



Transaid is an international development organisation transforming lives through safe, available, and sustainable transport. Founded by Save the Children, The Chartered Institute of Logistics and Transport (CILT), and its Patron, HRH The Princess Royal, we work with communities, partners, and governments to address transport challenges across sub-Saharan Africa.

## BRAND EXPOSURE: TRANSAID'S CHRISTMAS APPEAL

This is a great opportunity for brand exposure with an industry charity while transforming lives across sub-Saharan Africa. There are three packages (gold/silver/bronze) available, offering different benefits to suit your requirements, ranging from £400 to £850 (+VAT).

# SAFETY IN NUMBERS

This year our professional driver training projects have gone from strength to strength, delivering essential training to almost 11,000 professional drivers of HGVs, PSVs & forklifts.

Together with our broader road safety and access to health work - including a national helmet wearing coalition in Kenya and use of bicycle ambulances for emergency transport in Zambia - we are helping people to build the skills they need to transform and save lives in sub-Saharan Africa.

We are so grateful for your support.

WITH SPECIAL THANKS TO:

**MotorTransport**

for generously donating this advert.

Scan to donate to our Christmas Appeal

## DRIVERS TRAINED OVER 12 MONTHS

Country	Drivers Trained	Change (%)
Ghana	1,085	(+59%)
Mozambique	251	(+22%)
Tanzania	6,326	(+54%)
Zambia	2,737	(+32%)
Uganda	373	(-6%)

\*All figures 1 April '23 - 31 March '24, versus previous 12 months.

THANK YOU TO THE FOLLOWING COMPANIES FOR SUPPORTING OUR CHRISTMAS APPEAL:

\*Transaid's 2024 Christmas Appeal advert in Motor Transport

Packages include placement of your corporate logo alongside other industry-leading companies in 16 major publications, including Motor Transport, Warehouse & Logistics News, and Export & Freight, as well as on Transaid's website.



Social Media Coverage



Personalised Christmas e-Card



Personalised Thank-you Video



## BRAND EXPOSURE: EVENTS



In return for donating a prize to a Transaid raffle or auction, we can offer a number of publicity benefits: displaying your company logo on the table flyers and on the big screen; a thank you in the evening speech; and social media coverage prior, during and after the event.



Throughout the year Transaid has opportunities to sponsor events such as our annual showcase, a cycle challenge in the UK or Africa, or the Transaid Football Cup. There are a variety of different sponsorship packages and incredible benefits available for interested sponsors.

## EMPLOYEE ENGAGEMENT



Strengthen the teamwork of your colleagues or your relationship with your clients and suppliers by participating in one of Transaid's fundraising events! We offer cycle challenges in Europe and Africa, international full/half marathons, golf days, and a football tournament. You could also participate in Transaid's Christmas Jumper Day!

## CSR / ESG



Increase your social impact through sharing knowledge or donating vehicles, equipment and funds, which are essential to helping us and our partners deliver programmes across sub-Saharan Africa. Programmes include Heavy Goods Vehicle (HGV) and Passenger Service Vehicle (PSV) driver training, bicycle ambulance schemes, and research projects.



Scan the QR code to visit our website.  
If you are interested in any of these opportunities, please contact:  
[kohei@transaid.org](mailto:kohei@transaid.org)

**Transaid**

Registered charity number: 1072105  
Patron: HRH The Princess Royal  
[www.transaid.org](http://www.transaid.org)