



TRANSAID MONTH

MAY 2025

ABOUT TRANSAID MONTH

Transaid Month is a time for Transaid's staff, supporters and friends to celebrate and promote our work, as well as raising vital funds for our road safety and access to healthcare programmes.

PERIOD: 1st - 31st May 2025

THIS YEAR'S THEME:

"Driving Change Together - Promoting Transaid!"



**Raise
Awareness**



**Raise
Funds**

BENEFITS FOR YOUR COMPANY

Supporting Transaid Month will give you the following benefits:

LOGO PLACEMENT:

Your corporate logo will be placed on our webpage featuring 2025 Transaid Month.

SOCIAL MEDIA FEATURES:

Your support activities will be featured and thanked on our social media channels: LinkedIn, Facebook, Instagram, and X.

ESG IMPACT:

Supporting Transaid Month is an opportunity to be part of an ongoing social movement to build a more sustainable future for all, meet people from companies and communities around the world, strengthen impact reporting, and support ESG goals.



HOW TO SUPPORT TRANSAID MONTH

You can carry out any of the suggested activities or your own to raise awareness of Transaid's mission and funds for our programmes.

Promote Transaid
by using our exclusive
promotional materials

Communicate
about Transaid
with your employees,
suppliers and clients

Feature Transaid
in your Payroll
giving scheme

Bake sales, marathons
or car wash services -
anything to raise
funds

PROMOTIONAL MATERIALS

Transaid will be providing a wide range of promotional materials available to order, with all proceeds supporting Transaid's programmes across sub-Saharan Africa. Please see the separate catalogue and order form. You can also produce your own co-branded items.



Vehicle Stickers



Roller Banners



Merchandise

COMMUNICATIONS

Transaid will provide a communications pack detailing how to talk about Transaid to your employees, suppliers and clients. You could feature Transaid on your website, in your newsletter, and on social media. Transaid handles are below:

 /Transaid

 /Transaid

 @Transaidorg

 @Transaidorg



You could also use our slide deck to promote Transaid in meetings, conferences, seminars and town halls.

PAYROLL GIVING

Already have a Payroll Giving scheme in place?

- You can mention the Payroll Giving option in your internal comms featuring Transaid.
- You can match and donate the payroll giving donations made by your employees in May.

Don't have a Payroll Giving scheme in your business?

- Payroll Giving is a way of giving money to charity without paying tax on it.
- Check the Payroll Giving document for the benefits of a Payroll Giving scheme.



FUNDRAISING

Feel free to put on fundraising activities such as bake sales, walking/running/dance challenges, car wash services and choir concerts.



Please contact kohei@transaid.org for any questions or orders.