New England Campaign Ambassadors Resource Guide
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For more information and to join the
New England INM Network, contact
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Stop the Killing Buzz!
Overview: Ambassadors for Imagine No Malaria and Malaria Information

Imagine No Malaria Ambassadors are vital to the success of this life saving ministry. As a friendly, familiar face of this initiative, you are able to tailor Imagine No Malaria to the local resources and opportunities to maximize the potential for success and impact both through lives saved and through congregational inspiration and vitalization.

**GOAL**
Engage each local congregations of the United Methodist Church (UMC) in the ministry of Imagine No Malaria (INM) by sharing our call to action, assisting activity development, organization, implementation and celebration, and inviting participation from each local congregation. Your leadership will impact lives and congregations for the next year or more!

**Mission Statement:** Imagine No Malaria is an extraordinary ministry of The people of the United Methodist Church, putting faith into action to end preventable deaths from malaria in Africa, especially the death of a child or a mother. (memorize this!)

**Supporting Messages:**

- Malaria claims an estimated 655,000 lives in Africa each year, mostly children under 5 and pregnant women.

- Malaria is a parasite transmitted through the night-time bite of a mosquito, and it is **100%** preventable, treatable and beatable.

- Imagine No Malaria is a denominational initiative to empower communities in Africa with resources to build capacity, improve medical services infrastructure and achieve a sustainable victory over malaria.

- In just a few short years, malaria’s impact has been cut in half from a death every 30 seconds to a death every 60 seconds. This great progress means we are called to do more.

- Together, we will overcome malaria with a multi-faceted anti-malaria strategy including prevention, education, communication and treatment.

- To Get involved:

  » **Advocate!** Speak up for the children of Africa. Share this story in your church, workplace or community events to spread the word and save lives! Watch for email and Facebook notices about ways you can raise awareness and advocate for INM.

  » **Raise Funds!** It only takes $10 to join this life-saving movement. Text “Malaria” to 27722 NE (one space between 2 and N) to make a $10 donation to save lives. Every congregation can make a big difference.

  » **Engage Your Community!** Imagine No Malaria is a great opportunity to Rethink Church and show the world how The United Methodist Church puts faith into action.
Imagine No Malaria is a $75 million initiative of The United Methodist Church to fund multi-faceted strategies to end preventable malaria deaths in Africa.

Malaria
Malaria is caused by a parasite called Plasmodium, transmitted through the night-time bite of the female Anopheles mosquito. Every 60 seconds, a child in Africa dies of malaria. In 2010, malaria claimed 655,000 lives. More than 85% of malaria deaths occur in sub-Saharan Africa. Malaria's symptoms start with fever, chills, vomiting, headache – and leads to convulsions, organ failure and death.

Malaria is 100% preventable and treatable – these deaths can end.

A Sustainable Victory
The key is empowering people in Africa to achieve a sustainable victory over malaria, though:

Prevention: Distributing insecticide-treated bed nets, and working to drain standing water where mosquitoes breed.

Education: Teaching people how to effectively use bed nets and to protect themselves from malaria.

Communication: Using radio and cell phones to deliver life-saving information about malaria.

Treatment: Improving access-to-care by training community-based health workers, and delivering life-saving medicines so hospitals and clinics can care for those in need.

Partners
The United Methodist Church is working in partnership with leaders in global health, including the Global Fund, the Bill and Melinda Gates Foundation, and most closely with the United Nations Foundation.

Calling
Just as the cross is a sign of God’s love, we are called to be a sign of God’s love and action in the world.

Results to Date
Malaria’s impact has been cut in half to a death every 60 seconds. Bed net usage rates have risen dramatically in Sierra Leone and D.R. Congo, where comprehensive malaria programs began to be implemented in 2010. 1.2 million mosquito prevention nets distributed to protect vulnerable populations 5,800 local community health workers trained to implement programs
**Ambassadors Roles and Responsibilities**

Imagine No Malaria Ambassadors are vital to the success of this initiative. As a friendly, familiar face in your area, you will be able to bring both the vision and resources, while tailoring the campaign to fit the local culture and integrate it with other priorities.

**Preparation**

- Build your knowledge of Imagine No Malaria: visit [www.ImagineNoMalaria.org](http://www.ImagineNoMalaria.org), watch videos, review this manual and orientation resources on website or via Field Coordinator
- Webinars and personalized orientations will be available.
- Engage in active prayer for the success of this churches opinitiative—today!
- Work with Conference Field Coordinator to help obtain materials in time for events and congregational activities
- Plan to attend district events providing displays and information to recruit, inspire and energize various engagement opportunities in churches and communities
- Help obtain denominational and Conference resources for campaign events and displays, church events and other INM activities

**Fundraising and Event Responsibilities**

- Help build teams and recruit individual leaders to ensure proper planning and implementation of district-wide and Conference events
- When possible, attend and support Imagine No Malaria events and activities, provide presentations or help schedule a presenter for events and churches
- Encourage local churches and church clusters to participate in INM fundraising activities. Follow up with churches to ensure they are progressing with activities.
- Encourage small groups (Sunday schools, youth groups, children’s ministries, choirs, etc…) to financially support the Imagine No Malaria ministry
- Help groups and individuals consider an appropriate goal given their specific size, makeup, motivation, current financial circumstances, and the recommendation of your leadership and Imagine No Malaria staff. Refer major donor prospects to Field Coordinator.
**Campaign Ambassador Responsibilities**

- Report events and activities to Field Coordinator to help track progress
- Encourage accurate and timely submission of gifts and pledges to Nashville or the Annual Conference through Imagine No Malaria (not Nothing But Nets)

**Education and Training: Advocacy Responsibilities**

- Participate and Advocate for participation in national and local opportunities to educate, sign petitions and promote the initiative in your congregation, community and State. District meetings and training events can be offered if requested.
- Support any community outreach events with schools, businesses or other groups
- Participate in advocacy initiatives to advocate with congressional leadership regarding global health, our role as faithful citizens and how our voices make a difference, including phone calls, group letters or other correspondence
- Join the INM Advocacy Network by texting SWAT to 27722 to sign the petition to save lives. Visit the Imagine No Malaria website Go & Do page.

**Information/Communication Responsibilities**

- Write articles for church, district and Conference communications (newsletters, websites, Facebook, etc)
- Identify opportunities for updates on church engagement, including regular articles or announcements in district newsletters, websites, or other communication vehicle and presentations at all gatherings of pastors, lay members, or other church leaders
- Report regularly all successes and challenges to the Field Coordinator
- Participate in the Celebration, Affirmations and Thank you letters, emails and/or phone calls to all participating individuals and groups.

**Key Leadership Qualities**

Ambassadors are organizers, enthusiastic cheerleaders and affirmers, networkers, visionaries and permission givers! Most importantly, have fun and celebrate all accomplishments—in Christ’s name, we are saving lives!
Activity Ideas
and Congregational Planning
Engaging with Donors and Congregations

**STEP 1 – DETERMINE TO SAVE LIVES**  Setting a goal is the easiest but most critical step. It’s not a commitment, but rather a target. So, aim high. We encourage churches to start at 10 lives/attendee ($100), but some churches try to save 25 or 50 lives/attendee.

**STEP 2 – BUILD AWARENESS**

Building awareness of malaria and the methods to eliminate this disease is vital to a successful effort. Share information about malaria and how Imagine No Malaria is our opportunity to truly empower the people of Africa to beat this terrible disease. Here are a couple awareness-building ideas:

- Create a bed net display in lobby or narthex
- Place information in bulletins weekly and show INM videos
- Offer Lemon-Aid or Chocolate Bugs, bake sales, or pot-luck dinners

Creativity and the talents of your church will come in handy to maximize your grassroots fundraising and campaign engagement experience. Have Fun!

**STEP 3 – UNITE FAITH AND WORKS  Two Effective Options!**

**ALTERNATIVE GIVING:** An Advent or Lenten Alternative Giving Campaign is a highly effective option—inviting members to defer shopping and make gifts to INM in honor or celebration of anyone’s life. Small tokens such as ornaments with netting or cards are simple ways to offer an actual alternative gift. Lenten Daily Devotions are available.

**IMPACT 100:** Introduce members to “Impact 100” as the quickest and easiest way to save lives. A pledge of just $28 a month (or one-time gift of $1,000) will save the lives of 100 children. Impact 100 events can be a simple reception or a black-tie gala—it’s really up to you. Hold multiple events building up to a Sunday to Save Lives Celebration!

**SUNDAY TO SAVE LIVES:** Schedule a special Sunday service to celebrate your church or groups efforts. Make sure members are aware of this special Sunday by sending a letter from the pastor along with a brochure to all members one week prior. As part of the celebration, share a special sermon, prayers, and possibly a video. Finally, distribute donation envelopes in bulletins for a special offering for Imagine No Malaria. **SEND YOUR GIFTS AND MAKE AN IMPACT! Continue to support the initiative as it continues through 2014!**
Engaging Activities for the Congregation & Community

FOOD DRIVEN ACTIVITIES:

**Lemon-AID Stand**
Children from Oak Hill UMC (Austin, Texas) set up a “lemon-AID” stand and sold lemonade at church. They were so successful that they traveled to other local churches of different denominations with their stand! Coin collections in cans or from cars as they leave the parking lot have been very successful.

**Dinner and a Movie Night**
Offer a movie night and potluck dinner or house party where attendees donate the average cost of a night out to INM.

**Working with a Restaurant**
Panera Bread or local restaurants can be invited to give a percentage of one night’s sales to Imagine No Malaria.

**Dessert Party**
Host a dessert night or elegant tea at the church, combined with entertainment or show an Imagine No Malaria video.

**Your Favorite Church Dinner**
Host a church dinner with your favorite theme, if Mexican, hang a piñata entitled malaria and literally “knock out malaria”!

OUTDOOR ACTIVITIES:

**Sleep Out to Stamp Out Malaria**
Host a sleep out under mosquito nets to raise awareness of malaria, participants can seek pledges. *(See detailed description on following pages.)*

**Golf Tournament**
Set up a golf tournament at a local course with proceeds going to INM.

**Mosquito Run/Walks**
Work with your town or local running group to host a Run/Walk in support of INM.

**Weed Out Malaria**
A youth group initiated a community service project to pull weeds in their town, and they got a pledge donation for each weed they pulled (or bag they fill!).
Engaging Activities for the Congregation & Community

MUSIC BASED ACTIVITIES:

**U2 Charist**
Host a U2 Charist, which is a high liturgy worship service set to the music of U2 culminating with participation in Holy Communion.

**Make a Difference Music Festival**
Work with a local restaurant and local musicians to organize a music festival that encourages supporting and building awareness of INM or set up a display at a community music event to educate the community.

**Music Concert or Festival**
Invite your favorite musician or group to give a benefit concert or invite groups to participate in a festival—a great community event for churches to host!

SPORTS ACTIVITIES:

**Basketball Tournament**
Organize a basketball tournament for teams and invite a motivating announcer to build awareness of INM. Basketball shoot outs or free throw competitions or challenges ($ per each basket made, etc.) are also fun!

**Sports Connections**
Churches from the two UMC Districts partnered with a local D-League basketball team to raise awareness of malaria. For one game of the season, $5 from every $10 ticket purchased by The UMC went to INM. Purchase a ticket through the Conference for the September 28, 2013, Revolutions Soccer game and bring some friends. Free parking!

ADDITIONAL ACTIVITY IDEAS:

**Gifts and Talents**
Make a $10 donation to INM in honor of each member who turns in a “Gifts and Talents” form at your mission fair. Or have a game night—IMN Jeopardy available!

**Mosquito Skits**
The youth at Wright’s UMC and Edwards Chapel UMC created a one act play about malaria and UMCOR’s work in Africa to eliminate this disease as a source of death. (To download the script and costume designs for this play visit [www.imaginenomalaria.org](http://www.imaginenomalaria.org).)

**Health Fair**
Set up a booth to raise awareness for INM during a monthly health fair, especially when the focus was on maternal and child health.

**Thrift Store and Community Partners**
Invite a local thrift store or local vendors to help raise awareness and funds for INM using their thrift store as information and collection points. Contact ReRun Shoes to collect 100 pounds of shoes for a bednet donation. [www.rerunshoes.com](http://www.rerunshoes.com)
Planning Calendar for Local Church

NEW ENGLAND

In a 2012 Annual Conference Resolution, all churches are challenged to conduct at least one INM activity each year from 2012-2015. Some churches will find they can run multiple events in one year, especially if they are interested in reaching out and engaging the community, schools and area businesses. Be courageous—we are saving lives!

Sample Pre-Event Timeline

Weeks 1 & 2
Focus on planning and building awareness with key church leaders and groups like the UMW, church school and youth group. Build invitation lists for events and determine location/timing of all activities.

Weeks 3 & 4
Focus on advocacy and raising awareness with the entire congregation. During this time, the church should post flyers, put information in the Sunday bulletin, set up their educational display, and begin making announcements or showing videos during Sunday School and the Worship service. The first Fundraising Activities should happen at this time, and invitations should go out for the first events.

Week 5 & 6
Continue awareness building through information in bulletins, worship and displays, as well as through Fundraising Activities. Make sure to follow-up with all event attendees to answer questions and encourage gift amounts and communicating that pledges or gifts can be turned in during the offering time of the next Sunday service.

Week 7 & 8
Focus on achieving the goal, possibly by adding an additional events (if necessary). The church should also increase awareness of the Sunday to Save Lives celebration.
**Sample Planning Calendar for Local Church**

**Blank Planning Form For Church Use**

<table>
<thead>
<tr>
<th>Planning Meeting:</th>
<th>Date: ________________________________</th>
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<tbody>
<tr>
<td>Awareness Building:</td>
<td>Activity: ___________________________ Date: ______</td>
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<td>Activity: ___________________________ Date: ______</td>
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<tr>
<td>Fundraising Activity: (or similar)</td>
<td>Activity: ___________________________ Date: ______</td>
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<td>Activity: ___________________________ Date: ______</td>
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<tr>
<td>Impact 100/Alternative Giving:</td>
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<td>Event 1 Location: ___________________________</td>
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<td>Event 1 Presenters: ___________________________</td>
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<td>Event 2 Date: ___________________________ Host: __________________</td>
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<td>Event 2 Location: ___________________________</td>
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<td>Event 2 Presenters: ___________________________</td>
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<tr>
<td>Sunday to Save Lives:</td>
<td>Date: ___________________________ Host: __________________</td>
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<tr>
<th>Sunday</th>
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## Strategies for meeting your Goal

<table>
<thead>
<tr>
<th>$ Outcome</th>
<th>Advocate</th>
<th>Raise Funds</th>
<th>Community Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>Pray Share the story</td>
<td>Designate a specific Sunday for Imagine No Malaria with special collection Plan potluck or other small event to support INM and youth event like sleep-out Encourage weekly giving around a focus – mosquitoes, weight-loss, children’s time Invite members to make pledge in support of INM with goal of receiving 3-5 total pledges of $1,000 ($28/mo over three years)</td>
<td>Spread awareness of the Imagine No Malaria campaign outside of your congregation via the web, facebook, or twitter Invite your surrounding community to participate in your Imagine No Malaria Sunday</td>
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<tr>
<td>$25,000</td>
<td>Engage Small Groups Write letters or make personal visits to federal and state representative</td>
<td>Designate multiple Sundays to Imagine No Malaria, using sermon series, children’s lesson plans, bulletin inserts, building to celebratory Sunday Plan multiple events like potlucks, health fairs, or others in support of INM Consider INM focus for Advent or Lent Engage youth, children and small groups including visible events and fundraising efforts Invite members to make pledge in support of INM with goal of receiving 5-7 pledges to save 3 lives per month and 5-7 pledges to save 5 lives per month</td>
<td>Intentionally go into your community to extend invitations to your Imagine No Malaria sermon series and other events Encourage members to attend and participate in conference wide Imagine No Malaria events Consider hosting other events that correlate to conference wide community outreach efforts</td>
</tr>
<tr>
<td>$50,000</td>
<td>Host Q&amp;A forums or other events and invite Federal and State representatives Participate in national advocacy events as applicable</td>
<td>Invite Sunday School groups to pledge in addition to seeking individual pledges. Seek 8-12 members who can pledge to save 3 lives per month Seek 8-12 members who can pledge to save 5 lives per month Seek member who can donate $10,000 (or greater) as lead gift for congregation.</td>
<td>Plan local and/or district events that correspond with conference-wide Change the World efforts Use the web, social media, and other opportunities to spread the Change the World and Imagine No Malaria efforts Seek press and maximum visibility for churches efforts Encourage participating members to invite others (coworkers, neighbors, friends etc…) to participate in conference-wide INM and Change the World events</td>
</tr>
</tbody>
</table>
Sample Presentations
Sample Presentation Script

WELCOME
(Introduce yourself as a representative of INM, a comprehensive effort of the UMC to end preventable deaths from malaria on the continent of Africa within the next few years.)

INTRODUCE IMAGINE NO MALARIA

Why are we focused on fighting malaria in Africa?
Each year, malaria infects 500 million people globally.
655,000 people die annually from this disease.
85% of malaria deaths are in sub-Saharan Africa.

What does it feel like to have malaria?
It feels like the flu at first. Dizziness, nausea, and headaches are initial symptoms. Eventually, a fever comes that can reach 106°.
Joint pain, fever induced coma, severe anemia, convulsions, and death can follow.

Why should we care?
Malaria infects individuals repeatedly, meaning people get sick multiple times, missing weeks of work and school, costing Africa an estimated $12 billion a year.

Of the 655,000 people malaria kills, most of them are pregnant women and children. 20% of child deaths in Africa are caused by malaria. *Every 60 seconds it kills a child.*

This disease is completely preventable and treatable, so 655,000 people die needlessly.

[PLAY VIDEO]
CALLS TO ACTION:

» **Advocate!** By giving United Methodist churches and members the opportunity to voice their concerns for and support of global health issues, Imagine No Malaria, in partnership with the General Board of Church and Society, will create and mobilize an active and powerful voice for global health. This is an essential step in the fight to end suffering from malaria and we will encourage United Methodists to engage their representatives on the federal and state level to request continued support of international aid funding. We will also ask that individuals, churches, and conferences use their active communications channels in order to share the story and efforts of the Global Health Initiative. These measures will build awareness of the United Methodist Church’s distinct role in building an unprecedented and integral health infrastructure across the continent of Africa.

» **Raise funds!** Imagine No Malaria seeks to raise $30 million from grassroots engagement. Factoring worship attendance/church size as an indicator of ability to give, Imagine No Malaria seeks to guide, resource, and train annual conferences to set appropriate goals given their individual make-up, history, motivations, and strengths. This self-determined goal will be the basis for determining each conference’s aggregate goals with regards to special gifts ($10-30,000) and major gifts ($30,000 or more). New England seeks to save 150,000 to 200,000 lives!

» **Engage local communities!** In partnership with Rethink Church, we will empower annual conferences and local churches to share the extraordinary ministry of Imagine No Malaria with their respective surrounding communities. This partnership allows Imagine No Malaria to make informed, effective and strategic local marketing choices in order to share the United Methodist Church’s love of our neighbors with the local communities in which we serve. In turn, this allows the greater community the opportunity to see the United Methodist Church as servants to both our local and global communities. Imagine No Malaria is a revitalizing ministry and it deserves to be and will be shared.

CLOSING:

Within a few years, we, The People of the United Methodist Church, will be able to say we chose to eliminate malaria as a source of suffering and death on an entire continent. We chose to heal the sick and raise the dead. We chose not to deceive ourselves by merely listening to the word of God. We did what it said.

(James 1:22  Do not merely listen to the word, and so deceive yourselves. Do what it says.)
Introducing Imagine No Malaria during Worship

WELCOME: (Introduce yourself as a representative of INM, the effort of the UMC to eliminate death and suffering from malaria on the continent of Africa.)

INTRODUCE IMAGINE NO MALARIA

Why are we focused on fighting malaria in Africa?
- 655,000 people died in 2010 from this disease.
- 85% of those who die are children... one child every 60 seconds.
- Each year, malaria infects 500 million people globally.
- 85% of malaria deaths are in sub-Saharan Africa.

What does it feel like to have malaria? (tell Domingos story or personal experience)
- It feels like the flu at first. Dizziness, nausea, and headaches are initial symptoms. Eventually, a fever comes that can reach 106°F. Joint pain, fever induced coma, severe anemia, convulsions, and death can follow.

Why should we care?
- Malaria infects individuals repeatedly, meaning people get sick multiple times, missing weeks of work and school, costing Africa an estimated $12 billion a year.
- Malaria is completely preventable and treatable, deaths are needless.

What is the role of the UMC – History of Healing (then Video)

How are we saving lives? Prevention, Treatment, Education, Communications

CALL TO ACTION:

Make It Personal (Explain why you are involved in this ministry. Why is it important to you?)


What Can Be Achieved With the support of every UMC congregation in our country, we will achieve this goal. Your congregation has the power to save lives. For less than a dollar a day, one person in this room can choose to save 100 lives over the course of 3 years. For $28 a month, you can make sure 100 children live to see their 5th birthdays. You have the potential to be the hands and feet of Christ for your neighbors in Africa from here, right now.

CLOSING: In a few years, we, The People of the United Methodist Church, will be able to say we chose to eliminate malaria as a source of suffering and death on an entire continent. We chose to heal the sick and raise the dead. We chose not to deceive ourselves by merely listening to the word of God. We did what it said. (James 1:22)
**Poster format or trifold format Brochure**

Every day, malaria's impact unfolds throughout Africa. Unfold this brochure – it’s an illustrated impact of malaria’s toll, ending with a poster to convey the case against malaria. UMCom Product #0701

**Offering Envelope**

These Imagine No malaria offering envelopes are perfect to include as a bulletin insert on your designated Sunday to Save Lives. They should be available at fundraising and educational events. UMCom Product #0703

**DVD**

Get the INM overview, videos for youth and small groups and video from our work in Africa on one DVD. IncludeS KILLER IN THE DARK documentary

**Data CD-ROM**

Print-on-demand PDF copies of material to support your Imagine No Malaria efforts. Contents include facts, FAQ, reporting forms and bulletin inserts.
UMCom Product #0707

**Worship Resources**

Crafted by our ministry staff to help connect this urgent need to living a Christ-like ministry, we offer compelling scripture related to this calling, and worship planning support to help connect our calling to this issue.

**Conference Event and Additional Resources Available through Conference Webpage and NEAC Field Coordinator**

Bonnie@umfne.org 978-846-1260
Imagine No Malaria Campaign Rationale
Why Focus on Malaria? and Why INM?

This disease infects 500 million people each year. It claims the life of 650,000 of those people, mostly children and pregnant women.

MALARIA KILLS:
Malaria is the main reason one in five African children never reaches a fifth birthday. In fact, 90% of the 650,000 people who die from malaria each year live in sub-Saharan Africa. Despite those grim statistics, however, malaria is preventable, treatable, and beatable.

MALARIA BREEDS POVERTY:
Malaria is both the cause and result of poverty. For many African families, earnings that might be spent on food are diverted to pay for treatment and travel to clinics. When lost productivity is factored in, malaria’s impact on vulnerable populations amounts to an estimated $12 billion annually. Consequently, malaria works in synergy with poverty, perpetuating and intensifying the effects of both on vulnerable populations.

MALARIA BURdens HEALTH CARE:
Malaria consumes 40% of public health funds and is responsible for 60% of outpatient clinic visits. By overcoming malaria’s burden, we will also make significant progress in the fight against other diseases of poverty like tuberculosis and HIV/AIDS.

Going Beyond Nothing But Nets
As a founding partner of Nothing But Nets, we have provided insecticide-treated bed nets, protecting millions of people from malaria. However, we must do more if we are truly serious about winning the war against this disease. Prevention has made an enormous difference. Now is the time to build on our momentum.

THE GOAL:
We will raise $75 million through Imagine No Malaria.

THE RATIONALE:
While prevention is a critical component to ending preventable malaria deaths in sub-Saharan Africa and providing insecticide-treated bed nets is the most cost efficient means of prevention, broadening the methods by which we target this disease increases our effectiveness.

Consequently, we are fighting malaria through additional forms of prevention, while continuing to provide insecticide-treated bed nets. We are also fighting malaria through treatment, education and communication. These components will ensure that a sustainable solution is implemented and vulnerable populations will be protected from this disease into the future.
Stamping Out Malaria: The UMC Approach

In order to apply a sustainable and effective solution, the United Methodist Church has determined the best means of fighting malaria is through prevention, treatment, education, and communication.

PREVENTION:

Insecticide-Treated Bed Nets
Bed nets do more than protect sleeping families from mosquito bites. The bed nets being distributed are treated with an insecticide that is potent to insects but safe for humans. When a mosquito lands on a bed net, it dies. As the mosquito population decreases, the potential for malaria to be spread in the human population also decreases.

We know providing bed nets is an effective means of prevention. Studies show that if 80% of a population is sleeping under a bed net, 100% of the population is actually protected.

Indoor Residual Spraying
When the national malaria prevention plan includes spraying, The UMC will provide access to pesticides for indoor residual spraying: treating the corners and walls of homes where mosquitoes are most likely to land.

Draining Standing Water
By providing the tools necessary for draining standing water, the UMC will decrease the areas where mosquitoes breed, effectively reducing the mosquito population.

TREATMENT:

Hospital Revitalization
During the 160 years the UMC has served in Africa, we have established an infrastructure of 300 hospitals and clinics, many far off the beaten path where at times the government is not even represented. Revitalizing this infrastructure, providing supplies, and investing in personnel through training will be critical to treating malaria, a disease that currently accounts for 60% of outpatient clinic visits.

Rapid Diagnostic Tests (RDT)
An RDT is a simple strip that allows medical professionals to test for malaria and determine within 5 minutes whether or not a patient is infected. This reduces the risk for using malaria medications unnecessarily, which decreases the probability of the malaria parasite developing drug resistance. Furthermore, it ensures patients are treated in the quickest time possible, increasing survival rates.

Artemisinin-based Combination Therapy (ACT)
ACT is the most effective drug currently available in the fight against malaria. As a combination therapy that employs multiple medications, malaria is less likely to develop resistance to this drug. We know this drug is extremely effective. A 52% decrease in the U5MR occurred within 2 years of providing ACT for free in Zanzibar.

Intermittent Preventative Treatment (IPT)
Unfortunately, some forms of malaria can be passed from a mother to an infant during pregnancy. Consequently, providing IPT, which prevents malaria from being passed to an infant, is critical.
EDUCATION:

Community Health Care Workers

Education is a critical component in the fight against malaria. Community health care workers give demonstrations so individuals know how to set up a bed net and understand its value. These volunteers ensure that bed nets are used appropriately and properly maintained. The UMC will increase the number of community health care workers so a greater number of communities will have the benefit of these demonstrations.

We know these demonstrations are significant. Individuals who have not received the appropriate education concerning bed nets have used them as wedding dresses, fishing nets, and protection for livestock.

COMMUNICATION:

Central Conference Communications

In 2004, the UMC determined that communication infrastructure in Africa needed to be increased. Funding for this has made it possible to develop 15 communication centers throughout Africa. The UMC will use this strengthened infrastructure to spread the Good News of Jesus Christ and to increase awareness of malaria.

For a continent that relies on communication methods such as radio, cell phones, and word of mouth, enhancing communication infrastructure increases the number of people who have the opportunity to obtain information about malaria. We know frequent, inspirational messages about bed nets are imperative in the fight against malaria.

For instance, we know if a parent chooses to wait longer than 30 hours to seek treatment for a child with malaria, the child only has a 10% chance of surviving. Without adequate information, parents cannot make the best choices for their families. Through communication, we can spread awareness of malaria and empower individuals to make educated decisions.
Serving God for 160 years in Africa paved the way for the UMC to have the logistical capacity to make a difference in the fight against malaria.

UNITED NATIONS FOUNDATION:

We are a founding partner for Nothing But Nets with the United Nations Foundation. Through this partnership, we have been able to send nearly a million of life saving bed nets to Africa. More recently, the U.N. Foundation gave the UMC a grant to cover the expenses of Imagine No Malaria. As a result of this blessing, all donations to Imagine No Malaria go directly to Africa.

THE GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA:

The Global Fund is the largest funding source of relief for malaria in Africa. Partnering with them will drastically increase the access of UMC programs to substantial financial resources. In country health boards are eligible to apply for Global Fund grants. Furthermore, through our partnership they will have access to our hospitals and clinics, which are in very remote places that other organizations and even governments have little or no presence.

THE BILL AND MELINDA GATES FOUNDATION:

The Bill and Melinda Gates Foundation recognized the potential of faith-based organizations to effectively fight diseases of poverty. This is particularly evident in Africa, where 60% of health care comes through a church. In light of this, the Bill and Melinda Gates Foundation supported the grant gifted to The UMC by the U.N. Foundation.
In the past, the global community has come together to make significant strides in fighting the burden of disease. What has been achieved in very short periods of time in our recent past indicates our potential to effectively eliminate diseases as sources of death and suffering now.

**SMALL POX:**
In 1958, the World Health Assembly decided to begin a worldwide vaccination program against Small Pox. Within twenty-one years, deaths caused by Small Pox were eliminated worldwide.

**POLIO:**
Since 1988, annual diagnoses of polio have dropped 99% around the world due to a commitment by world leaders to global health.

**MEASLES:**
From 2000 to 2009, measles deaths in Africa dropped by 89% as a result of increasing childhood vaccinations.

**MALARIA:**

- **U.S.A.**
  In 1947, the U.S. government and non-profit organizations came together to end malaria as a source of death and suffering in our country. Within four years time, they made that goal a reality.

- **Rwanda**
  A study was completed in Rwanda where bed nets and medication were distributed for free. Two years later they had witnessed a 66% decrease in the under-5 mortality rate (U5MR) caused by malaria.

- **Zanzibar**
  A 52% reduction in the U5MR was achieved over the course of 2 years, within one district of Zanzibar, when malaria medication was administered for free.

- **Eritrea**
  Distributing bed nets and medication, caused an 80% decrease in the malaria morbidity rate in 4 years.

- **South Africa**
  In 5 years, the malaria transmission rate was decreased by 90%, subsequently reducing malaria cases from 15 per 10,000 to 2 per 10,000.

- **Ethiopia**
  In a country where the per capita income is less than $300 a year and 38% of all children are suffering from being underweight, Ethiopia was able to reduce the U5MR caused by malaria by 51% in two years.
Uniting Faith and Works

“When you reap the harvest of your land, do not reap to the very edges of your field or gather the gleaning of your harvest. Do not go over your vineyard a second time or pick up the grapes that have fallen. Leave them for the poor and alien. I am the Lord your God.” (Leviticus 19:9-10)

BIBLICAL FOUNDATION:
From the beginning, our Creator required a sense of compassion towards the impoverished and a moral obligation to assist them. Whether through feeding, healing or clothing those less fortunate than ourselves, we not only remember the importance of this instruction, but we live out what Christ referred to as the second most important commandment – “Love your neighbor as yourself.” (Matthew 22:39)

As Christ walked the earth, an embodiment of compassion and attention to social justice took shape as never before experienced, and in the format of parables, Jesus expressed how God would view our service to others. “I tell you the truth, whatever you did for one of the least of these brothers of mine, you did for me.” (Matthew 25:40)

Consequently, our service to others becomes a tangible and outward expression of our love for God, which we are called to share with the world. “If anyone has material possessions and sees his brother in need but has no pity on him, how can the love of God be in him? Dear children, let us not love with words or tongue but with actions and in truth.” (1 John 3:17-18)

We have seen the need in Africa. We have seen our brothers and sisters dying by the thousands of a completely preventable and treatable disease, so we will express our love for God by participating in a healing ministry.

We will do this because it unites our faith with works and because we must follow Christ’s example. While we know the importance of healing miracles to Christ’s ministry, as they are the most numerous of all miracles listed in Biblical accounts, knowing the impact they had on our Savior is far more important. In Luke 7:11-17, we hear of a widow who had lost her only son. In response to seeing her grief, the Bible says Christ’s “heart went out to her” and was so moved that he brought her son back to life.

The things of this world that caused Jesus to take action should move us to take action. Therefore, we will follow in Christ’s footsteps and heed the directive of Paul. “Whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy...put it into practice.” (Philippians 4:8-9) Imagining an Africa free of malaria deaths is noble and making it a reality is right. We will heal the sick and prevent the tragedies of unnecessary deaths. We will do so in service to our Savior.

WESLEYAN TRADITION:
"Do all the good you can. By all the means you can. In all the ways you can. In all the places you can. At all the times you can. To all the people you can. As long as ever you can.” – John Wesley

As United Methodists, we have a history of serving others. We have established schools, built hospitals, and offered free medical clinics as a means of taking the church beyond the confines of a building. John Wesley said, “I look at the world as my parish.” He fervently believed in the connection between heath and spiritual well-being, and the connection between one Christian’s well-being and service to others. The Wesleyan tradition of health ministry is the reason our presence in Africa is already very strong. Now, that presence is on fire with renewed purpose.

We, The people of The United Methodist Church, will unite our faith with works through Imagine No Malaria.
QUESTIONS ABOUT MALARIA:

How does malaria affect the body?
Once in the body, the parasite invades liver cells and multiples after which it progressively hijacks and kills red blood cells. Symptoms include headache, nausea, and fatigue, progressing to vomiting, chills, and fever. The fever associated with malaria can be as high as 106 °F, which may lead to coma. A lack of red blood cells is referred to as anemia and causes widespread pain due to a decrease of oxygen in the bloodstream. Unlike iron-deficient anemia, the type of anemia caused by malaria is treated through blood transfusion. Due to a lack of blood screening capabilities in sub-Saharan Africa, it is possible to contract HIV/AIDS during the transfusion process.

How many people are affected by malaria?
There are over 500 million cases of malaria each year – if this were to represent people, as many as one in twelve could be affected. Over 1 million lose their life to this preventable and treatable disease – we lose a child to malaria every 60 seconds.

How long do the insecticide treated bed nets last?
The nets last up to 3-5 years if used correctly.

Is the insecticide on the bed net safe?
Yes – the CDC and other organizations have done testing that shows the insecticide has high toxicity to insects (mosquitoes), but extremely low toxicity to mammals (including humans). Even a small child sleeping immediately next to the net will be safe.

What about during the day?
The female Anopheles mosquito that carries the most prevalent malaria parasite only feeds at night – from dusk until dawn. That is why the bed nets are so important.

Why don’t we use DDT to kill the mosquitoes?
While we no longer use fogger planes to kill the mosquitoes (they can harm the environment and possibly the people in the area), we now use targeted DDT spraying in something called “Indoor Residual Spraying”. In this method, we spray the interiors of homes so mosquitoes landing on walls are also killed. In conjunction with high net usage, this is a very successful method of reducing infected mosquito populations (Rwanda/Eritrea reducing malaria mortality rates by 60%+ in just a few years). We work with the National Health Organizations for each country to determine the best methods to fight against malaria.

Is there a vaccine for malaria?
The parasite that causes malaria changes so rapidly that an effective vaccine has never been developed. There are a number of trial vaccines out there, one is finally in the in the human testing phase in a few African countries. This particular trial vaccine could reduce cases of malaria by 50% in children under the age of 5. In conjunction with our efforts, significant results are possible.
Frequently Asked Questions (cont.):

QUESTIONS ABOUT THE CASE (cont.):

If someone gets malaria do they have it forever, or is there a cure?
For some strains of the malaria parasite, if the infection is caught early enough, it can be removed from the body. Other strains can stay dormant in the liver for months or years, and are much more difficult to recover from (especially if not treated at the onset). These strains, however, are less deadly.

How is the United Methodist response sustainable?
We are establishing in-country health boards in countries where the UMC has a strong presence. These boards are responsible for granting out a portion of the funds raised. They are also responsible for developing the self-sustainability of the programs by teaching them how to do administrator reviews, business plans, and other growth promotion practices.

United Methodist Community Health Workers (CHW’s) will now follow our net distributions with regular checks to ensure nets are being used properly, and that communities are receiving enough communication and education to promote their use.

Will our funds go through the government? Will they be lost to corrupt leaders?
We are working with local governments to determine the best response to malaria in their country. However, the funds will not be funneled through the government. Some funds will go directly to the programs from UMCOR and some will be granted out through the in-country health boards who will help ensure accountability of funds used (who was helped by the program, and how were the funds used?). Finally, a portion of the funds will go through the Global Fund, which has similar boards called Country Coordinating Mechanisms.

While we must understand that corruption is a part of the reality in Africa, every precaution is being made to reduce the loss of funds or resources due to corruption.

How does the money get to the programs? See above.

How much money goes to the programs? (How much to overhead?)
100% of funds raised through Imagine No Malaria will go to programs. This is due to a generous grant received by The UMC from the United Nations Foundation that will cover all campaign costs. In addition, support from local churches to apportionments and the Advance have established the network of hospitals and clinics that are serving as the foundation and launching pad for this scaled up effort.

What do we do with another 1 million people alive each year? (usually economic)
An estimated $12 billion is lost in productivity each year due to malaria. These are men and women who are unable to work due to their own sickness or that of their family. There are millions of children that are unable to attend school multiple times each year and fall behind, or are killed by this disease. Each of those is a lost future, productive member of society.

It is also important to recognize that many battles are fought by the people of Africa every day –not receiving appropriate pay for their work or products, fighting sickness like malaria and HIV/AIDS, and many more. If we can take one difficulty out of the mix, we are enabling them to focus more fully on other necessary fights.
Frequently Asked Questions (cont.)

QUESTIONS ABOUT PARTNERSHIPS:

How is the U.N. Foundation related to the U.N.? Are they the same?
The U.N. Foundation supports the aims of the U.N. It is an organization that was started by a generous grant from Ted Turner to accomplish this goal. Through our partnership with the U.N. Foundation, we now occasionally hear even Ted Turner referring to the great work of The United Methodist Church!

Are we done with our Nothing But Nets partnership? Why is this replacing NBN?
We remain a founding partner in the Nothing But Nets program. Nets remain the simplest, most cost effective method of preventing malaria. Nothing But Nets activities are an integral part of this plan—both leading up to a focused Imagine No Malaria effort and continuing the work in years to come. Nothing But Nets was the first step, Imagine No Malaria is the next step in accomplishing the “more” that is so necessary to our goal.

QUESTIONS ABOUT THE FUNDRAISING PLAN:

Do all of our funds have to be in by our “deadline”?
We are hoping to have gifts and pledges totaling our goal by the end of 2014. Funds from pledges will continue to be received over 3-5 years.

What is the timeline for participation?
We are encouraging churches to engage in INM once a year this quadrennium or several times in this year and next year. Your actual timeline can vary.

Can we raise the $100/$250 per attendee goal over the next 4 years?
As a church, you can pledge the total amount to be contributed over the next 3 years (for gifts of $1,000+) or 5 years (for gifts of $5,000+). Remember though that as we wait, more people are dying from this disease. As INM receives funds, they are almost immediately distributed. In order to reach our denominational goal we need to act now, and we need your help. Encouraging pledged commitments such as Impact 100 will help keep immediate out-of-pocket expenses down for your members, and allow a larger impact over a three-year period. We do encourage activity to continue over the coming years, and perhaps reaching beyond the original goal set by the church.

Can we get the community involved?
Yes! Please bring this to your community. It is a great way to show others the mission of The United Methodist Church—to create disciples of Jesus Christ for the transformation of the world. A great effort in the community begins with a successful effort in the church. While encouraging church member support, find ways to engage the community like articles in local papers, a 5K race, and invitations to local businesses or leaders to impact 100 lives.

QUESTIONS ABOUT MATERIAL/OPERATIONAL SUPPORT:

How do I get brochures and donation envelopes and bracelets?
Orders can be placed at www.imaginenomalaria.org. These items are free. Contact the Field Coordinator for larger community event orders.
QUESTIONS ABOUT MATERIAL/OPERATIONAL SUPPORT (cont.):

Do you have posters you can send me?
Posters can be ordered at www.imaginenomalaria.org. The flyers on the website are under the “Resources” tab. They print automatically to 11x17, but if “shrink to fit” is selected, it will print to 8.5x11.

QUESTIONS ABOUT SUBMITTING FUNDS:

How do we collect the money and track how much has been raised?
We recommend churches collect donation envelopes. Open the envelopes and record the gift or pledge information for your records or use the Record of Contribution form. This form is a great way to keep a church record of the gifts received, and track the total amount raised.

Once collected, where do we send the envelopes/money raised?
Once you have completed the Record of Contribution (or similar summary that at least clarifies hard to read names on the envelopes), send all original envelopes, checks (including one to cover all cash/coins received), and the completed summary form to UMC-Imagine No Malaria, P. O Box 440544, Nashville, Tennessee 37244.

QUESTIONS ABOUT FOLLOW-UP:

Are pledge reminders sent? Who has to send them?
Yes—the campaign office will work to send a reminder twice a year to all donors who make a pledge to INM. The local church may receive pledge payments in the offering plate. We ask that you send those to Nashville on a regular basis so they can be deposited and counted in a timely fashion.

My company matches some charitable giving—are you on our list?
You can check with your company to find out if The United Methodist Church is a viable match for their program. If they do not support religious groups, they may be able to match a contribution to Nothing But Nets. Gifts made to Nothing But Nets will not be included in the Conference INM total.

Is this a tax-deductible gift?
Yes—gifts to INM are tax deductible to the fullest extent of the law. Please check with your financial advisor.
WEB SITES AND ONLINE JOURNALS:

**Johns Hopkins Malaria Research Institute (http://malaria.jhsph.edu/)**
This website gives an overview of malaria and its impact worldwide. In addition, it has links to news articles and current research.

**UNICEF (www.unicef.org)**
The search feature of this website will give access to numerous articles about malaria including information from Roll Back Malaria. Additionally, the “State of the World’s Children” statistical data tables can be downloaded or viewed. They give an in-depth look at factors used to determine overall child health for each country in the world, like information about the percentage of children who receive malaria medication when they have a fever.

**The Lancet (www.thelancet.com)**
The Lancet has a journal specific to infectious diseases and it has a series devoted to malaria.

**Malaria Journal (www.malariajournal.com)**
This is an open access online journal with information only concerning malaria related research.

**International Journal of Malaria and Tropical Diseases (http://ajol.info/index.php/ijmtd)**
This journal is published on a biannual basis and covers topics relevant to disease control, diagnosis, and socio-economic factors of tropical diseases.

BOOKS:

**The Making of a Tropical Disease: A Short History of Malaria (Randall M. Packard)**
This easy to read book gives a brief account of the four malaria parasites infecting humans, a history of malaria and its evolution, and a historical look at methods used to control the disease.

**Humanity’s Burden: A Global History of Malaria (James L.A. Webb Jr.)**
This book gives a more detailed account of malaria’s impact on humanity over the course of history.

**Plagues and Peoples (William McNeil)**
While only three chapters of this book are devoted to malaria, they clearly emphasize the symptoms of each of the four types of malaria infecting humans and show the impact of this disease.
“How-to” Guides
The United Methodist Church is part of a global response to fight malaria. Show your commitment to overcoming malaria’s burden by planning and participating in a sleepout at your church. Imagine the attention you can draw by setting up a mosquito net campsite on your church grounds. This is a great opportunity to show your community how we are reaching beyond our church to change lives, both locally and globally.

Don’t know where to begin? No problem! Below, we have provided instructions and options to maximize the effectiveness of your event.

**Instructions for making bed nets**

Objective: to connect with families in Africa as they experience sleeping under a mosquito net for protection against mosquitoes that carry malaria. This can be accomplished indoors or outdoors, depending on weather elements, space availability, etc.

**Items needed:**

*Tulle* (basically, wedding veil fabric): 108” wide x 4-5 yds in length

**retail stores typically carry 54”- or 72”-wide bolts, so you may want to check in advance or order online**

*Cost*: Typically between $.99 - $1.99 per yard....$50-$70 per bolt (50 yds)

*Resources*: check your local craft or fabric store or online (ebay, save-on-crafts.com, prestigelinens.com)

*Colors*: Mosquito nets are typically white, turquoise, blue or green in color, but any color will work.

*Scissors*

*Clothesline*

*String/Twine* (option #2)

*An anchor*: rocks, weight (something to hold net down)

**NOTE**: It’s fine to improvise, as your materials, tent size and space needs may be limited. In fact, we’d love to see photos from your sleepout event! Please send to INMinfo@umcom.org
Option #1: Triangle
Measurements: 1 piece of tulle (108” wide x 4 yds long)
Instructions:

1. Hang clothesline approximately 5’ off the ground

2. Attach the middle of the tulle (lengthwise) to the clothesline, so that it is hanging over (like a sheet drying on a clothesline).

3. Use sticks, stakes or weights to attach/anchor each of the four corners to the ground. Make sure that they are far enough from the middle that the tulle forms a triangle (teepee shape).

4. Repeat with as many pieces of tulle as you need, moving down the clothesline.

5. Keep in mind that both ends of your net will be open, which is more symbolic than authentic. You can clip the open ends together for a more authentic feel.

Option #2: Rectangle
Slightly smaller than option #1
Measurements: 1 piece of tulle (108” wide x 5 yds long)

Instructions:

1. Lay tulle flat on the ground

2. Measure on yard over and one yard in from a corner. Tie a knot.

3. Repeat for each corner of the tulle. You will have a knot at all four corners.

4. Tie a string/twine to each knot.

5. Hand each string to hold the net in the air.

Make it a fundraiser!
Step up your support of Imagine No Malaria from awareness to direct impact! Ask participants to find ‘sponsors’ for each hour they camp out (7pm – 7am). Invite the entire church family to participate. Even if they cannot sleep out in-person, supporting Imagine No Malaria is easy!
Can’t Sleep Out?

Build a Display

Build a mosquito net display. Set up a mosquito net using the instruction above in a prominent location at your church.

Instructions:

1. Construct bed net as instructed above.

2. Download and print Imagine No Malaria materials, and use images from Africa.

3. Photos, notes from youth, messages of hope can be hung on or around the net.

4. Use a doll bed, mattress and other props to illustrate an authentic usage of a bed net. Have older youth take “shifts” under the net to provide information about church activities in the fight against malaria to passers-by.

When The Night Comes – Malaria Documentary

Host a special screening for church members of “Killer in the Dark” or the new documentary “When The Night Comes.” A powerful and moving journey into a world where malaria devastates families everyday, this film underscores the urgency to fight malaria and help those in need. Request a copy to share with your church: INMinfo@umcom.org

Worship Services

Encourage your church leaders to connect Christ’s call to heal the sick and help those in need (Matthew 25:40) to our global fight against malaria. Make it a Sunday To Save Lives by taking a special offering so all church members have the opportunity to participate and make a difference.

To help support our spiritual commitment to the fight against malaria, we have developed support materials to help churches connect Christ’s call to heal the sick with support of Imagine No Malaria.

Support resources are available online at ImagineNoMalaria.org
You will need:
- 1 brown pipe cleaner cut into thirds
- 1 brown pipe cleaner cut to two/thirds original length
- 1 white pipe cleaner cut to two/thirds original length
- 1 white pipe cleaner cut to one/third original length
- 2 googlie eyes
- Glue

Step One: Eyes
Begin by rolling the both ends of the 1/3 length, white pipe cleaner in toward the center of the pipe cleaner to form a base for the googlie eyes.
Next, affix the googlie eyes to the eye base with the glue.

Step Two: Wings
Make a set of wings by folding the ends of the 2/3 length, white pipe cleaner in toward the center and twisting to secure.

Step Three: Legs
Create legs by twisting together the three smaller, brown pipe cleaners at their center and then bending the ends.
Step Three: Join the Pieces Together

Take the remaining brown pipe cleaner and thread it through the eyes and over the wings. Twist the brown pipe cleaner in a full circle around the wings and eyes to secure.

Add the legs by placing them underneath the long brown pipe cleaner and again twisting in a full circle underneath the legs to secure.

Step Four: Form the Body

Fold the back end of the long brown pipe cleaner in half and twist at the base to form a body for your mosquito.

Make a tiny bend at the end of your mosquito’s nose to give it character.

Step Five: Share!

Your mosquito is now complete! Pipe cleaner mosquitoes can be used as a Sunday School class craft project, to affix to your display board, in pews as a reminder of Imagine No Malaria, or to announce your total raised. One church has created a net display with one mosquito for every life they would like to save. As contributions come in, one mosquito is removed from the net for every $10 raised. “Dead” mosquitoes are then placed in a nearby box. Church members can then take “dead” mosquitoes home as a visual reminder to pray for the life of the child they have just impacted through their gift.