H= Half year, 1 semester

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<td>*Goal is to reduce MMR by %5</td>
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**Revenue**
- Grants
- Donations

**Screenings**
|                  | n/a      | n/a      | n/a      | n/a      | n/a      |

**Total Revenue**

**Target Populations/Expected Engagement**
- Mothers in SL
  - Expected Engagement: 75%
  - Goal: Have 75% be knowledgeable about educational videos.
- SL Healthcare Workers
  - Expected Engagement: 90%
  - Goal: Have 90% be knowledgeable about new healthcare developments.
- Western Audience
  - Expected Engagement: 15%
  - Goal: Aware of maternal mortality rate and efforts to reduce in SL.

**Maternal Maternity Rate**
- Expected Engagement: 5%
- Goal: Have maternal mortality rate reduce by 5%

**Overhead Costs**
- Community Manager
- Clinic Distributor
- Whatsapp Distributor

**Expenses**
- Travel Costs
- Lighting Equipment