

motifundraising

WINTER 2005

Dear Friends and Supporters

Welcome once again to MotiFundraising! This newsletter features some fabulous fundraising efforts made by an increasing number of our supporters who gladly give up their time and energy to raise funds for our cause. You are always most welcome to join them.

You can read about "Motivated to Broadcast", the fundraising lecture we held at the Royal Geographical Society in London recently. I'd also like to wish Tricia Morris the best of luck as she raises funds for wheelchairs for Africa – details of how you can sponsor her are overleaf.

The Bristol Half Marathon was a great event and I was delighted to add my voice to the cheerleading squad. I got somewhat carried away with enthusiasm and agreed to run next year. My congratulations go to those who did it this year, and if anyone feels like joining me in the 2006 event, do let us know early in the New Year.

Don't forget too that our original Christmas card designs, which are unavailable anywhere else, are ready for ordering. All proceeds will go towards Motivation's work to enhance the quality of life of people with mobility disabilities.

Thank you, as always, for your loyal support.



Naftali Onchere
Fundraising manager



On Tuesday 4th October 2005, Ralph Bernard, Chief Executive of Britain's largest commercial radio company, GCap Media (which owns Classic FM) explained why he is 'Motivated to Broadcast' at a lecture at the Royal Geographical Society in aid of Motivation.



Ralph Bernard, Chief Executive of GCap Media

We hope that this will be the first in a regular series of lectures that will see a wide range of speakers talking about what motivates them to dedicate their lives to their passions.

Ralph took the audience on an emotive journey through three golden ages of radio, demonstrating that above all radio is a personal medium that allows for creativity to flourish on the edge of the mainstream. Using powerful video clips, sound and images to illustrate his points, he argued that multi-channel TV, the internet, the iPod and the mobile phone are additional forms of entertainment media, not alternatives.

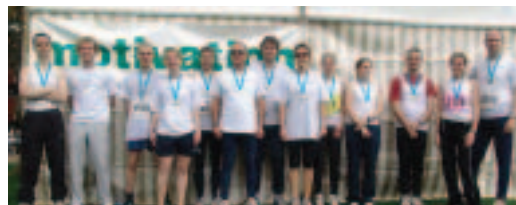
Ralph also described ways in which radio and development went hand-in-hand by highlighting 'radio teacher' projects in Kenya, as well as reminding us that radio serves as a vital communication tool. With the limitless opportunities of digital radio, Ralph concluded that the third golden age of radio is upon us.

We would like to thank our sponsors for their generous support that enabled every penny of the ticket sales to go towards Motivation's work. GCap Media, Arqiva, PURE Digital and BECTU all supported the event and we are delighted to announce that we exceeded our target for the evening by raising a fantastic £6,500.

Thank you to all who attended, those who couldn't make it but donated anyway, our sponsors and especially Ralph. Watch this space for news of the next 'Motivated to...' lecture.



Runners go to long distances to fundraise for Motivation



Some of Motivation's admirable half marathon team

The fast, flat course of the Bristol Half Marathon makes it one of the UK's most popular road races. It is also Motivation's home marathon and we were proud to cheer on the twenty runners (including three of our own staff) who braved the October chill to raise money for our work.

Supporter Sarah Thomson organised a great team of her colleagues from Davies Veterinary Specialists, who even customised their own running vests with their logo and ours. Several other generous supporters gave up their time to train and fundraise for us and

we are enormously grateful to all of them. Once the race is over, runners still have the considerable task of collecting sponsorship from all those who pledged money for their

pain - good luck with that! If you would like to find out about other ways of running, cycling or even sky diving for Motivation, give Francesca a call on 01275 461946.

40 miles for 40 wheelchairs

Motivation supporter Tricia Morris has climbed Mount Kilimanjaro three times and wanted to give something back to the communities who live and work in the region. Having worked as an Occupational Therapist in the past, it seems fitting to raise money to buy wheelchairs for disabled children in Tanzania.



Tricia at the foothills of Mount Kilimanjaro

On Saturday January 7th 2006 Tricia will be running a half marathon (13.1 miles) around Disney World, Florida, followed the very next day by a full marathon (26.2 miles) in 'Goofy's Race'.

Tricia says, "I have decided to try and raise £150 for every mile I run. That will be enough to fund 40 wheelchairs for 40 disabled children. By doing this they will be able to move by themselves, no longer dependent on others. This is hugely important because once the children grow too big to be carried the possibility of attending the treatment clinic or school disappears. Schools are often a long way from home and the only way to get there is on foot. To cope with the bumpy and often muddy roads the wheelchairs must be very robust, nothing high tech about them, just solid and reliable."

You can sponsor Tricia online by visiting www.justgiving.com/goofy or by calling us on 01275 464031.

Christmas Cards

Motivation's Christmas cards are now available. This year's original designs can be customised for businesses by overprinting with your company logo and message. If you would like to order cards please complete the enclosed flyer, or contact the office. All proceeds go towards Motivation's work in developing countries. Thank you for your support.

All the best ideas come from you...

Motivation supporter Vicky Raymond asked if she could add a strap line to her email signature to help promote our work. Of course, we thought this was a brilliant idea and would be delighted if other supporters would like to do the same. Sample strap lines are:

- Motivation works to improve the quality of life of people with mobility disabilities. See www.motivation.org.uk for more information.
- Help disabled people in Africa improve their own lives by taking part in Motivation's Kilimanjaro challenge. Visit wheelchair workshops and meet the people who benefit from your fundraising. To find out more, email events@motivation.org.uk.

To find out how to insert an email signature in your own email account, go to 'Help' and search using the word 'signature' for step by step instructions. Great idea Vicky – and we'd love to hear from anyone with other ideas!

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