

BILL & MELINDA
GATES *foundation*



MALARIA INFOGRAPHIC

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Project Statement

Background

The Bill & Melinda Gates Foundation (B&MGF) is one of the largest private foundations in the world. The primary aims of the foundation are to globally enhance healthcare and reduce extreme poverty. The foundation has had a lot of success worldwide, but one of their projects involving aid for people suffering from malaria, drew criticism because its poor results. The B&MGF are planning to redouble their efforts in the fight against malaria, and they would like to print an infographic that will raise funds and public awareness about their new project and about malaria in schools, colleges, medical & state buildings etc. They would also like to post it around their Seattle campus.

The infographic should educate the audience about the global malaria distribution. It should also highlight the malaria situation in Africa, which is one of the countries with the highest need (and one that the B&MGF donates a lot of resources).

Target Audience

- People who donate to charities
- Activists
- Employees at the B&MGF
- Students
- General Public

Key Benefit

There will be a public awareness of the B&MGF's fight against malaria. People will understand how dangerous and widespread this disease is, and they will learn of ways that they can help donate to the cause.

The infographic will utilize donation-texting which will allow people to donate on the spot with ease.

Tone

Neutral color palette with an accent color and bold statements of information.

Donation Research

Donations

- Income \$100,000+
Donate about \$4,000 a year
(2.7 percent of earnings)
- Income \$25,000
Donate about \$600 year
(4.2 percent of earnings)

Phone Donations

On individual fund-raising campaigns done by mail or phone, the majority of households decline to contribute. Text donations are on the rise as a fast and easy way to make a donation to a charity.

Online Donations

Almost 96% of online givers indicated having consistently donated to charities offline.

Online Giving By State

<u>State</u>	<u>Average Donation</u>
New York	\$280
Connecticut	\$270
Texas	\$185
Maryland	\$163
Virginia	\$162
California	\$152
Massachusetts	\$153
New Jersey	\$151
Illinois	\$129

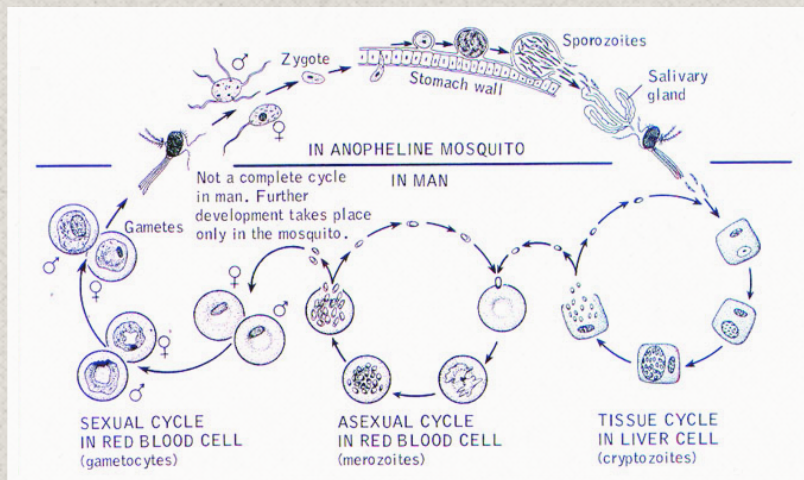
Mobile Donations

Texting is the latest way to donate money. It is convenience because people in the demographics that the charities are reaching out to are likely have cell phones. The individual can make the choice to donate money, and they can do so at that moment. Although this is a popular method, many non-profit organizations can't afford the technology to set up this type of donating.

Malaria Research

Malaria

Malaria is a disease that has been around for thousands of years. It is transmitted to humans when they are bitten by a mosquito that is infected with the parasite. Over 90% of malaria related deaths occur in Africa, and the majority of the victims are children.



Malaria Symptoms

Symptoms occur from ten days to four weeks after being infected. Symptoms include fever, nausea and vomiting. If not treated the symptoms get more severe and can lead to kidney failure, coma, or even death.

Where Malaria Occurs

Malaria occurs in tropical and subtropical areas. Transmission is more intense in these areas and the malaria is transmitted year-round. In Africa malaria has the highest transmission rates. There has been malaria cases in the United States, but outbreaks are normally small and relatively isolated. Malaria infected mosquitoes have also been found to spread via aircraft (something called Airport Malaria), and infect people who live around the airport.

Reducing Malaria Cases and Deaths

In Africa the B&MGF has saved millions of lives through their method of distributing both bed nets and insecticide sprays. They have also funded vaccination programs throughout Africa. The foundation believes that one day human being will no longer get malaria, and mosquitoes will carry it.

Sketches

Things that affect Malaria:

Climate
Poverty

Climate includes:

Temperature

Precipitation

Relative Humidity

Wind ← also spreads Malaria

Preventing Malaria

Mosquito nets

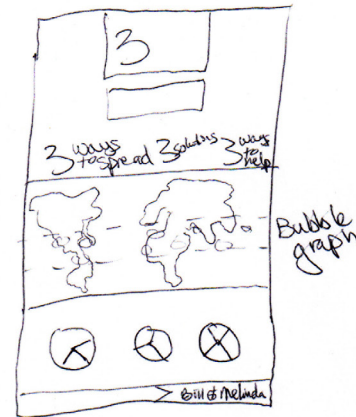
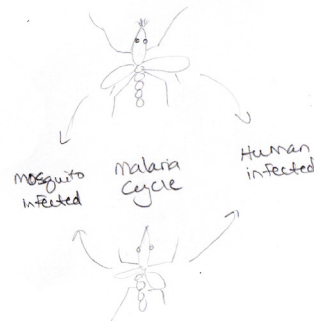
Mosquito spray

Immunization

Global Malaria Deaths
vs Global Poverty

Global Malaria Deaths by age

Mosquito life cycle



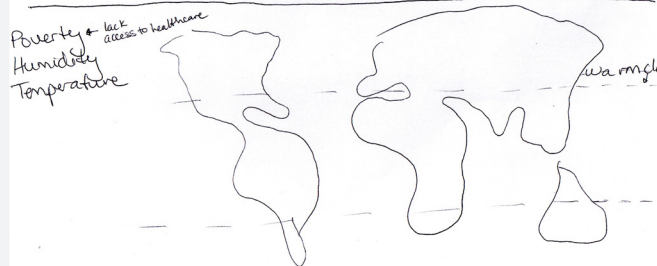
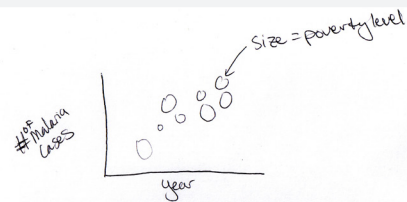
Bubble graph

~~3~~ Foundation

3 Malaria Fund

3 Malaria Global

Malaria Global Mission Initiative

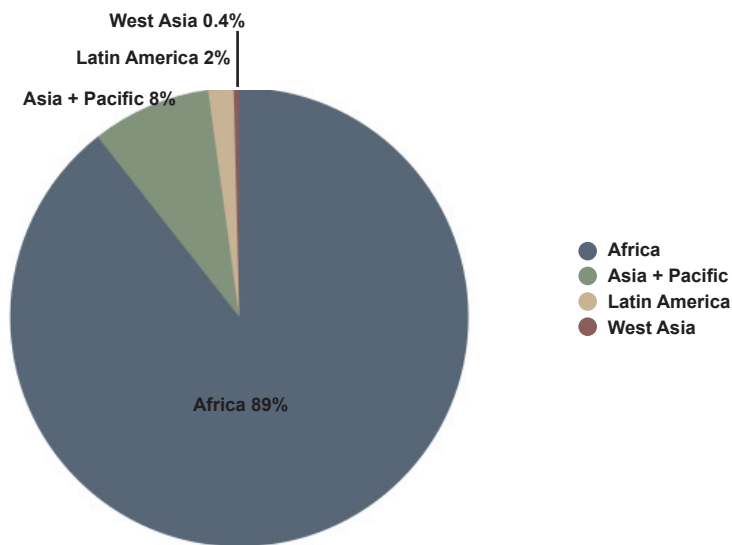


graph around title

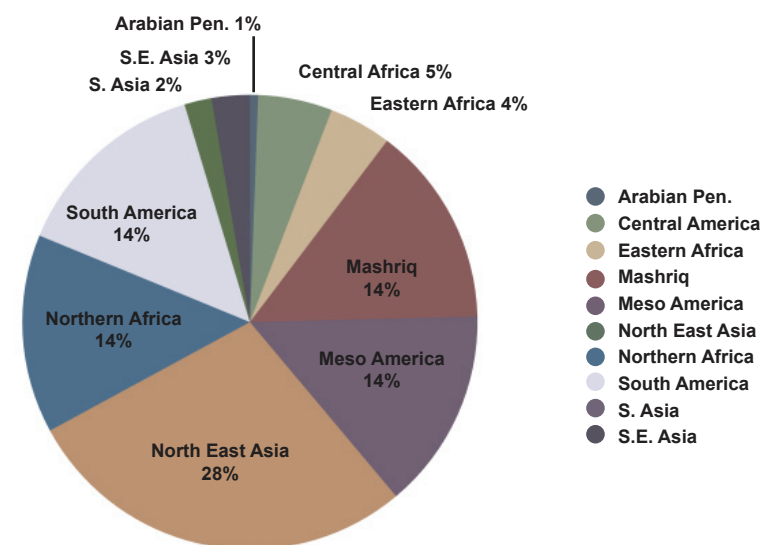


Graphs

Based on data from <http://geodata.grid.unep.ch/>



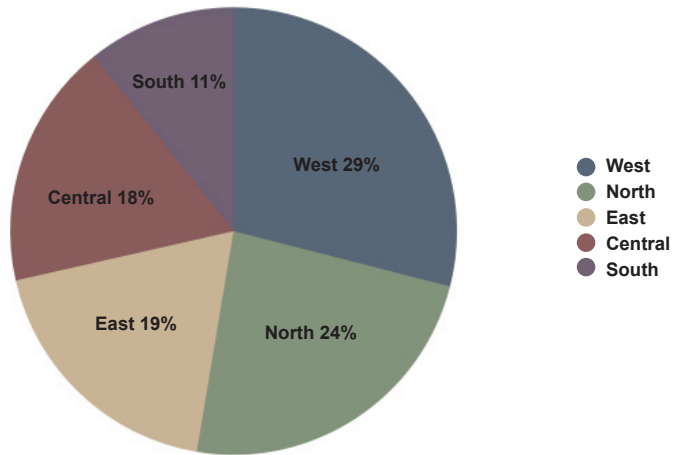
% of Malaria Deaths Worldwide



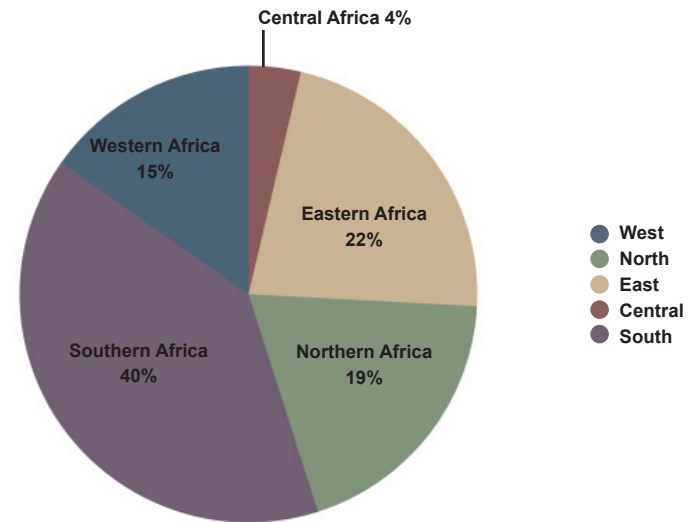
% of Malaria Cases Worldwide

Graphs

Based on data from <http://geodata.grid.unep.ch/>



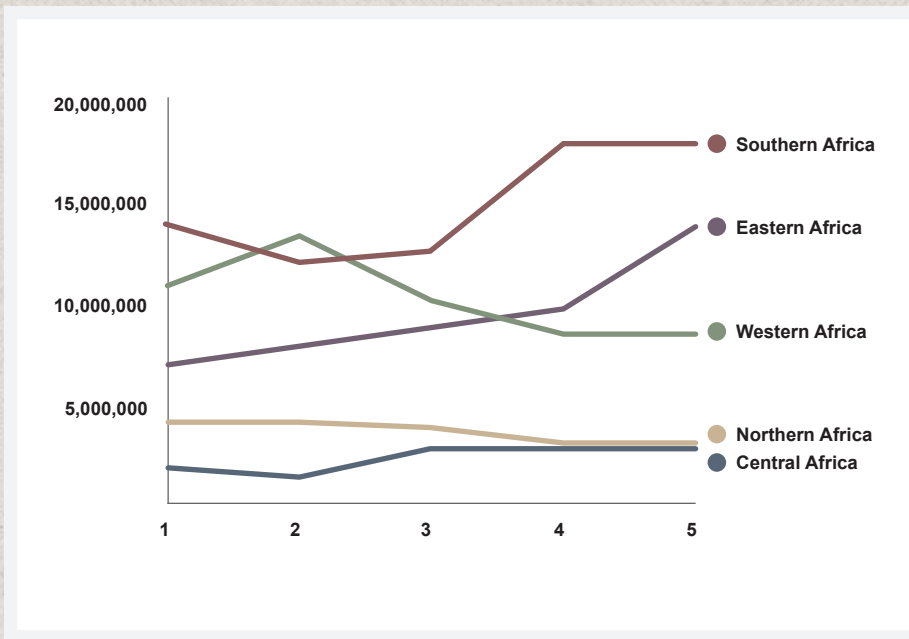
Population Distribution of African Regions



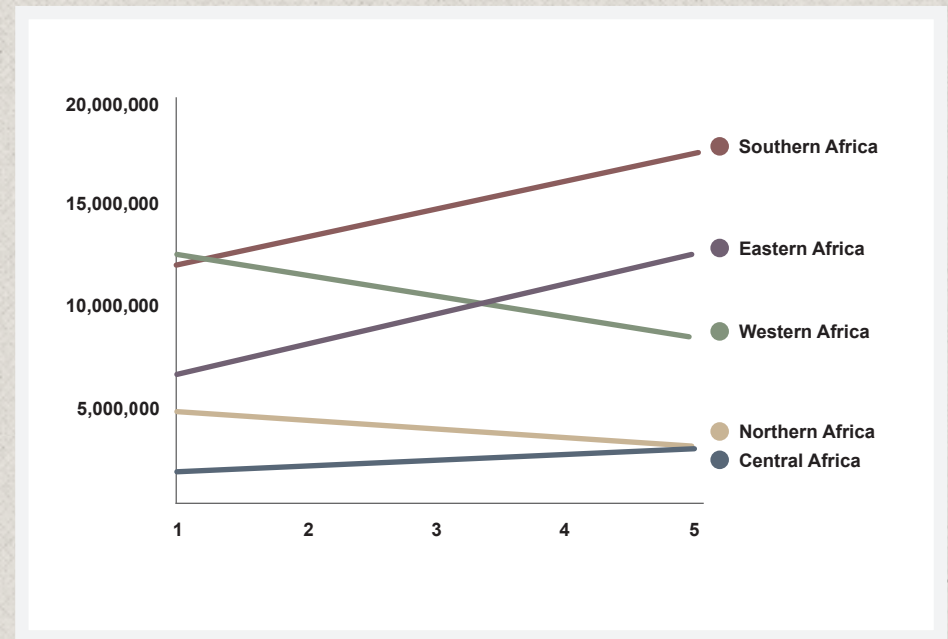
% of Malaria Cases in Africa

Graphs

Based on data from <http://geodata.grid.unep.ch/>

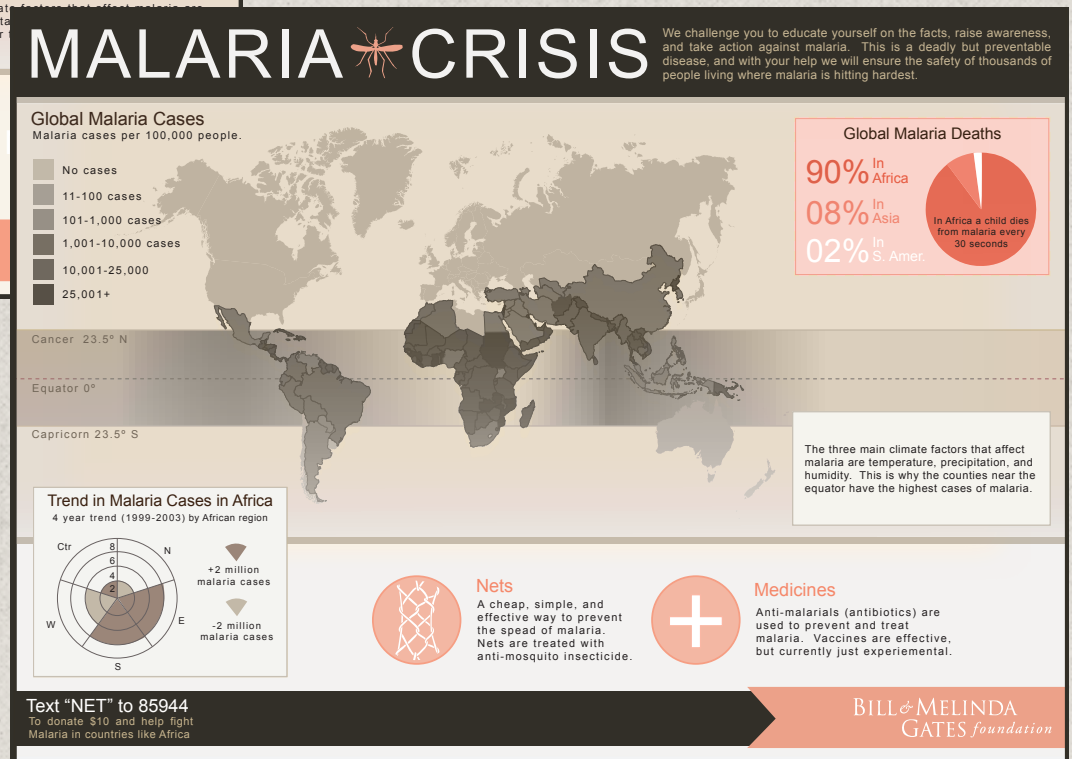
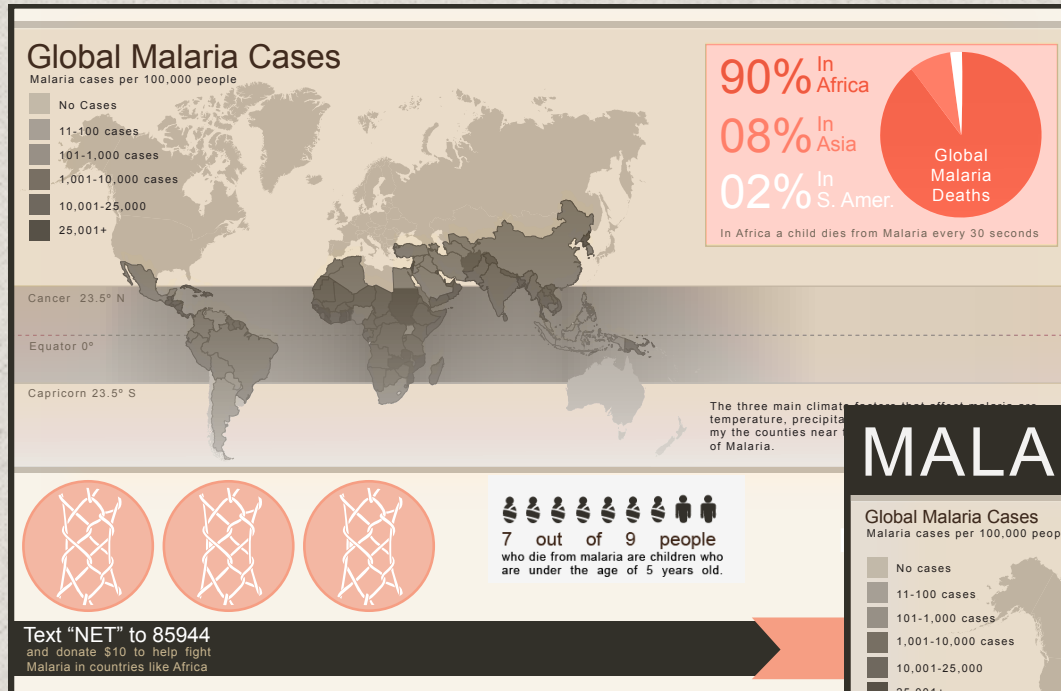


Malaria Cases in African Regions
(1999-2003)



Trend Lines of Malaria Cases
in African Regions
(1999-2003)

Comps

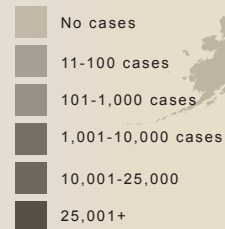


MALARIA CRISIS

We challenge you to educate yourself on the facts, raise awareness, and take action against malaria. This is a deadly but preventable disease, and with your help we will ensure the safety of thousands of people living where malaria is hitting hardest.

Global Malaria Cases

Malaria cases per 100,000 people.



Cancer 23.5° N

Equator 0°

Capricorn 23.5° S

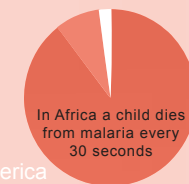
The three main climate factors that affect malaria are temperature, precipitation, and humidity. This is why the counties near the equator have the highest cases of malaria.

Global Malaria Deaths

90% In Africa

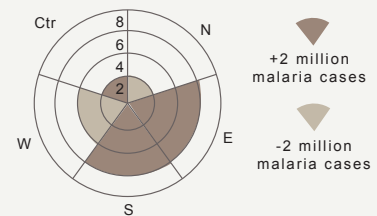
08% In Asia

02% In S. America



Trend in Malaria Cases in Africa

4 year trend (1999-2003) by African region



Nets

A cheap, simple, and effective way to prevent the spread of malaria. Nets are treated with insecticide.



Sprays

Rooms can be sprayed with insecticide before entering to kill any mosquitoes that have gotten inside.



Medicines

Anti-malarials (antibiotics) are used to prevent and treat malaria. Vaccines are effective, but currently not available for widespread use.

The funding is distributed to many areas. Nets, sprays, and medicines are effective ways to prevent malaria, and by utilizing all these approaches malaria will be attacked from all angles.

Text "NET" to 85944

To donate \$10 and help fight Malaria in countries like Africa

www.gatesfoundation.org

BILL & MELINDA
GATES foundation

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<http://www.cdc.gov/MALARIA/>