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Dear IFAASA Supporters

2021 is nearly drawing to a close so, it’s time for me to update you on all that IFAASA has achieved over the past 12 months.
As usual, we ran our very successful annual campaigns:

**Reproductive Health Month (RHM)** in February saw us run a webinar series which, as well as our own renowned Specialists talking, included a couple of overseas speakers (thank you Zoom!). We also ran our 25% discount off an initial consultation with participating SASREG Centres of Excellence, to encourage early diagnosis, which saw over 200 patient registrations.

In July we ran our **National Infertility Awareness Week (NIAW)** Campaign which saw an introduction to our “average infertile couple” Kelly and Bongani. Over the week we followed their journey through from their first Fertility Specialist Appointment, to their pregnancy test results. We had wonderful feedback from patients who said that the couple was very relatable. You can find a link to the videos here: Kelly and Bongani’s Journey
Other campaigns we ran were one in **PCOS Awareness Month** and we celebrated World Fertility Day with a video series of Specialist Q & A’s.

In January, we were approached by a well-known UK Fertility website and asked to give feedback on something they were wishing to start. After numerous Zoom calls with fertility charity representatives around the world, the idea to form the **World Fertility Organization (WFO)** was born. This organization aims to be the global resource for patients suffering from infertility and will be country-specific when it comes to finding out information. This will especially benefit developing countries, who perhaps don’t have advocacy groups of their own. We will be working alongside Resolve in the USA, Fertility Network UK, IVF Babble, Fertility Matters Canada, and L.O.V.E Foundation in Nigeria to set WFO up. We aim to have more fertility charities on board and many more countries represented, by the time we launch the organization in early 2022. IFAASA is super proud to be a founding member of the Organization!

In June 2021, we took part in a **FERRING Patient Council** meeting, run by FERRING Global in Switzerland. IFAASA is officially a part of that Council and our next meeting will be in December.

Then of course there was the 2nd **Fertility Show Africa (FSA)**, which was completely online this year, due to restrictions. While it was tough to make the switch, the show was very professional and over 700 people attended live, from all over the world such as Belgium, the UK, the USA, Nigeria, Kenya, UAE, Swaziland, and more. Many more people will watch the event “on-demand” as it was recorded. Next year FSA will be held in July, during NIAW and we hope it will be a hybrid event (in person and streamed live).
We continue to fundraise for our **legal challenge** and we thank the clinics and individuals who have stepped up with funding. Our legal team has decided that we need to first work on developing a standard appeal process for how to lodge appeals and complaints with the CMS, against schemes that don’t even comply with the current guidelines for PMBs. How much time do you waste writing motivation letters for procedures that should just be paid for? How much money are patients, who don’t understand the PMB ruling, losing out on? Once we have managed to standardise that, we can then approach the CMS re the exclusion.

We also made valuable overseas contacts at Fertility Show Africa and will be looking to collaborate with organisations regarding fertility education starting at the school level and learning from the countries who have successfully implemented this, we will call this **The Education Initiative**.

Lastly, we were just presented with the **Best Fertility Service Award**, for our ongoing fight for fair coverage for all, at the European Fertility Society’s Fertility Care Award Gala. We are so proud to have been chosen in what was a highly contested category.

**Plans for 2022:**
I plan on taking a step back from our family property company during the early part of 2022 and working full time for IFAASA. This will enable me to better drive the projects that we are working on, as well as come up with new ways to raise awareness and carry out IFAASA’s mission and vision. I will also then have time to be able to properly drive the medical aid funding fight, including the other medical aids and the CMS project which needs to be done properly.

This would also mean that, for the first time since its inception in 2013, IFAASA will need to pay a salary. I have spoken to SASREG about this, as I always like to be transparent and they have no issue with it at all. As always, our audited financials will be available for anyone to look through and we will be thoroughly SARS compliant.
I thank you all for your continued support, without it, we would not be able to do what we do for the patients, and nor would we have the opportunities we now do, to make a difference on a global level.

I am always available to chat through anything, be it our current projects or ideas for new ones so, please don’t hesitate to contact me!

_Saskia Williams_

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IFAASA'S PLANS FOR 2022

IFAASA’s plans for 2022:

- Saskia to work for IFAASA full time
- Launching The World Fertility Organization
- Reproductive Health Month Campaign Feb 2022
- National Infertility Awareness Week
- Fertility Show Africa 2022
- CMS Project
- Further awareness campaigns
- The Education Initiative
- Improve Social Media Reach/Engagement

Launching the World Fertility Organization
At the European Fertility Society Fertility Care Awards, IFAASA was awarded the **Winner of Best Fertility Service:**

For their tireless fight against the medical aids in South Africa. The Best Fertility Service is for individuals and organisations who have been delivering outstanding patient service in reproductive health. Applicants should identify their specific service and the significant impact it has had on patient care and patient outcomes.
Fertility Care Awards 2021

WINNER

BEST FERTILITY SERVICE

THE INFERTILITY AWARENESS ASSOCIATION OF SOUTH AFRICA

IFAASA

IFAASA 2021
IFAASA'S FACEBOOK STATISTICS

November 2020 - October 2021 Facebook Page Stats

People reached: 2,066,220

Engagement: 225,053

Comments: 9,808

Shares: 14,763

Reactions: 104,467
OUR YEAR IN PHOTOS

FEBRUARY

Reproductive Health Month (RHM)

Worried the Vaccine will make you Infertile?

Pregnancy and the COVID-19 Pandemic. What to expect when expecting.

Assisted Reproductive Technology. How does it work!

Let’s discuss Infertility. Causes and Warning Signs.
JULY
National Infertility Awareness Week (NIAW)

SEPTEMBER
PCOS Awareness Month
World Fertility Organization (WFO)

IFAASA
Fertility Network UK
L.O.V.E Foundation
Fertility Matters Canada
IVF Babble

For more information, contact info@worldfertilityorganization.org

Video Design
HOUSE OF FERTILITY MEDIA
Reproductive Networking
OCTOBER

Fertility Show Africa (FSA)
INFERTILITY AWARENESS ASSOCIATION OF SOUTH AFRICA
A Patient Advocacy Group formed in 2013

Saskia Williams
Founding Director and CEO
A huge THANK YOU to all our wonderful sponsors, for ensuring that IFAASA is able to fight for patient rights and carry on educating the South African public about infertility. Without you, we wouldn't exist so, thank you for your ongoing support!

Sandton Fertility Clinic
SASREG
Vitalab
MEDFEM Fertility Clinic
Femicare
Aevitas Fertility Clinic
Cape Fertility Clinic
Next Genetics

**Educational Grant:**
Merck