



transaid

CORPORATE PARTNERSHIP PACK 2025

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A message from our CEO

Caroline Barber | CEO, Transaid

Partnerships with our corporate partners, supporters, implementing partners, and donors have been essential to Transaid's progress and success since its inception.

We know that every company has its own strategic objectives, audiences and vision, and so we work to develop tailored initiatives that deliver meaningful results, that engage and inspire employees, and that have a positive impact on business strategies by strengthening ESG credentials. Partnering with Transaid means joining a group of companies that are making a real difference; helping to transform lives through safe, available, and sustainable transport in sub-Saharan Africa, and in turn contributing to progress towards the UN Sustainable Development Goals.

In the pages that follow, you will discover how your company could benefit from corporate partnership. Whether it be through direct involvement in Transaid's programmes, or brand engagement, publicity and marketing opportunities, we can work together to create initiatives that are both beneficial to the company, and the communities that we work with.



Readers will also hear from some of Transaid's corporate partners and learn about the impact that they have made.

We hope to welcome your organisation alongside the growing group of companies that are proud Transaid corporate partners, and leading the way in improving global road safety and access to healthcare in sub-Saharan Africa.



ABOUT US

Transaid is an international development organisation transforming lives through safe, available, and sustainable transport. We work alongside local partners to improve road safety and access to life-saving healthcare across sub-Saharan Africa.

MISSION

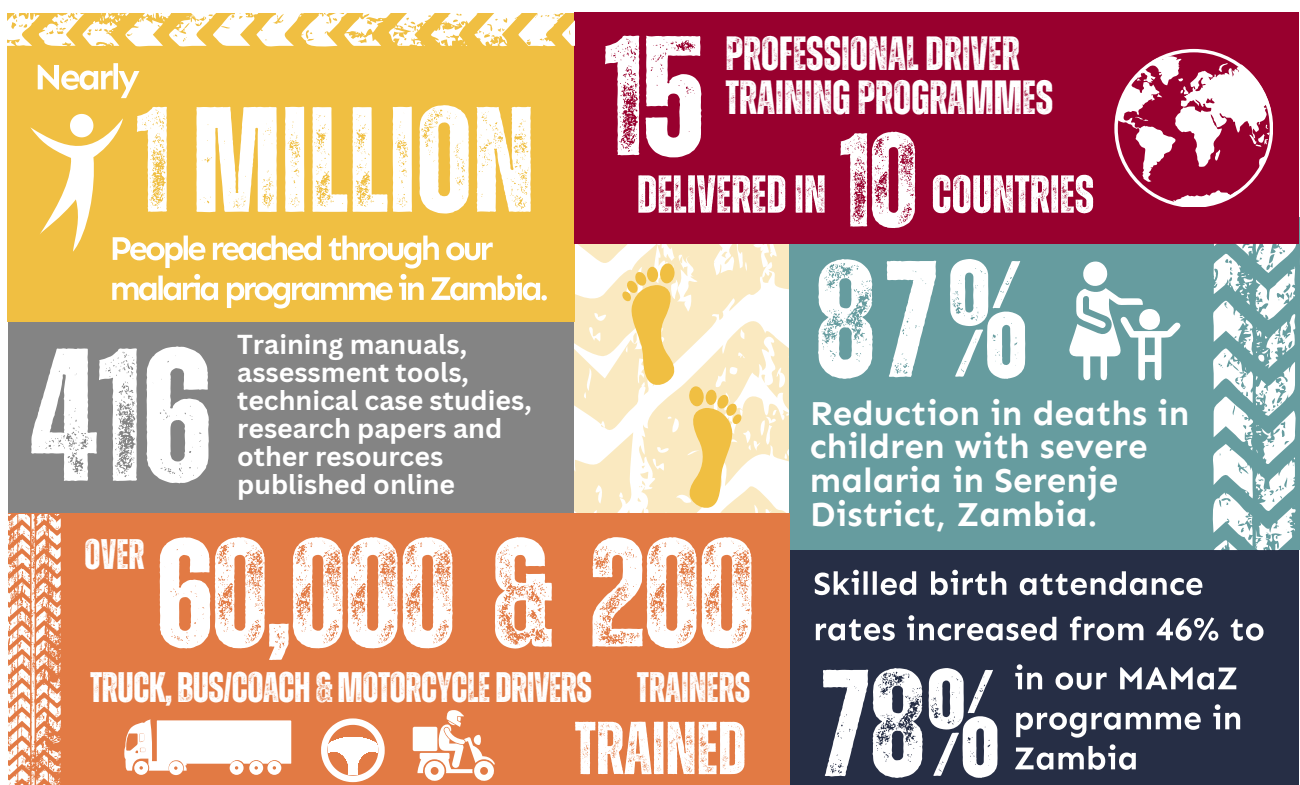
Our goal is to transform lives through safe, available and sustainable transport.

VISION

Everyone has the right to travel safely without the fear that they may not come home because of a lack of training, or dangerous vehicles and roads. Everyone has the right to access healthcare. Every person should have the opportunity to build the skills they need to transform their future.

 Currently operating 12 programmes in 9 countries	 Leaders in road safety and transport management
 Partnered with over 100 organisations	 Expertise in rural access to healthcare

TRANSAID IN NUMBERS



Transaid's geographical footprint over the last 10 years



"Evidence suggests that increasing driver training across sub-Saharan Africa has improved lives across the board – Transaid's programmes have been proven to work and I hope the industry recognises the value they add."

HRH The Princess Royal, Patron of Transaid



"Whether it is driver training, introducing bicycle ambulances to communities or providing technical assistance, Transaid makes a difference."

Andrew Malcolm, CEO, The Malcolm Group



SUSTAINABLE DEVELOPMENT

Transaid puts sustainable and accountable practices at the heart of what we do. This helps us ensure that we are responsible for our actions and the impact that our projects have on individuals, communities and the environment.

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership.

Transaid is working to build a more sustainable future for all, and our work aligns closely with several of the Sustainable Development Goals.



ROAD SAFETY



Our partner-led approach to improving road safety focuses on promoting safe driver behaviour with long term programmes in Ghana, Kenya, Tanzania, Uganda and Zambia. We advocate for quality truck, bus and motorcycle training by encouraging the exchange of knowledge and skills at national, regional, and global levels to strengthen driver training standards across sub-Saharan Africa.

- There were an estimated 1.19 million road traffic deaths in 2021; this corresponds to a rate of 15 road traffic deaths per 100 000 population.
- 2% of road traffic deaths occur in low- and middle-income countries, with the risk of death being three times higher than in high-income countries despite these countries having less than 1% of all motor vehicles.
- As of 2019, road traffic injury remains the leading cause of death for children and young people aged 5–29 years.

(Source: WHO 2023)

ACCESS TO HEALTHCARE



Our partner-led approach to improving access to healthcare includes establishing emergency transport systems (ETS), primarily in rural areas to reduce the barrier to healthcare posed by lack of transport. We are also working to strengthen health supply chains in collaboration with local partners and governments.

Our use of ETS is appropriate to context. For example, ETS has utilized ox-carts and bicycle ambulances in Zambia, public minibuses in Madagascar, and taxis in Nigeria.

- In 2023, the WHO African Region accounted for 94% of malaria cases and 95% of malaria deaths globally.
- 76% of all malaria deaths in the WHO African region were among children aged under 5 years in 2023.
- Sub-Saharan Africa alone accounted for 70% of maternal deaths in 2020. Almost 95% of all maternal deaths occurred in low and lower middle-income countries, and most could have been prevented.

(Source: WHO 2020 – 2024)

"The bicycle ambulance is the best thing that has happened to this community. I see people going about their daily lives in my community who otherwise wouldn't be alive today."

- Josephine Mupeta, a Community Health Volunteer and Emergency Transport System (ETS) rider in Serenje District, Zambia.



"The training at Safe Way Right Way Driver Training Centre was the best experience I have ever had in my life, the first thing I was taught is that safety begins with us."

- Sharon Kinyatta, a professional driver in Uganda that trained with the Professional Driver Training Uganda project Phase Two (PDTU-2)



Why join Transaid's corporate partnership programme?

COLLEAGUE ENGAGEMENT AND PROFESSIONAL DEVELOPMENT


- Access to tailored materials, personalised presentations and Transaid-run team building activities.
- First opportunity to sign-up to Transaid's bespoke challenge events and other fundraising opportunities.
- The chance to take part in a self-funded visit to Transaid's projects.
- Opportunities for professional secondments and placements overseas.
- Technical involvement in Transaid's road safety programmes through a quarterly consortium - the Road Safety Advisory Board.

PUBLICITY/BRAND OPPORTUNITIES & EXCLUSIVE NETWORKING EVENTS

- Invitation to Transaid's annual showcase event in the presence of 150+ senior industry professionals and Transaid's Patron, HRH The Princess Royal.
- The opportunity to invite HRH The Princess Royal to own events (facilitated by Transaid).
- Facilitated introductions to Transaid's networks (partners, supporters, ambassadors, trustees).
- Support with industry press features, articles and releases.
- Publicity through Transaid's own industry-facing channels: social media, monthly e-newsletter, Transaid website, and logo placement at over 25 top industry events.

TANGIBLE IMPACT

- Join a supportive network of industry leaders, working together to make a real difference to challenges relevant to the transport and logistics industry.
- Access to bespoke materials and engagement tools through quarterly reporting and communications packs, case studies, photos, quotes, and statistics, that demonstrate corporate and social values in action.
- Illustrate strong alignment with ESG/CSR values, and receive information that is useful for impact reporting.
- Dedicated account manager and quarterly phone calls/meetings.



By contributing funds, donating vehicles and equipment, or sending colleagues on secondment, our corporate partners play a key role in our programmes. By partnering with Transaid, companies can use their resources and knowledge to help make roads safer and improve access to healthcare in sub-Saharan Africa. Meanwhile, we offer opportunities for networking, employee engagement, and the chance to join a growing group of companies who are leading the way in improving global road safety.

We are proud that every partnership is unique.

Supporting your impact reporting through the social in ESG



Environmental, Social, and Governance (ESG) factors are increasingly important for businesses to consider in their operations and decision-making.



The '**S**' in ESG is what Transaid inherently does, and so we can be a valuable partner in helping to enhance and improve your ESG strategy and performance by strengthening your social impact through our programmes. Transaid works to establish **a long-term framework through its work with local partners**, and maintains an extensive sphere of influence through its work with global partners to deliver programmes. As a global organisation, why not align your company to an international charity that is working to address **global issues**?



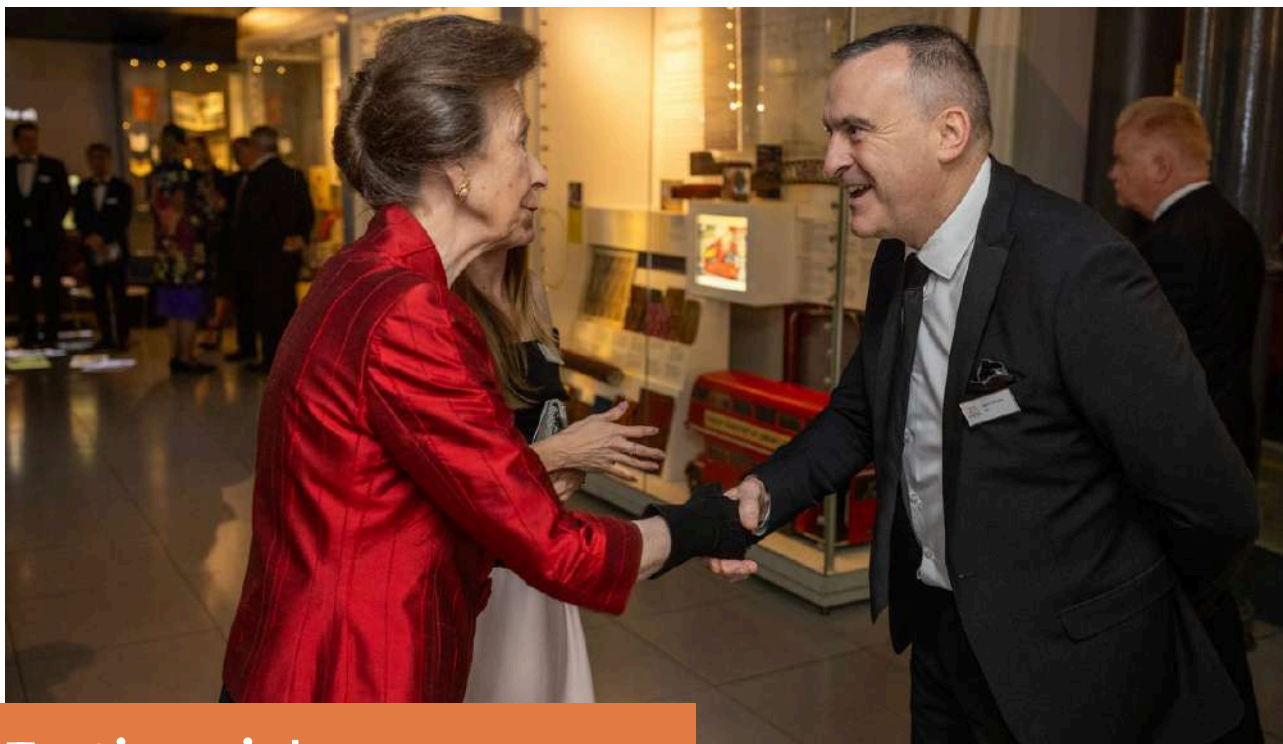
We can't achieve our mission without you - help us to play our part in achieving the **Sustainable Development Goals**, whilst we help you strengthen your impact reporting and meet the social component of ESG.



By contributing to **global causes such as healthcare, education, and poverty alleviation**, you will be addressing critical social issues and helping to improve the well-being of communities around the world. Your support for Transaid will demonstrate your commitment to **social responsibility**, whilst also making a positive impact on society. Our mutual goals are underpinned by **collaboration**, and this can only be done in partnership.



It is essential for corporations to ensure that their charity partnerships are **genuine, transparent, and aligned** with their core values and business practices. Transaid's promise to each of its corporate partners is to build an **authentic, meaningful and impactful** relationship, that is tailored to the specific requirements of the organisation.



Testimonial

GXO Logistics

GXO Logistics has been a corporate partner of Transaid for over a decade, and has both been directly involved in Transaid's work and benefitted from a myriad of exclusive opportunities through the partnership.

Professional development

GXO Logistics has an exclusive opportunity in access to overseas graduate and professional volunteer placements for its employees. GXO Logistics has built a six-month secondment to a Transaid programme into its graduate scheme, with shorter secondments in Uganda, Tanzania, Zambia and Malawi.

Abbie Rennison, GXO graduate, spent eight months working as a professional volunteer for Transaid's road safety programme in Uganda, supporting numerous projects.

Employee Engagement

In addition to benefitting from professional development opportunities, GXO employees have also participated in Transaid's European and African cycle challenges. Spaces on these rides have become so popular within the organisation that GXO now runs a raffle for places to ensure that a variety of individuals from across the organisation are able to take part, offering fantastic team building and networking opportunities.

GXO

Abbie says: "There is nothing more rewarding than seeing the work that you do create an impact and transform lives. I have developed new skills both in my personal life and professionally, and expanded my professional network."

Chris Dolby, Director of Learning and Development says: "It was a truly humbling, rewarding and eye-opening experience. I don't think I truly understood the scale of the task – as well as the impact that this wonderful charity is having over there – until I experienced it for myself."

Gavin Williams, Managing Director UK & Ireland says: "We know for sure the tremendous impact that Transaid has with training drivers in Uganda, Ghana, Mozambique, Tanzania and Zambia. It's been a life-changing experience for every team member who has had the chance to take part in the programme. I'm really proud of our long-term relationship with Transaid and look forward to continuing this in the years to come."



Testimonial

Microlise



The transport management solutions provider joined Transaid's corporate partnership scheme in 2015. Since then it has remained committed to a shared mission with Transaid of ensuring safety on the roads across the world.

The ITC will utilise the vehicles and the equipment to train its professional drivers to the highest standard to save lives on the world's roads.

Events involvement

Microlise has entered a corporate team into Transaid's biennial African, as well as yearly European cycle challenges for a number of years, helping to raise crucial funding for Transaid's programmes, whilst also having the opportunity to network with other industry organisations during the rides.

In July 2024, Microlise and Libra Europe hosted Transaid's second charity football event - the Transaid Cup. 15 teams from 12 companies took to the pitch at Ilkeston Town Football Clubs' Microlise Ground, helping to raise almost £17,000 in support of this latest fundraising initiative.

In August 2023, Microlise hosted its inaugural charity golf day for Transaid. In addition to an exceptional day of golf and camaraderie on one of the UK's most prestigious courses - the JCB Golf & Country Club, all proceeds from the event were donated directly to Transaid.

Microlise has cemented Transaid's presence at its annual transport conference and VIP dinner by hosting Transaid on an exhibition stand during the conference, and providing a coffee stand with all proceeds donated to Transaid, as well as a speaking slot for our Chief Executive. A raffle is also held for Transaid during the VIP dinner, which in 2024 raised almost £5,000.



Nadeem Raza, Chief Executive says: "Safe and sustainable transport is a topic that is extremely close to our hearts. Conditions in low and middle income countries are often not what they could be, and we think it is crucial that we do all we can to bring about positive change. One of the best ways we can do that is to support Transaid, whose interventions make a real difference."

Marketing and Events Manager, Andree Ball says: "We are thrilled to support this charity – and maintain our friendships. In addition, I know our team of cyclists are looking forward to getting in the saddle again for Cycle Kenya and future challenges."

Programmes involvement

In 2023, Microlise fitted its safety equipment, including telematics integrated cameras into two vehicles donated by Samworth Brothers and Fagan and Whalley to Transaid's partner training centre - the Industrial Training Centre (ITC) in Zambia.



Testimonial

UK Warehousing Association



UKWA has been a corporate partner of Transaid since 2013. From cycle challenges, to running its own fundraising events, to encouraging its member companies to contribute directly towards Transaid's work by providing volunteers, UKWA has offered its support through numerous means, and gained a great deal from the partnership in return.

Events involvement

The opportunity to invite Transaid's Patron HRH The Princess Royal to an event is something that is exclusively offered to Transaid's corporate partners. This has proven to be highly effective in engaging employees, attendees, and member companies, as well as generating excellent PR coverage. UKWA utilised this opportunity in 2019 and celebrated its 75th Anniversary in the presence of Transaid's Patron.

In that same year, UKWA marked its 75th Anniversary by raising £75,000 for Transaid through a series of high profile fundraising events. This started with the association's annual awards lunch, whereby attendees had the opportunity to participate in a bicycle ambulance pledge auction, during which guests donated a total of 23 bicycle ambulances collectively worth £11,500.

UKWA has also been a great supporter of Transaid's cycle challenges, including most recently as the headline sponsor of the Cycle Malawi challenge in 2022, and the Way of the Roses cycle challenge in 2021. UKWA was also the food and beverage sponsor of Transaid's Showcase in 2024.



Clare Bottle, Chief Executive says: "UKWA is proud to stand alongside Transaid in their mission to transform lives through safe and sustainable transport. Our longstanding partnership reflects a shared commitment to making a positive impact on communities and the logistics industry. Together, we believe in the power of collaboration to drive change, improve road safety, and enhance access to essential services. We are honoured to support Transaid in their vital work."

Engagement

UKWA's Chief Executive, Clare Bottle, is involved with Transaid through the corporate partnership and as an Ambassador, and previously a Transaid Trustee. She has participated in countless Transaid fundraising challenges. In 2021, Transaid profiled Clare as part of its celebrations for International Women's Day, sharing news of Claire's important and significant work to transform the trade association. During the Multimodal Exhibition in that same year, Clare joined Transaid's panel session on increasing diversity in the sector, and how this can be applied to our driver training programmes in Africa.

Thank you for reading

Please get in touch
if you have any questions.

Contact Us



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Join Us for the Journey of a Lifetime...





UK Registered Charity Number: 1072105 Patron HRH The Princess Royal