

motifundraising

SUMMER 2006

Dear Friends

Welcome to our summer edition of Motifundraising. It has been a fruitful few months for Motivation thanks to the generosity and hard work of our supporters. I would like to extend a special thank you to everyone who donated towards our spring appeal, which has so far raised over £7,000. Every penny you raise helps to strengthen our work to transform the lives of disabled people in developing countries.

One such life that has been changed by Motivation is that of Baluch, who I met on a recent trip to Afghanistan. Baluch received his wheelchair from our local partner in Afghanistan, Sandy Gall's Afghanistan Appeal. He is pictured here working in an electrical shop in Jalalabad. I think the picture speaks for itself – Baluch's wheelchair has given him independent mobility, this in turn has helped him find a job, from which he earns enough income to support his family.



Baluch at work in Jalalabad, Afghanistan

There is a very long way to go to ensure that all disabled people in developing countries have the same opportunities that Baluch has had to take part in society. But with your help we can at least begin to address the huge global need for wheelchairs. In this edition of Motifundraising we are appealing to you - the individual supporters upon whom we rely - to help us recruit more people to support our work.

At Motivation we believe in creating personal relationships with our supporters and as a result, many of you have been loyal to Motivation for many years. In recognition of this, and because we would like to make sure that the disabled people we work with receive the maximum possible amount from the funds we raise, we try

our hardest not spend money bombarding you with information and appeals.

Because we value our supporters so much, we would also prefer that people hear about our work directly from someone who understands and believes in what Motivation does. This is where you can help. If all of you could persuade just two friends or family members to become supporters of Motivation, our supporter base will be trebled, enabling us to transform the lives of three times as many disabled people throughout the developing world.

A way you might like to encourage a family member, friend or colleague to support

Motivation is to ask them to buy an individual in a developing country a wheelchair. Each wheelchair we provide costs an average of £120. Of this amount, £100 pays for the wheelchair itself, £8 pays for the essential local services needed to prescribe, fit and train the user with their new wheelchair and £12 pays for us to administer the process. By asking your contacts to give just £10 per month, every year they will be giving a person like Baluch a life-changing wheelchair which will enable them to access education, employment and become part of the community.

If you know someone who you think would like Motivation's approach to fundraising, and who would like to help disabled people in developing countries lead independent and dignified lives, please give them the enclosed leaflet about our work and ask them to get in touch with us.

As always, thank you for your support, we would not be able to improve the lives of thousands of marginalised disabled people across the world without it.

David Constantine

Co-Founder / Executive Officer



Running to Give Others the Gift of Mobility

Many congratulations to Motivation's marathon runners who took part in the gruelling 26.2 mile London Marathon in April.

Local Headteacher Anne Richards completed the race in 4hrs 46 minutes. Anne explains that the race was "as much of a mental challenge as a physical one in terms of the commitment and determination in it requires".

Anne chose to run for Motivation because "as a small local charity I knew my fundraising efforts would

have a real and lasting impact".

Congratulations also to James Beattie, who completed the race in a fantastic 4 hours 38 minutes.

James explains that "It wasn't too painful - I actually enjoyed it - although that's a lot easier to say in retrospect!"



Motivation has one guaranteed place in the London Marathon in April 2007. If you think that you can raise £3,000 or more by taking part in next year's prestigious race, please contact the Motivation office.

What's your Motivation?

In recognition of the difference that our individual supporters have made to our work, and to enable you to get a better idea of exactly what your donations are helping us to achieve, we have recently launched a programme called 'My Motivation'.

'My Motivation' is designed to improve the way we communicate with you. Through the programme you will be able to receive personalised email updates about real people who have benefited from your support and to keep track of the areas of our work that interest you most. The programme will also enable

you to donate online and to view the past donations that you have made to Motivation.

Using 'My Motivation' couldn't be easier. Simply log on to our website at www.motivation.org.uk, click on the 'My Motivation' button on the sidebar of the home page and follow the simple instructions on your computer.

'My Motivation' is designed to improve our communications with you; we would therefore welcome any of your comments about the programme.

my motivation

See how your donations are making a difference

It's never too late to get involved!

By taking part in a running event you will enable us to help more disabled people. Motivation has guaranteed places in:

- The 13.1 mile **Bristol Half Marathon** on 17th Sept '06
- The **Cardiff Marathon & Half Marathon** on 15th Oct '06
- The 10 mile **Great South Run** in Portsmouth on 22nd Oct '06
- The **British 10k London Run** on 1st July '07

And if running isn't quite your thing...

If you don't fancy working up a sweat to raise money for Motivation then fear not, there are many less physically exerting ways that you can help us reach more people with disabilities. Rosemary Stephens from Cornwall raised a fantastic £550 by holding a book sale at her house.

The parishioners of Clifton Cathedral have held a range of events – including a wine and cheese evening, a barn dance and a quiz night. The proceeds from the Cathedral's events, combined with donations from their collections, have so far raised a wonderful £2,225.

News from the British 10k London Run

Many thanks to regular supporters Nicholas and Alison Lyle, who rallied together a team of 9 runners to take part in the 6th British 10k London Run. The race passed many famous London landmarks, including St Paul's Cathedral and the London Eye. Congratulations to Motivation's team, who overcame the 30 degree heat to finish the race in style.



Shop online and raise funds for Motivation

Motivation has teamed up with easyfundraising to provide a great new service that enables you to raise funds when you shop online.

Next time you shop online, simply log on to www.easyfundraising.org.uk and register selecting

'Motivation Charitable Trust' as the organisation that you wish to support. Once you have done this, use the links provided on the website to access over 150 of the UK's best known stores and up to 15% of your purchase price will be donated to Motivation.

It doesn't cost you anything extra to shop and raise funds in this way; in fact you can even save money as many retailers give discounts exclusively to easyfundraising users.

Remember - you will be raising funds for Motivation

whilst making purchases you would make anyway. What better excuse do you need to get stuck into some retail therapy?

easyfundraising
.org.uk

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Contact Us
Brockley Academy
Brockley Lane, Backwell
Bristol BS48 4AQ
t 01275 464012
f 01275 464019
e info@motivation.org.uk
i www.motivation.org.uk

Co-Founders/Executive Officers
David Constantine, Richard Frost
Trustees/Directors Scott Glickman FRCS
Prue Bramwell-Davis MSDC FRCA
Andrew Over FCA, Steven Fogel LLB LLM ACIArb
Vivien Gardener ACA Nicholas Allott

Patrons The Earl of Snowdon GCVO RDI,
Tom Conti, Sir Jocelyn Stevens CVO
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