



# EAST AFRICA CRISIS APPEAL

## Fundraising Pack



[www.mercycorps.org.uk](http://www.mercycorps.org.uk)

Registered charity: SC030289 Registered company: 208829

Your gift will be used as you designate. However, if we cannot carry out a project as planned, or if a project becomes overfunded, contributions will go to other similar programmes that help families and children in need.

## **EAST AFRICA CRISIS APPEAL: MERCY CORPS RESPONDS TO EPIC HORN OF AFRICA HUNGER CRISIS**

The Horn of Africa – a region that includes Ethiopia, Kenya and Somalia – is suffering its worst drought in six decades. Rivers are at their lowest in recent memory and the land is bone dry. Livestock are dying in massive numbers.

These extreme conditions, together with food price spikes, inflation and disrupted trade borders, have led to a severe hunger crisis affecting more than 10 million people. On July 20th The United Nations declared that some parts of Somalia have reached famine level and the effects of this can be felt across the entire region.

To reach famine level:

- ✦ More than 30% of children must be suffering from acute malnutrition.
- ✦ Two adults or four children must be dying of hunger each day for every group of 10,000 people.
- ✦ The population must have access to far below 2,100 kilocalories of food per day.

“The drought has had a devastating impact -- millions are on the move looking for food and water,” said Matthew Lovick, Mercy Corps’ Africa Director. “Traditional herders and their families have been hit the hardest, and women, children and the elderly are the first ones succumbing to starvation and disease.”



Photo: Reuters/Thomas Mukoya, Somalia

## **Helping Thousands Survive – And Gearing Up to Help Even More People**

Mercy Corps is already bringing relief to hungry families and helping people achieve self-sufficiency so they can feed themselves in the future. Teams have been working in Somalia, Ethiopia and Kenya for years and are ready to give relief where it is needed most. We will focus our efforts in villages and towns to help prevent people from fleeing in desperation to overpopulated camps where their lives will only worsen. In keeping with Mercy Corps’ approach, we are helping communities both survive the massive shock – and build back better.

So far we’ve helped more than 250,000 people:

### **Ethiopia Crisis Response**

- ✦ Mercy Corps expects to build on its strong record of helping people access food and water and increase their incomes.
- ✦ We have provided emergency food distributions – including corn-soy flour and cooking oil – to help feed 95,000 people.
- ✦ We are reaching thousands more people with health consultations and education.
- ✦ We have delivered clean water to more than 55,000 people in Gashamo, a region in eastern Ethiopia hit hard by drought.

### **Kenya Crisis Response**

- ✦ According to the UN, 2.4 million people need humanitarian aid in Kenya right now.
- ✦ In drought-ravaged Wajir County, located in northeastern Kenya along the Somali border, Mercy Corps is starting lifesaving programmes this week.
- ✦ We are focusing on two hard-hit towns, Wajir-Bor and Hadado, where families from surrounding areas have fled seeking relief from thirst and hunger. We will supply survival essentials including food and water.
- ✦ We will distribute clean water from 20-tonne tanker trucks and provide cans so people can transport the water home.
- ✦ We will provide vouchers families can use to purchase food from local shopkeepers; this approach has the added benefit of helping the store owners keep their businesses open.

## Somalia Crisis Response

- ✿ One-third of the population faces starvation.
- ✿ We are providing jobs to people who have been displaced by drought and conflict and the communities that host them. Parents earn income to bring home to their families by rehabilitating vital infrastructure such as water sources, irrigation canals, markets and roads.
- ✿ We have a strong record of helping people here access food and water and increase their incomes.



In North Kenya, Ubah Ali, 19, and her daughter. Ubah's family has been crowded by new arrivals competing for resources. Photo: Joy Portella/Mercy Corps

## How the Horn of Africa Crisis happened

The region's drought crisis has been growing steadily for months. When normal autumn and spring rains failed and rivers dropped to historic lows, traditional herders who rely on livestock for their families' survival saw their animals begin to die of hunger and thirst. Food prices rose, inflation struck and trade was hindered. Tens of thousands of Somalis fled to the border areas of Ethiopia and Kenya in desperation.

## An Ongoing Crisis

Hundreds of thousands of families have been pushed into desperate need and forced to leave their homes and walk for days in search of food, water and shelter. Many wives have been left without husbands and children without fathers as men have had to leave their loved ones behind to look for work - not knowing when they will return again.

The current Horn of Africa drought and hunger crisis is looking even more dangerous than the 1980s Ethiopia drought that killed 1 million people – and led to the LiveAid global music event.

The scale of this crisis is huge, and as the situation across East Africa continues to worsen, support and donations are needed urgently to help save lives.

## HOW YOU CAN HELP

Every donation brings relief to the families affected by the crisis in East Africa.

- ✿ £25 provides five severely malnourished children in Ethiopia with four servings of fortified food like plumpy-nut.
- ✿ £50 trains ten Kenyan farmers in improved farming techniques that will increase the amount of food they grow and sell.
- ✿ £100 provides tools and materials to build one latrine in a school, health centre or emergency camp, for use by up to 30 people.
- ✿ £200 provides clean water for 2,400 people per day in Somalia.

## Please donate now:

### ✿ By Post

Mercy Corps East Africa Crisis Appeal  
40 Sciennes  
Edinburgh  
EH9 1NJ

### ✿ Online

[www.mercycorps.org.uk](http://www.mercycorps.org.uk)

### ✿ By Phone (24 hours)

0800 066 5766

### ✿ By SMS

Text 'TAKE10 £10' to 70070 to donate £10

## Media Enquiries

Erin Gray, Senior Media Communications  
Officer: [ergray@uk.mercycorps.org](mailto:ergray@uk.mercycorps.org)

## Mercy Corps

European Headquarters, 40 Sciennes,  
Edinburgh EH9 1NJ  
0131 662 5160

[www.mercycorps.org.uk](http://www.mercycorps.org.uk)

## MERCY CORPS AT A GLANCE

### Our Mission

Mercy Corps exists to alleviate suffering, poverty and oppression by helping people build secure, productive and just communities.

### What We Do

Mercy Corps helps people turn the crises they confront into the opportunities they deserve. Driven by local needs, our programmes provide communities in the world's toughest places with the tools and support they need to transform their own lives. Our worldwide team in 36 countries is improving the lives of 19 million people.



Pakistan. Photo: Julie Denesha for Mercy Corps

### Our Work In the World's Toughest Places

Mercy Corps works in the toughest places on the planet. Failing states like Somalia and Zimbabwe. Conflict zones like Afghanistan, Congo and Iraq. And countries that have endured natural disasters, like Pakistan and Haiti. In these places, a child's life is often at risk. A woman's education is usually ignored. A family's livelihood is never a sure thing. These conditions threaten the welfare of neighbourhoods, towns, provinces, countries and entire regions.

To these important and imperiled places Mercy Corps brings relief, recovery and development. For 32 years, we have helped people grappling with the toughest hardships survive – and then thrive. That's the heart of our approach: **we help communities turn crisis into opportunity.**

Decades of field experience have shown us the most effective ways to support that transformation. We know that local people are the best agents of their own change and that local markets are often the fastest, most durable drivers of economic recovery. That's why we listen to what communities need and prioritise their most important projects. It's why we often partner with local organisations – and why our programme teams are 95 percent staffed by local people.

Mercy Corps approaches each challenge with an open mind and a bias for action. We listen to local people and prioritise their most urgent needs. We fix gaps to get markets up and running. We think big, start small and take responsible risks to find solutions that benefit the greatest number of people.

### Impact and Accountability

Since 1979, Mercy Corps has provided £1.36 billion in assistance to people in 109 nations. In fiscal 2010 (July 1, 2009 to June 30, 2010), the resources of our global operations totalled £185 million.

We take efficient stewardship very seriously: over the past five years, 88 percent of our resources have been allocated directly to projects that help people in need.



Democratic Republic of the Congo. Photo: Cassandra Nelson/Mercy Corps

*Last year, Mercy Corps helped 19 million people turn crisis into opportunity.*

## Where We Work

Supported by headquarters offices in North America and Europe, Mercy Corps works in the following 36 countries:

### Africa

Central African Republic, Democratic Republic of the Congo, Ethiopia, Kenya, Liberia, Niger, Somalia, Sudan, Uganda, Zimbabwe

### Americas

Colombia, Guatemala, Haiti, United States

### Asia

Afghanistan, China, India, Indonesia, Mongolia, Myanmar, Nepal, North Korea (DPRK), Pakistan, Philippines, Sri Lanka, Timor-Leste

### Balkans/Caucasus/Central Asia

Georgia, Kosovo, Kyrgyzstan, Tajikistan

### Middle East

Iraq, Jordan, Lebanon, Syria, West Bank and Gaza, Yemen



Niger. Photo: Thatcher Cook/Mercy Corps

## FOR MORE INFORMATION

Mercy Corps European Headquarters  
40 Sciennes, Edinburgh EH9 1NJ  
Scotland, UK  
(0)131.662.5160

Mercy Corps U.S. Headquarters  
45 SW Ankeny Street  
Portland, Oregon 97204  
503.896.5000  
800.292.3355

For **fundraising support** contact our events co-ordinator **Ali Millar**:  
(0)131 662 5176  
amillar@uk.mercycorps.org

## MEDIA ENQUIRIES

Erin Gray  
Senior Media Communications Officer  
egray@uk.mercycorps.org

[mercycorps.org.uk](http://mercycorps.org.uk)



Sri Lanka. Photo: Thatcher Cook for Mercy Corps

Registered Charity: SC030289 Registered Company: 208829

You must be the change  
you wish to see in the world.

~ Gandhi



Be the change

## Fundraising Tips and Advice



Photo: Ethiopia, Geoff Bugbee for Mercy Corps

There are so many simple and effective ways to raise some money - here are just a few tips and ideas to get you started!

### The Golden Rules of Fundraising:

- ✂ **Don't be put off by the amount you need to raise:**  
Break it down into manageable chunks and you will soon discover that your target isn't so far away.
- ✂ **Make it simple for people to sponsor you:**  
Checkout our online form at [www.justgiving.com/mercycorps/raisemoney](http://www.justgiving.com/mercycorps/raisemoney).

This is a great way for friends and family all over the world to sponsor you and be kept up to date on how you are doing with just a click of a button. All you have to do is e-mail this page to **EVERYONE** and watch the donations roll in.

- ✂ **Shout about what you are doing:**  
Email and phone friends, blog, tweet, and post on facebook. You could even tell your local press about what you're doing - you never know this might make you a star!!
- ✂ **Give yourself plenty of time:** The earlier that you start the more chance you will have of reaching your final target.
- ✂ **And finally remember...**if you don't ask, you don't get.

### **Fundraising in the Office**

- ✂ 'Dress Down...or Up Day', its amazing how much people will pay to get out of their suits.
- ✂ Have a home baking sale for morning tea and test your colleagues' skills.
- ✂ Inter-departmental fun quiz - This can be really popular. For interesting variations you could have pop quizzes, question of sport, TV trivia etc.
- ✂ Baby Photo Competition - get a baby photo from all your colleagues, scan them and pin them up or circulate a sheet with them all on and charge everyone to match the correct photo to the office character. Prize for the most correct answers.

## Fundraising with an Event

- ✂ A themed night in a bar. How about a Mexican theme, an era in history, or a Hollywood movie?
- ✂ Hold a Quiz Night at your local pub and test your friends' knowledge...or is that lack of knowledge?
- ✂ How about a 'Come dine with me' tournament, gather your friends together and take it in turns to host the perfect dinner party. Ask your friends to make a donation to enter and let the rivalry begin!

## Sponsored and Sporting Fundraising

- ✂ Sponsored waxing, hair cutting, or custard pie throwing. Raise some money and maybe even improve your look.
- ✂ Swear box, sounds simple but very lucrative!
- ✂ Organise a Five a Side football match, charge an entry and spectator fee. Let the games begin...
- ✂ Get a group together for a walk-a-thon, fun run, bike-a-thon, dance-a-thon, or similar event, and ask family members and friends to contribute by the mile or hour.

## Extra Tips....

- ✂ Remember to let Mercy Corps know what you are doing, we love hearing what you are up to and are happy to help and support you – Contact: **Ali Millar on 0131 662 5176 or email [amillar@uk.mercycorps.org](mailto:amillar@uk.mercycorps.org)**

## Matched Giving

- ✂ Now you've done your bit, find out what your company will do. The best way to do this is to find out if your company has a Matched Giving Policy and will match the amount you have raised. Just ask your Charity, PR, or HR department to find out. Remember, the worst they can say is 'no'.

## Gift Aid

- ✂ Gift Aid is a fantastic way of increasing the amount of your sponsor's donations. For every pound donated by a taxpaying sponsor, the Inland Revenue will add an extra 28 pence. This may not sound much but think of it this way, if you raise £500, Gift Aid will increase this to £640. So to ensure that you don't miss out on this fantastic scheme, **make sure your sponsors tick the gift aid box** and include their **name and full postal address, including postcode** if they are eligible.

## Remember...

- ✎ **£3** provides a daily wage for one unskilled labourer working to rebuild markets, irrigation canals and wells in Somalia.
- ✎ **£25** provides five severely malnourished children in Ethiopia with four servings of fortified food like plumpy-nut.
- ✎ **£50** trains ten Kenyan farmers in improved agricultural techniques that will increase their food production.
- ✎ **£100** provides tools and materials to build one latrine in a school, health centre or emergency camp, for use by up to 30 people.
- ✎ **£200** provides clean water for 2,400 people per day in Somalia.



Photo: Ethiopia, K Wislinska for Mercy Corps

**Give a little....Change a lot!**

## And Finally...

### **Where to send the money you have raised:**

Please follow these simple steps when you want to bank any of the money you have raised:

- ✎ Don't send cash, please bank any money and send us a cheque to Mercy Corps, 40 Sciennes, Edinburgh, EH9 1NJ.
- ✎ Please make all cheques payable to 'Mercy Corps' and remember to mark on the back that it is for the 'EAST AFRICA CRISIS APPEAL'.

**Remember, we are here to help you every step of the way, so for advice and help please don't hesitate to call** Mercy Corps events coordinator, Ali Millar on 0131 662 5176 or e-mail [amillar@uk.mercycorps.org](mailto:amillar@uk.mercycorps.org)

# **THANK YOU!**

## **Fundraising and the Law**

Below are some of the key laws associated with fundraising. Please read these carefully before embarking on any fundraising events that you may be organising.

### **Raffles and Lotteries:**

- ✂ Lottery tickets may not be sold by under-16s.
- ✂ Private lotteries (e.g. where tickets are sold only to members of a club) do not need to be registered; neither do raffles held at a social event, where the raffle must also be drawn.
- ✂ Before printing materials, please contact Mercy Corps as there are items which must be included, such as our charity registration number SC030289.
- ✂ Our logo may not be used without our prior permission.

### **Collecting Money:**

- ✂ The legal minimum age for collecting money is 18 years in London; 16 years everywhere else.
- ✂ To collect on private property (e.g. shopping centres, supermarkets, pubs) you need the permission of the owner/landlord. Past experience has proved that collecting on private property can be extremely successful.
- ✂ To collect in the street, you need to apply for a special licence, so it is best to contact your local council.

### **Entertainment:**

If you are planning to have some form of entertainment (this means two or more people performing or dancing) in a building, which does not already hold a Public Entertainments Licence, you need to get one. Your local authority provides this licence.

### **Food and Liquor:**

There are many regulations governing the use of food and liquor, in brief:

- ✂ If you are selling food on a one off basis, you do not usually need to register but you are still subject to the law (so please check first).
- ✂ If you plan to sell over a period of days, you will need to register with your local authority.
- ✂ The Food Hygiene Regulations and Food Safety Acts should be taken into account at all times. The Environmental Health services dept of your local council can advise you or you can call the Ministry of Agriculture, Fisheries and Food, Consumer Helpline on 0345 573 012.
- ✂ We recommend that you contact your local authority before your event and discuss with them what you plan to do.

- ✂ Your local Environmental Health Department or Trading Standards Office should be able to answer queries too.
- ✂ If you plan to sell alcohol, you need to have a liquor licence. You can get this from your local Magistrates Court.

### **Further Points:**

- ✂ The above is only meant as a brief guide and if you are not sure if something is legal, always check.
- ✂ Please do not do anything that is unsafe or illegal!
- ✂ Inform Mercy Corps of what you are doing – we may be able to help.
- ✂ Think of yourself as an ambassador for Mercy Corps in everything that you do – you are representing us and helping to raise awareness of the work we carry out worldwide.
- ✂ Always be aware of safety - both yours and other people's.
- ✂ Depending on what you are organising, think about whether you need insurance or a licence - if you are unsure, ask.
- ✂ Enjoy yourself while fundraising but don't take risks or cause distress to other people.







## Promotional Material Order Form

Item	Quantity
<b>Mercy Corps T-Shirt</b> (one per participant)	Small _____ Medium _____ Large _____
<b>Posters</b>	A3 _____
<b>Mercy Corps Leaflets</b> (maximum 50)	

We also have a small number of collection cans available, if you would like some for your event please contact our events co-ordinator **Ali Millar:**  
[amillar@uk.mercycorps.org](mailto:amillar@uk.mercycorps.org)

**Name:** .....

**Team members:** .....  
.....

**Delivery address:** .....  
.....  
.....  
.....

**Mobile number:** .....

**Email address:** .....

**Return to:**

**Ali Millar  
Mercy Corps  
40 Sciennes  
Edinburgh  
EH9 1NJ**

Or email: [amillar@uk.mercycorps.org](mailto:amillar@uk.mercycorps.org)



## Share your fundraising story

The crisis in East Africa is extremely serious, and we'd like to raise awareness about our appeal as much as possible. A great way to do that is to highlight the activities that people like you are using to raise funds. Local media in your area are likely to be interested in anything fun, different or unusual that you have planned, and by sharing your story you'll be helping to spread the word about the appeal.

If you would be happy to share your story, whether on our website or even to be featured in the media, please let us know by completing the form below. We'll be in touch about how we can help.

Thank you!

### 1. Main Contact Details

Title (Mr/Mrs/Ms/Miss) Other \_\_\_\_\_ Surname: \_\_\_\_\_

Forename: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Home Town and Postcode: \_\_\_\_\_

Contact Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Occupation: \_\_\_\_\_ Company: \_\_\_\_\_

Can we pass your contact details onto interested journalists? YES / NO

### 2. Your fundraising plans

Tell us about how you are planning to raise funds. Are you planning anything different or unusual? Are you getting help from friends or colleagues? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why have you decided to raise funds for this appeal? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you so much for taking the time to fill in this form. Please return to Erin Gray at [egray@uk.mercycorps.org](mailto:egray@uk.mercycorps.org) or Mercy Corps, 40 Sciennes, Edinburgh, Scotland, EH9 1NJ

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

# EAST AFRICA CRISIS APPEAL

**PLEASE GIVE WHAT YOU CAN  
TODAY TO SAVE LIVES AND  
HELP FAMILIES IN  
DESPERATE NEED:**

- **Call: 0800 066 5766 (24 hrs)**
- **Text: 'Take10 £10' to 70070 to donate £10**
- **Online: Visit  
[www.mercycorps.org.uk](http://www.mercycorps.org.uk)**
- **Post: Mercy Corps, 40  
Sciennes, Edinburgh EH9 1NJ**



## EAST AFRICA CRISIS APPEAL

East Africa is in the grip of the worst drought the region has seen in 60 years. The United Nations has declared that some parts of Somalia have reached famine level and the effects of this can be felt across the entire region. More than 10 million people in and around Ethiopia, Kenya and Somalia are now facing severe malnutrition and hunger.

**Please donate today and help save lives.**

# Fundraising made easy



## THE SMART WAY TO FUNDRAISE

Now you can raise sponsorship without breaking into a sweat.

No more dealing with cash and cheques, no more chasing up friends after the event...

Simply create a free online fundraising page, personalise it with a photo and message, and email it to your friends and family. They can donate quickly and securely online with a credit or debit card.

Plus, online donations from UK taxpayers collect a 28% bonus! So you do less but your charity gets more. Easy.

Create your page now at:

[www.justgiving.com/mercycorps](http://www.justgiving.com/mercycorps)

For more information or help setting up your page, visit [www.justgiving.com](http://www.justgiving.com) or call our helpdesk on 0845 021 2133

**justgiving**  
fundraising made easy