOGY AND EVALUATION

Objective	Activities	Timeframe	Evaluation criteria
Create a database of donors.  Target: 10,000 donors	<ul style="list-style-type: none"><li>● Register donors during blood drives</li><li>● Provide link for online registration</li><li>● Include partners' database</li></ul>	<ul style="list-style-type: none"><li>- Continuous</li><li>- 1 week and be left open</li><li>- 1 month</li></ul>	<p>Number of new entrees</p> <p>Incomplete and complete registration attempts</p> <p>Number of partners willing to share their databases and donors available</p>
Constantly engage donors.  Target: 4 Sms per cycle *	<ul style="list-style-type: none"><li>● Send SMS</li><li>● Enable track donation</li><li>● Donor feedback forms</li></ul>	<ul style="list-style-type: none"><li>- Monthly</li><li>- Continuous</li><li>- Continuous</li></ul>	<p>Number of texts sent</p> <p>New donor profiles</p> <p>Number of submitted feedback forms</p>
Community engagement  Target: 20 champs 10 lab techs 10 hospitals	<ul style="list-style-type: none"><li>● Recruit community champions</li><li>● Train stakeholders on using the app</li><li>● Facilitate inter stakeholder engagement</li></ul>	<ul style="list-style-type: none"><li>- Monthly</li><li>- 2 months</li><li>- Continuous</li></ul>	<p>New community champions</p> <p>Number of trainees</p> <p>Dashboard input from stakeholders</p>



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## PROGRAM DESIGN

**Inputs**

**Activities**

**Outputs**

**Short term  
outcomes**

**Intermediate  
outcomes**

**Long term  
outcomes**

**QR code  
printers**

Print codes on  
blood bags

Android & iOS  
mobile app

**Software  
developers**

iOS app  
development

Dashboard of  
blood quantity  
across the cold  
chain

**Data quality  
assurance  
officer**

Data analysis  
for fraud &  
errors

Technical and  
knowledgeable  
lab techs

Accurate and  
secure data

**Lab techs**

Lab tech  
training on the  
blood cold  
chain

CRM to  
engage donors

Improved  
efficiency in  
managing  
blood.

Create  
transparency  
of blood use

More regular  
blood donors

Increase  
community  
engagement.

Build public  
trust in the blood  
donation system  
in Kenya

Save more lives

More accessible  
treatment

**Community  
volunteers**

Blood drives

Scout  
Train and  
Reward  
Mobilizers

Standardized  
training module

Reliable blood  
mobilizers

More blood  
donors

More app  
downloads

**Radio and  
influencer  
advertising**

Create  
awareness  
using radio  
ads and social  
media  
influencers

**Discounted  
health  
products**

Provide  
incentives to  
encourage app  
downloads &  
usage

More  
sponsorships



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## THE BUDGET

### GRANT BUDGET REQUEST

CURRENCIES ARE ALL IN \$\$\$

PROJECT EXPENSE	DESCRIPTION	TOTAL COST	REQUEST TO LBF
iOS app development	Develop, testing and hosting on app store	2,000	1,000
QR scanning functionality	Enable donors to monitor their blood donation	1,000	0
5 QR code printers	Print codes to stick on blood bags	1,000	1,000
Hire data analyst	Verify accuracy & identify fraud/false data	3,000	1,000
Train lab techs	Scanning & registration of blood in cold chain	2,000	1,000
Community blood champions	Scout, train, and reward 20 donor mobilizers	1,000	1,000
Marketing & awareness	Vernacular radio & social media influencers	2,000	0
Mobile app downloads	Incentivize downloading and using the app	1,000	0
<b>TOTAL EXPENSES</b>		<b>13,000</b>	<b>5,000</b>

PROJECT REVENUES	SOURCE	AMOUNT
Crowdfunding	Fans/ Beneficiaries/ Followers	2,000
Software services	Co-founder skill set	1,000
Marketing platforms	Radio Rahma & local social influencers	2,000
CSR financing	Mombasa Maize Millers LTD	1,500
Individual foundations	Shariff Nassir Foundation	1,500
<b>TOTAL REVENUES</b>		<b>8,000</b>
<b>BUDGET DEFICIT</b>		<b>5,000</b>



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## PERSONNEL

### **Abdulrehman Alwy (Founder and Chairperson)**

#### Responsibilities:

- Strategy formulation and execution
- Resource mobilization
- Partnership relationship management
- Crisis management
- Creating awareness and credibility for the organization
- Attract professionals and talent to work with us
- Represent the organization in any meeting

### **Mzee Said (Co-founder and Chief Technical Officer)**

#### Responsibilities:

- Develop and maintain Redsplash website and android app
- Monitor using 'hotjar' user behavior on our online platforms
- Research on technology tools we can use to improve usability and coverage
- Actively listen and seek out feedback on our technical tools
- Train people how to use the app
- Fill up for the chairperson in his absence

### **Khadija Bakaldy (Co-founder and Chief Medical Officer)**

#### Responsibilities:

- Network the organization with medical partners: hospitals and national health service
- Set blood donation safety standards
- Develop and update community champions curriculum
- Train community champions
- Monitor health conditions that require blood and device preventive methods

### **Abdulrahman Abdi (Chief Operations Officer)**

#### Responsibilities:

- Organize logistics for blood drives
- Receive blood requests from hospitals
- Recruit volunteers, train, and delegate duties to them
- Transport blood from where it is to where it is needed
- Receive volunteer feedback and communicate with leaders