M3 A1 - BUSINESS LETTER TO A NON-GOVERNMENTAL ORGANIZATION (NGO) - INSTRUCTIONS

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**Overview:**

For this assignment write a letter to a non-governmental organization (NGO). You are seeking the assistance of the NGO in addressing the health issue that you identified in the country/community selected.  You are not required to choose an actual NGO.  You will be using the NGO information we provide rather than researching an actual NGO.

**Instructions**

1. Create a business letter to an NGO that is active in the country/community selected. The business letter is to be constructed in a ***block format***. See the [https://owl/purdue.edu](https://owl.purdue.edu/owl/purdue_owl.html) site for assistance.

2. Address the letter to the individual and organization listed in the information section below.   Keep in mind that your reader has a doctoral degree in business and a graduate degree in public health.

3. In this letter you will:

            3.1       Introduce yourself.

3.2       Introduce/explain the identified health issue. Explain your reason for writing that will include your concern about the health issue that you have identified.

3.3       State your recommendation(s) for how to address the identified health issue.

3.4       Acknowledge your awareness of past/current funding (see the information section below).

3.5       Request specific support and/or sponsorship to address the identified health issue. Clearly state your request and how the funds will be used.

3.6       Be persuasive in your explanation of why the support is needed, how the NGO’s mission is connected to described project, and how the NGO’s financial assistance will support the plan designed to address the health issue.

3.6       Close with a strong summary paragraph.

4. Mechanics

4.1       Remember that all references must follow *APA Manual 7th edition* format.

4.2       The body of the letter is to be 400 to 500 words (approximately two pages).

4.3       Business letters infrequently contain citations for supporting references.  This one will.  **Cite at least two (2) articles and use at least one source that is not course material.**

 4.4       Make sure that you proof the letter to ensure that it meets the assignment guidelines.

**NGO Information to Use in Letter**

1.         Name and address of the NGO is:

Creating Space for Life
Mary Phillips, Executive Director
5555 Fifty-first Street
Plain City, NJ  01012

2.         Mission of the NGO is:  *Reaching the poorest of the poor in developing countries to educate, heal, and empower.*

3.         The NGO has funded projects in the chosen country previously but not within the past three years.  The last funded project was for a chronic disease prevention project and was funded at the $250,000 level.

4.         Not much information is available for the members of the governing board.  It is known that the executive director ran a large hospital system before joining the NGO.  She has a PhD in business and a master’s in public health (MPH).

**Country previously chosen and written about:**

Kenya is the country of choice, and the nomadic population in Turkana, North Eastern Kenya, will be the focus. The community occupies arid and semi-arid areas that have made the people prone to starvation and famine (Marshak, 2021). The population was accustomed to a life of migrating from one place to another, but the global climatic changes have primarily influenced the life and health of the community members (UNICEF, 2017). Malnutrition, access to health care, and lack of safe water are issues the community faces. Therefore, the community was chosen in the country since they have been experiencing acute malnutrition, a critical healthcare issue.

The current state of malnutrition is overwhelming for the healthcare available. The population experiences between 30 and 37 percent malnutrition rates. The number of malnutrition cases in Turkana are the highest in the Horn of Africa (UNICEF, 2017). The increased drought rates in the region have contributed to the food shortage and increased food insecurity. The lack of adequate food has made the population have increased cases of undernourishment, and the population requires food assistance and increased health care.

Turkana is highly remote, and there are limited healthcare facilities. Malnutrition, especially in dire cases, requires more medical attention to address the issue and has improved results (UNICEF, 2017). Disease outbreaks and the lack of adequate staff have heavily influenced the community, and there must be increased health care facilities in the area. Creating awareness and knowledge on nutrition would also be critical in addressing the issue once there is increased healthcare provision in the community (Mugo, 2020). The community members require knowledge of the food they require and the nutrients to improve their nutrition. The lack of knowledge on nutritious foods and having a balanced meal impacts the cases of undernourishment.

Malnutrition is a concern since it leads to increased mortality rates, and the lack of adequate knowledge limits the community's capacity to find information that would help them improve their current situation. Increasing treatment in the community would be a possible solution to the malnutrition problem (UNICEF, 2017). Ensuring increased responses to drought response would also be critical in improving food security and contributing to the recovery of the afflicted population. Increasing access to safe water is also essential in resolving the matter. Access to water creates a unique opportunity for increased farming options and allows individuals to sustain themselves and decrease the chances of diseases.

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