

Milk-4-Milk Campaign

Community Giving in Action

Milk-4-Milk is a simple way for communities and retailers to support vulnerable infants.

Through participating retailers, a small contribution from selected milk purchases helps fund maternal and infant care services supported by MI-CARE.

Funds generated through Milk-4-Milk help support:

- Breast milk banking initiatives
- Maternal support programs
- Community-based care services

By linking everyday purchases with life-saving care, Milk-4-Milk creates a sustainable pathway for community participation and impact.

Every purchase helps protect vulnerable infants



Support MI-CARE

Improving outcomes for vulnerable infants requires strong partnerships across communities, healthcare systems, and the private sector.

MI-CARE welcomes support from anyone who wants to make a meaningful difference at the very beginning of life.

- Corporate partners
- Retailers and suppliers
- Donors and philanthropic supporters
- Healthcare and community organisations
- Communities and individuals

WAYS YOU CAN HELP

Donate breast milk

Make a financial donation

Become a Milk-4-Milk retailer

Support MI-CARE initiatives

Partner with us

Together, we can strengthen the systems that protect life at its most vulnerable stage

Contact

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MI-CARE

Maternal & Infant Care

Protecting Life. Strengthening Mothers.

Strengthening systems of care for vulnerable infants and their mothers through nutrition, support and community partnerships.



An initiative of Towards a Better World Charities

Why MI-CARE Matters

The earliest days of life are the most fragile. Premature birth, medical complications, and limited access to support can place vulnerable infants and their mothers at serious risk.

- Premature and low-birth-weight infants are especially vulnerable
- Access to donor breast milk and postnatal support is often limited or unavailable
- Mothers recovering from traumatic births often lack structured support and counselling

While Namibia has some dedicated healthcare professionals and facilities, gaps remain in nutrition access, postnatal support, and community-based care systems.

MI-CARE exists to help strengthen these systems — ensuring that mothers and infants receive the support they need during the most critical stage of life.

Key Challenges

- Limited access to donor breast milk for vulnerable infants
- Inconsistent postnatal emotional and recovery support for mothers
- Pressure on health facilities caring for premature or high-risk babies

What We Do

MI-CARE is an umbrella program that mobilises funding and partnerships to strengthen existing maternal and infant care services.

The program focuses on three interconnected pillars:

INFANT NUTRITION & BREAST MILK
Supporting safe access to pasteurised donor breast milk for vulnerable infants through strengthened milk banking systems.

MATERNAL TRAUMA & POSTNATAL SUPPORT
Enabling counselling, education, and recovery-focused support for mothers following complicated or premature births.

SUSTAINABILITY & COMMUNITY
Building long-term impact through ethical funding, local capacity development and community participation.



Strengthening Systems of Care

MI-CARE focuses on enabling solutions that strengthen the systems surrounding mothers and infants.

Through strategic funding and partnerships, the program supports initiatives that improve early-life care while promoting long-term sustainability.

MI-CARE does not replace existing services. Instead, we work with trusted partners to fund, strengthen, and expand care where it is most needed. We:

- work alongside hospitals and service providers
- support trusted local partners
- fund and enable, rather than direct delivery of clinical services
- invest in sustainable solutions
- maintains transparent governance and financial accountability through TABWC

All funds are managed under TABWC governance with ring-fenced financial oversight.

No baby should go without milk.

No mother should heal alone.