



THE DCH **100 X100** INITIATIVE

Staff Information Sheet

Purpose

This key message sheet is designed to ensure all staff at the Department of Child Health (DCH) are aligned on the “100 x 100” campaign

The DCH Mission:

To deliver an **exceptional, family-centred experience** with **compassion, commitment** and **expertise**

The DCH Vision:

A world-class health centre where every child **smiles**

The Reality and the Crisis

- **A Legacy at its Breaking Point:** Established in 1964, DCH provides 12 paediatric subspecialty services to children aged 0-17 years from across Ghana.
- **The Service Load:** We handle 30,000 outpatient visits and 6,000 emergency admissions annually.
- **The Paradox:** World-class clinical expertise is currently being delivered in a physical structure that has remained largely unchanged since 1964
- **The Crisis:** Crumbling structures, inadequate space, and gaps in equipment/ consumables are affecting survival rates and the quality of care.

The BIG Idea: **100 x 100**

- **The Goal:** To mobilise **100,000 people** to each, contribute **GH¢100** to raise a total of **GH¢10 million**
- **The Power of One:** Every small contribution makes a significant difference

This is a SHARED NATIONAL RESPONSIBILITY

How the Funds will be used

Every Cedi is accounted for to ensure total transparency:

- **30% Medical Equipment:** Upgrading tools to modern medical standards
- **30% Needy Child Fund:** Supporting families facing financial constraints
- **15% Building Enhancements:** Fixing dilapidated infrastructure and expanding space
- **15% Furniture & Accessories:** Improving the clinical environment for patients and staff
- **10% Outreach & Administrative:** Supporting campaign awareness and operations



Ways to Give and Engage

	Description
Personal Giving	A single donation of GH¢100 or more
Giving Circle	Donate GH¢100 and recruit at least 5 others to do same
Special Date Giving	Celebrate birthdays or anniversaries with a donation of GH¢1,000- GH¢10,000
Giving Champion	An individual leading the way by donating over GH¢10,000
Giving Blocks/ Community Giving	Organizations or groups donating between GH¢10,000 and GH¢100,000+

Making Giving as Easy as 1, 2, 3

Give via



Mobile Money

Debit/Credit Card

Cheque

