



Maria Gembarzewska-Truong &lt;maria.gembarzewska-truong@efektywnyaltruizm.org&gt;

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## Thank you for your support of New Incentives!

1 message

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**New Incentives** <info@newincentives.org>

26 February 2024 at 22:58

Reply-To: info@newincentives.org

To: "WiecejDobra.pl" &lt;maria.gembarzewska-truong@efektywnyaltruizm.org&gt;

Dear Maria,

Thank you for your generous donation to New Incentives. As we scale up our operations to enroll 7.9 million infants by the end of 2026—saving lives by incentivizing childhood vaccinations in northern Nigeria—we continue to be excited by the assistance we receive from thoughtful donors like you.

Have you ever wondered what it's like in one of the health facilities where our program operates? We recently created a [short video](#) that features Routine Immunization Provider Magaji Soja, who vaccinates children three times a week in Jigawa. Magaji is an eyewitness to the impact cash incentives have on the number of babies immunized:



***"In the past, the highest numbers we recorded were around seven to eight, at most 10 people... But we now record as many as 30, 20, 40, even 50 people."***

And that's in just one government clinic. Those incremental changes add up across our widespread operations. As of January 2024, we've:

- enrolled a total of 2.7 million infants;
- expanded to nine states in northern Nigeria; and
- increased operations to more than 5,900 clinics.

The randomized controlled trial of New Incentives' program shows that our intervention doubles the percentage of fully vaccinated children in the areas where we operate. And we remain meticulous about transparency, cost-effectiveness, and data-driven excellence. Every day, we provide updates about our current impact [here](#).

Please consider sharing the video above with a friend who might be interested in saving lives in a way that does the most good per dollar. Again, thank you!

Gratefully,

Liz Hixson  
Senior Communication and Development Associate  
[liz.hixson@newincentives.org](mailto:liz.hixson@newincentives.org)



P.S. Follow us on [Twitter](#), [Facebook](#), or [LinkedIn](#) where we often post updates on expanding to new states, current program impact, our cost-effectiveness, and more!

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Donation information for WiecejDobra.pl.

Amount	Date
\$25.10	2/23/2024

New Incentives is a 501(c)(3) organization. Your contribution is tax deductible to the extent allowed by law. No goods or services were provided in exchange for your generous donation. Tax ID Number: 45-2368993

**Our Contact Information**  
New Incentives

27.02.2024, 09:08

Fundacja Efektywny Altruizm Mail - Thank you for your support of New Incentives!

440 N Barranca Ave

#6133

Covina, CA 91723

(415) 797-7639

<http://newincentives.org>

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