

## **IMA World Health Again Recognized by Forbes as One 20 Most Efficient Charities**

For the second year in a row, *Forbes* has named IMA World Health as one of the 20 “Most Efficient” large charities in the United States. In its special report, *America’s 200 Largest Charities*, *Forbes* identifies IMA as one of the major non-profit organizations that efficiently provides donations to those who need them. Using their own formula, *Forbes* rates IMA at 100% efficiency based on financial performance.

“Especially in these difficult economic times, donors expect every dollar to be put to good use,” said Richard Santos, President and CEO of IMA. “Efficient management has been a central part of the ‘IMA Way’ for nearly 50 years. We put significant effort into leveraging each dollar to gain the most impact possible.”

Since it was founded in 1960, IMA has been supporting the provision of medicines and supplies, disease control, essential healthcare services and bolstering healthcare systems in developing nations. An example of IMA’s efficient delivery of supplies and expertise to those in need is its Safe Motherhood Kit. For only \$25, donors can provide a mother and her baby in the developing world with the clean and sterile supplies, clothes for a newborn, and knowledge she needs to ensure safe childbirth.

Others have recognized IMA’s efficiency as well. IMA has received the highest possible efficiency rating from the noted charity watchdog group *Charity Navigator* for five consecutive years.

Working efficiently has enabled IMA to expand its scope and reach in post-conflict situations, where the need is often most acute. In the Democratic Republic of Congo (DRC), IMA helps bring primary healthcare to roughly 10 million people, and in the process is building that country’s capacity to sustain their health care system. IMA is also participating in the effort to prepare war-torn Southern Sudan for independence through the creation of a basic healthcare system in the two largest states.

“IMA increasingly focuses on developing entire health care systems in places where they have been damaged, destroyed or possibly never existed,” added Santos. “IMA’s culture of efficiency is a major benefit as we assist others. Being so efficient helps us leverage our resources, which in turn enables us to establish effective and sustainable systems focused on helping vulnerable people who are in such urgent need of basic medical care.”