



P.O. Box 31052, London, SW1X 9WB
Tel: 0207 201 9981 Fax: 0207 201 9988
e-mail: ethiopiaid@reed.co.uk
www.ethiopiaid.org.uk
Registered Charity No. 802353

Dear Fundraiser

Thank you for asking how to raise funds for Ethiopiaid. We are very grateful that you have chosen to give some of your time and energy to the poorest people on Earth. In return, we want to make the experience as easy and fun as possible.

In the past, we have had people raise money from a huge variety of activities – from coffee mornings to climbing Kilimanjaro! We welcome any contribution that you can make to our work.

The enclosed pack covers how to raise funds online, which is an easy and efficient way of fundraising.

We also enclose a sponsorship form that you can give to sponsors. Return the completed form to us at the address above, along with all sponsor donations. Sponsors who are tax-payers can have their donations gift-aided, allowing Ethiopiaid to reclaim tax on their donations.

We have also provided an overview of our work to help you field any questions.

Ethiopiaid works hard to keep administration costs as low as possible. This allows more of our donors' money to reach those who really need it. As such, we do not have any standard fundraising posters or leaflets. However, if you contact the office we would be happy to supply you with sample leaflets from our mailings, according to your requirements. We will also be able to help you make fundraising posters – just call **0207 201 9981** or email ethiopiaid@reed.co.uk and ask.

We wish you all the best in your fundraising efforts – do not hesitate to contact us if you need any help.

Best Regards

Ethiopiaid



HELP THE POOREST PEOPLE ON EARTH

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Our Work

Ethiopiaid is a fundraising charity that supports projects exclusively in Ethiopia. We work to reduce poverty, protect and preserve health and enhance education for some of the world's poorest people. Rather than sending ex-pats over to run projects on our behalf, Ethiopiaid raises money for well-established indigenous charities, the majority of which are run by Ethiopians.

At the moment we are supporting 15 projects. Donors can choose which project they give money to or alternatively place it in a general fund if they have no preferences.

Ethiopiaid was founded in 1989 by Professor Alec Reed, who is also Founder of the recruitment group Reed plc. Prof. Reed visited Ethiopia in the late 1980s and was incredibly moved by the suffering he saw there, and so decided to set up an effective fundraising charity for projects in Ethiopia.

Ethiopiaid keep costs very low, so that more of our donations can go towards helping our dedicated partners. The majority of our funds are raised through mail shots. This means that we can minimise our staff costs. In fact, at present, I am the only full time employee in the UK. In addition, our office space is donated free of charge by Reed Executive Plc. In the year ending 2004, our administration costs were only 3% (approx.) of total income.

Here are some of our most popular projects:

The Addis Ababa Fistula Hospital

The Hospital is world-renowned for its treatment of women who have suffered terrible injuries during childbirth. They have treated over 25,000 patients, many of whom have endured years of incontinence before hearing that a simple operation that can cure them completely. The Hospital has constructed a village to house women whose fistulae are incurable.

Hope Enterprises

Ethiopia's first indigenous Non Governmental Organisation runs projects with the aim of providing a future for the children of Ethiopia. They have established extremely successful primary and secondary schools, as well as running vocational centres, which have a great record of job placement and even job creation. Ethiopiaid initiated an idea whereby Hope provide street children with a breakfast, followed by informal lessons. In 2004, Hope was even able to enrol 350 of these children in school.

The Menagesha Home

This home just outside Addis Ababa helps children from all over the country with severe disabilities. With special operations, many children leave able to walk for the first time. Many more are provided mobility aids. The Home also has a mobile unit, which travels to rural areas across the country.

The House of Angels

A hospice for the most needy in Addis Ababa. The women who work here give desperate people what care they can or allow people to die with dignity and give them shelter in their final days. They also run an orphanage for children and have a special home for children who are HIV positive, now an alarming problem in Ethiopia.



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Online Fundraising

Online fundraising is a great way of making sure that you get the most return for your efforts. Done correctly, it can save time and money because:

- Sponsors can pledge their donation in their own time
- You do not have to chase sponsors for pledged money
- Donations can be gift aided by tax payers, allowing Ethiopiaid to claim back tax on each donation

ETHIOPIAID supporters can raise funds online through JustGiving, a website that enables you to set up quick, easy fundraising pages for your chosen charity. People who want to sponsor can visit your page to see what you're doing, learn more about ETHIOPIAID and give money.

Using JustGiving.com

1. Go to www.justgiving.com/ethiopiaid
2. Click on **Raise Money**
3. You will be taken to an introduction page where you can see what a completed page can look like, as well as sponsor a friend. To start setting up your own page, click on **Create Your Page**
4. You will be directed to a page showing official events, e.g. the London Marathon, in which many people can raise money for Ethiopiaid. If you are doing one of the listed events, click on the event and follow the steps as instructed.
5. If you are not doing one of the listed events, go to the bottom of the page. You will see a drop-down menu. Use this to select the event type that best corresponds to your fundraising idea (e.g. if you are raising money by having people give donations at your birthday, select **Personal**).
6. Once you have selected the event type, click **Continue**. You may be offered other options (e.g. if you selected **Personal**, you will be asked what kind of occasion it is). If the options offered do not match your fundraising idea, just go **Back** on your browser.
 - i. **Special:** If you are doing an event as part of the scheme (e.g. a trekking group), make sure that all team members give the same event type and give their event the same name.
7. Choose how long you want your page to stay open for. Your page will close after this period and you will not longer be able to use it raise funds. Ideally, keep your page open for some time after the event so that late donations can come through. Then click **Continue**.
8. You will now have to supply your email address. If you have already used the site, supply your password and click **Continue**
9. If you are new to the site, indicate this and click **Continue**. You will then be taken to a page where you can fill out contact details. At the bottom of this page, you will be prompted to make up a password. Please ensure that you keep a record of this password. Make sure you read JustGiving's term and conditions, decide whether you want to check the other boxes then click **Continue**.

10. At this point, you will be sent an email acknowledging your page by JustGiving and sent through to design your own page.
11. You can see an example of what a JustGiving page looks like below. To see this example page in full, go to www.justgiving.com/ethioexample
12. JustGiving allow you to personalise your page in a number of ways. You can see what your completed page will look like before completing the page. It is a good idea to check the box allowing you to receive an email every time a sponsor donates.
13. Once you are happy with your page, click **I am happy with my changes**.
14. Your page is now complete and can receive donations! You can send an email to your friends telling them about the page and your fundraising efforts.

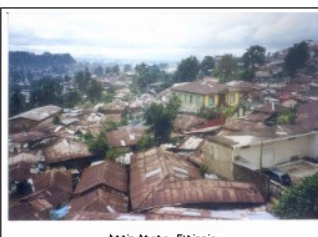
Justgiving - Edit your fundraising page - Microsoft Internet Explorer provided by Reed Connections

File Edit View Favorites Tools Help

Address www.justgiving.com/ethioexample

Page Closes: 8th Sep 2007

Ethiopiaid Example Page



Addis Ababa, Ethiopia

About the charity:
ETHIOPIAID
 Ethiopiaid's objectives are to relieve poverty and sickness, to preserve and protect health and to advance education amongst Ethiopians who are in need. Ethiopia is one of the world's poorest countries, and relies on overseas aid and the work of charities in order to provide basic services.

DONATE NOW >

[Bookmark this page](#)
[Tell a friend](#)

Personal message:

Hello,

This page is an example to show potential fundraisers how their page could look.

Please do not donate on this page - **if you would like to donate to Ethiopiaid, please visit www.justgiving.com/ethiopiaid.**

As you can see, I have changed the picture on the left and added a caption. I have also changed the colour scheme to pink.

I hope you would like to fundraise for Ethiopiaid - to do so, please visit www.justgiving.com/ethiopiaid and click 'Raise Money'.

Best regards,

James White - Manager, Ethiopiaid

Online donors to date:

Name	Date	Type	Amount	Tax Bonus	Comment
Details of donations to your page will appear here - unavailable during page update					

DONATE NOW >

*Total donated online: unavailable in update

Amount raised offline: £0.00

Plus Justgiving has reclaimed Gift Aid of: unavailable in update

Start | Raising mon... | Donor Offers | Database C... | donations_2... | Justgiving ... | Fundraisers ... | 14:52



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Sponsorship form

Please sponsor me in my, and help raise money for the work of Ethiopiaid.

Name

Address

Please complete the form in **block capitals** . If you would like Ethiopiaid to be able to claim tax back on your donation under the Gift Aid scheme, tick the **Gift Aid** box.

Gift Aid allows Ethiopiaid to reclaim the tax on your donation and any future donations you may make until further notice. This would increase the value of your donation by 28p for every £1 you donate. To be eligible you must have paid an amount of income tax or capital gains tax at least equal to the amount of Gift Aid that Ethiopiaid claims on your donation.

Name	Address	Amount pledged	Gift Aid	Date	Amount given	Signature
		Total			Total	