



PRINCIPAL ORGANIZATION

empty tomb, inc.

EXECUTIVE SUMMARY (150 words)

Provide a brief summary description of the problem that you are committed to solving and the solution that you are proposing. Your Executive Summary should be contained in a single paragraph. Focus on delivering a compelling overview so that the **Evaluation Panel** members assigned to score your application will want to read more. Your Executive Summary, along with other portions of your application, may be extracted and revealed to the public. Therefore, the paragraph should not require any other context to explain clearly the problem and your proposed solution. This is your opportunity to make a strong first impression.

UNICEF executive director James Grant called it the “silent emergency” (1987). World leaders twice agreed to address it (1990 and 2000). But goals set were not met (target dates: 2000 and 2015). Now a new goal target is set: 2030-2035. Something needs to change. Otherwise this source of global grief, associated with instability and even overpopulation will continue. Experts say children under five do not need to die at horrific rates from preventable causes. What to do? Mobilize perhaps the largest identity group in the U.S. that controls the equivalent of the third largest GDP in the world. Although it's been losing market share, the historically Christian church, spanning many traditions, still has powerful potential, and a shared moral base that advanced abolition, and child labor, prison, and mental health reforms. Our proposal: Mobilize churches to close the gap between the goal and the actual rate of global child deaths.

THE PROBLEM STATEMENT (250 words)

Please provide a broad description of the specific problem that your team is committed to solving. Identify who or what is impacted by this problem. Offer an explanation of the current resources that are available to address the problem. Focus on why those resources are insufficient to support meaningful progress

toward one or more aspects of a solution. Explain any previous attempts to solve the problem, if there were any, and/or why the problem persists within the current environment. Later, you will be asked to explain in detail your proposed solution; here, focus on defining the problem and setting the stage for your proposed solution

During 95 years, 1900 -1995, wars claimed 109,745,500 civilian and military casualties. During 25 years, 1990-2015, when world leaders declared reduction of the Under-5 Mortality Rate (U5MR) a priority, an estimated 230 million children died before their fifth birthdays, many from preventable causes. In 1990, world leaders set the goal to reduce, by 2000, the U5MR (per 1,000 live births) by a third. In 2000, when that goal was not met, the Millennium Development Goals set a new reduction goal for 2015. Again, the world did not keep its promise. A result: In 2015, parents grieved the deaths of an estimated 1,323,824 under-age-five children, children caught in the gap between the goal and the actual data. The problem accompanies instability within and between countries. Demographics suggest a high U5MR aggravates overpopulation. James Grant said the U5MR can be regarded as the best available indicator of a country's social development (1989). Experts say simple known interventions can make the difference. Despite progress as a result of efforts since 1990, children caught in the gap between the goal and the actual numbers still die. What will be different with the 2030-35 goal? "Some within the U.N. have complained that philanthropy so far hasn't played a big enough role in bringing its expertise to bear in reducing infant mortality ..." (Chronicle of Philanthropy, January 2015). Regarding church members' affluence and related potential for good, church leaders evidence John Kenneth Galbraith's term, "uncorrected obsolescence" (1958). Something needs to change to mobilize the potential.

YOUR SOLUTION (250 words)

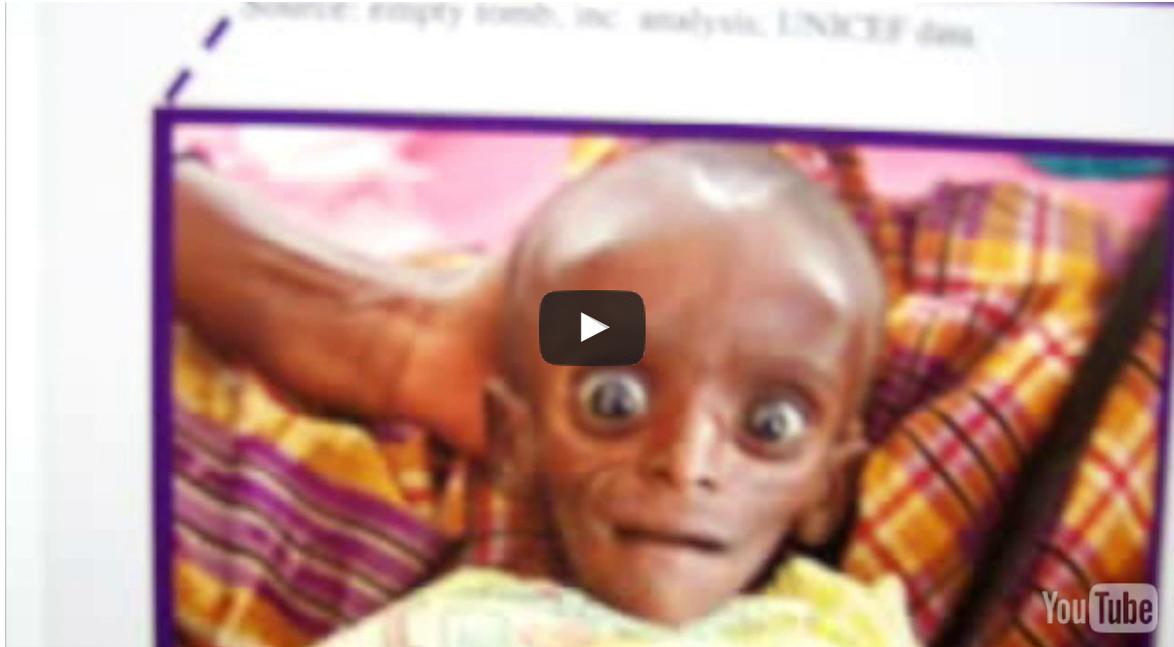
Describe your proposed solution in general terms, using layman's language, and explain how it will make meaningful progress toward a solution to the problem you've identified. What will be the direct benefits (outcomes) of this proposed solution? Who are the direct beneficiaries? Explain how and for how long these benefits will be sustained once the solution has been implemented. Why have you chosen this particular solution, and what is the best argument for this approach, as compared to potential alternatives? Focus here on the broad goals that you seek to achieve. Describe any tactical or operational plans that you will employ in the following questions.

empty tomb's analysis of US Bureau of Labor Statistics Consumer Expenditure Survey data suggests the church is the seedbed of philanthropy: The under-25 cohort gave 82% of their donations to "church-religious organizations"; advancing age groups added other charities, but "church-religious organizations" still received over 60% (2014). Globally, "... churches ... are the organization at the end of the street or village, which remain when all others have gone" (John Nduna, ACT Alliance). Social

problems need the same creativity as: Tech world: "Every single advance has occurred because smart people got in a room and eventually they standardized approaches" (Eric Schmidt, Google holding company); Marketing: U.S. soft drinks: \$65 billion (2012), while \$5 billion more needed annually to close the U5MR gap (The Lancet, 2005) not raised. A catalyst could change theory to action, potential to reality. Our solution includes: 1. Launch a national fundraising campaign to raise additional money to apply to the U5MR reduction. In empty tomb's 2001 survey with 81 denominational responses: 81% agreed members should increase giving through churches to stop, in Jesus' name, preventable global child deaths (<http://www.emptytomb.org/ResponseForm.html>). 2. Work with denominations and para-church leaders on funds distribution, and a "reverse Davos," bringing together workers on the front lines of slow-progress countries, grassroots representatives who can promote increased giving to close the U5MR gap, and informed experts to develop best distribution strategies. empty tomb's 2013 denominational mailing allocated \$5 billion cost among 187 denominations (<http://www.emptytomb.org/scg11.ExecAnalysis4of4.pdf>). 3. Market and develop empty tomb's congregation-based increased missions giving effort.

VIDEO

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THEMATIC AREA OF THE PROBLEM

Describe or select the primary thematic area of the problem that you propose to solve (the drop down list is meant to be suggestive, not exhaustive or prescriptive).

Close the annual global under-5 child death gap between goals set and reported data in order, for example, to prevent an estimated 1,333,592 preventable child deaths in 2017 due to the gap between goals set and lack of response to the problem.

LOCATION OF WORK

Where do you expect the greatest impact of your project is going to take place? You must choose at least one location, and you may select up to four. If you do not see your location, you may enter it in the Other text box.

Country/State

Country/State

Country/State

Oceans/Space/Global

Other