

# The HealthStore Foundation®

Providing Hope through High-Quality Healthcare  
Q3-Q4 2011



Improving access to **quality drugs**  
would address up to 70% of the most  
prevalent and fatal childhood illnesses  
in Africa.



[www.healthstore.org](http://www.healthstore.org)

## In Kenya, 12% of children die before their 5<sup>th</sup> birthday.

And around the world, nearly 30,000 children die each day...and almost two out of three of these child deaths occur from diseases and illnesses that can be prevented or treated for less than a Starbucks Latte.



In Africa, 36 countries are dangerously lacking in healthcare workers. And existing healthcare workers are often too poorly distributed to reach the estimated 250,000 women and 5.5 million children whose lives could be saved every year with access to essential care. Even when people can access healthcare, prevailing standards of care—and quality of drugs—are often too low to be effective.



The HealthStore Foundation® empowers African nurses to save the lives of children and families. HealthStore has developed the “CFW” (Child and Family Wellness) system for operating a basic medical clinic in rural and slum areas of Africa. Each CFW clinic is owned and operated by a local nurse who makes a living while saving lives; the CFW system targets a short list of diseases responsible for approximately 70% of illness and death in local communities. HealthStore uses the CFW franchise model to incentivize nurses to provide high-quality care to poor communities.

**Since inception 10 years ago, The HealthStore Foundation’s CFW network of medical clinics has served over 2.5 million people in E. Africa.**

HealthStore's CFW network distributes **high-quality medicines** in Africa where counterfeit and substandard drugs are rampant. CFW clinics save lives with good medicine in areas where bad medicine kills people.



In August 2010, Interpol seized 10 tons of counterfeit drugs in E. Africa

While saving lives, CFW also **builds sustainable businesses** for local nurses, **creates jobs** for community health workers, and **stimulates economies** by keeping children in school and adults at work.

CFW franchisees often work long hours to serve their communities with high-quality medicines



## HealthStore is an award-winning pioneer,

using CFW to reach places where some people walk miles to reach the nearest healthcare facility, where other people die because the drugs they receive are counterfeit, and where everyone lives on frighteningly low incomes (often \$1-\$2 per day).

- 2009: Clinton Global Initiative recognized HealthStore on stage as an exemplary approach to addressing a specific global challenge.
- 2007: *Fast Company* “Fast 50” Award in “50 Profit Driven Solutions for What Ails the Planet.”
- 2007: *Barron’s* recognized HealthStore’s founder Scott Hillstrom as a practitioner of effective philanthropy as part of its November 26 cover story.
- 2005: Global Philanthropy Forum: HealthStore’s CFW network won Marketplace competition whose focus was ingenuity in philanthropy, policy and private enterprise.



Here is a CFW Clinic in a rural area of Central Kenya

**Press:** Forbes Magazine, Harvard Business Review, Stanford Social Innovation Review, the UN, Franchise Times Magazine, The Economist, and this Emmy-Award-Winning PBS documentary: <http://www.pbs.org/now/shows/321/index.html>

**Please join us** on this exciting journey to save lives and reduce suffering in Africa, and share in our vision to one day serve more than 100,000,000 people per year in sub-Saharan Africa.

**Contact:**

Greg Starbird, CEO  
+1 (612) 216-5274; [greg@healthstore.org](mailto:greg@healthstore.org)

**Donate:**

<http://www.healthstore.org/donate.html>

---

**The HealthStore Foundation®** is a US 501(c)(3) nonprofit corporation founded in 1997 and based in Minneapolis, Minnesota. HealthStore's Board of Directors includes world-class global health experts as well as some of the world's top franchise industry leaders, who have successfully built franchise brands such as Mail Boxes, Etc., A&W, Long John Silver's, and Postnet. The HealthStore Foundation® and its CFW network have received monetary and in-kind support from such organizations as Acumen Fund, Anbinder Family Foundation, Bridgeway Foundation, Chiron Foundation, David Weekley Family Foundation, Eleos Foundation, ExxonMobil Foundation, Flora Family Foundation, Goldsmith Foundation, Global Fund, Hot Dish Advertising, International Finance Corporation, Mark Gordon Family Foundation, Michael Seid & Associates, Mulago Foundation, Oswald Family Foundation, Postnet, Procter & Gamble, Rockefeller Foundation, Rotary International, USAID, Virgin Unite, and others.

[www.healthstore.org](http://www.healthstore.org)